

DOWNTOWN COCOA BEACH SECTOR PLAN



August 22, 2006

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OVERVIEW

As a result of increased interest in Downtown Cocoa Beach, a need for a Downtown Plan was identified. This planning initiative began by **defining Downtown Cocoa Beach** as: 2nd Street South (southern boundary), 4th Street North (northern boundary), Woodland Avenue (western boundary), and the Atlantic Ocean (eastern boundary). Map I shows these Downtown boundaries.

Once Downtown boundaries were established, a **visioning process** was completed in 2005 that involved committed Downtown stakeholders and two community workshops. Those discussions resulted in: identifying issues, setting priorities, developing action steps and solutions (short term and long term), and assigning responsible parties for implementation. A series of matrices in Appendix A list the issues to be addressed.

Using the visioning results as a foundation, the Cocoa Beach City Commission agreed to continue this Downtown planning initiative. On April 21, 2005, they created the **ad hoc Downtown Area Sector Plan Committee (DSC)** to continue the discussions about Downtown issues and solutions and appointed the DSC members on July 21, 2005. The DSC represents a range of stakeholder interests, drawing largely from the Visioning Steering Committee. The DSC members included.

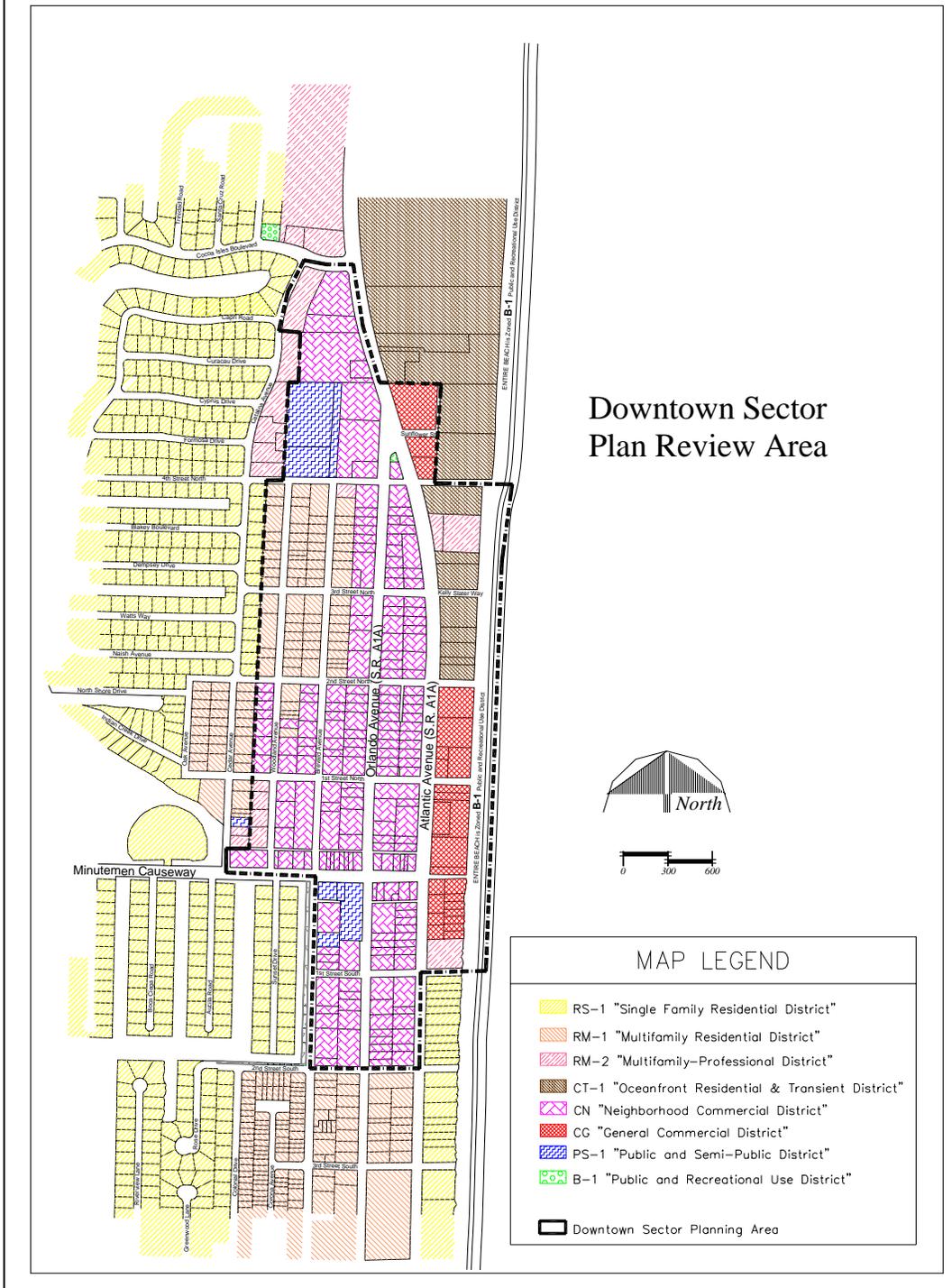
Peter Cunningham	City Landscape Board
James Dickson/Bob Dance	City Planning Board
Bill Myers	Citizens Action Committee
Adrienne Dillon	Citizens League
Bruce Reynolds	Arts Community
Rachel Leasure	Business & Property Owner
Bob Estes	Business & Property Owner
Charles Boyd	Business & Property Owner
Wayne Coombs	Business & Property Owner
Yvette Chamberlin	Residents & Property Owner
Lauren Barley	Business & Property Owner
Cheryl Koser	Business & Property Owner
Heidi Deleuil	Business & Property Owner
Sandy Johnston	Business & Property Owner

Discussions during the DSC meetings, focused on Downtown topics, with members relying on personal experiences and references to previous studies, (including the SR A1A Corridor Study and the feasibility study complete in the early late 1990's for the potential creation of a Community Redevelopment Agency).



CITY OF COCOA BEACH - Downtown Sector/Area Plan

MAP I - Planning Area



NOTE: This map is not to scale.



OVERVIEW (continued)

By July 2006, the DSC is to develop a more detailed approach to address Downtown issues. The input from these DSC meetings provides the foundation for the Downtown Cocoa Beach Plan (DPlan). The DPlan will become the framework that will guide future decisions about Downtown Cocoa Beach. Through this building process, there has been a consensus about the issues needing attention and related solutions. **The City Commission changed is considering changing the status of the DSC from an *ad hoc* committee to that of a City standing committee. As a result, it is anticipated that the DSC will oversee the implementation of the *DPlan*.**

As the DPlan was being prepared, the DSC determined having pilot streetscape program developed would be a key first step towards implementation of several of the DPlan components. It was agreed that this pilot program would focus on Minutemen Causeway, from Woodland Avenue to the Atlantic Ocean (east of Atlantic Avenue). The Program describes how this area would look, providing specifications for landscaping materials, sidewalk treatments, street furniture, street lighting, and signage. Decisions made during this design process would be made within the *DPlan* framework while also setting the tone for the future appearance of the Downtown area.

The *DPlan provides highlights* of the discussions about the issues, short term and long term actions to be taken, and priorities. The following topics are presented in this Plan:

- Theme;
- Signage;
- Waste Management;
- Code Enforcement;
- Sidewalks;
- Street Lighting;
- Landscaping;
- Mixed Uses and Land Development Regulations; and
- Traffic Circulation and Parking.

The funding priorities for these areas are listed by year in Appendix B.



THEME

Visitors and residents need to be able to quickly identify that they are in Downtown Cocoa Beach. A Downtown logo and slogan would provide a theme that would unify the Downtown area, visually (through a signage program) and by creating pride.

Short Term Actions

Issue	Action Needed	Responsible Party
Need a theme to unify Downtown and to provide identify	Decided on "surfing theme" Keep "surfing" theme active Retain "laidback, cool" lifestyle through village and design schemes Promote Downtown as commercial destination – shopping, dining, and art businesses	DSC made decision June 2005 City Planning Staff to oversee inclusion in signage program Private Sector
Need Downtown slogan based on "surfing theme"	Suggestions: "Come see the rest of the Beach" "Where Arts and Sports Meet the Beach" "It's a Beach Town"	City Public Information Office Private Sector
Need to design logo based on "surfing theme"	"Surf" themed logo as visual identification for Downtown	City Planning Staff City Planning Board
Need for a common marketing approach	Consider becoming part of the "Main Street" program Identify ways to promote surfing common theme Get the word out about Downtown through: newsletter, regular column in City newsletter, and special section on City web site Suggested events: family-oriented activities (kite flying and wind surfing), participate in annual Christmas parade, street parties, "music on the beach" events, "art walk" community-oriented events, group promotions (dinner after the gallery) Discount promotions	City Planning Staff City Public Information Office Private Sector



THEME (continued)

Long Term Actions

Issue	Action Needed	Responsible Party
Implementing theme	Continuous promotion; assess success of tools and adjust as needed – marketing plan	City Public Information Office
Need guidance to create “village” atmosphere	Develop Downtown Master Plan to support “village” design and related design codes Elements to include: create a compact and walkable area, continue paver design for sidewalks, incorporate landscaping incorporate common public spaces (including City Hall redevelopment)	City Planning Staff
Need codes to support “village” atmosphere	Develop design-based code to: promote mix of residential, resort (lodging, general retail, shopping, restaurants, lounges); promote architectural consistency, unified color schemes, and unified signage	City Planning Staff



THEME (continued)

Priorities		
Need	Time Frame	Funds
Group promotions	On going (Marketing Plan)	Private Sector – see also solidify “surfing” theme below
Sponsor downtown events	Summer Kick Off – June 2006 End of Summer – Sept. 2006 Regular events annually	\$8,000 – 81 st Anniversary \$5,000 \$10,000 annually
Downtown articles to existing City newsletter & web site	by September 2006	City Manager’s budget
Become a “Main Street” City	September 2006 (begin process)	\$10,000 (budget request 2007/2008 for hiring market director/firm; top priority)
Solidify “surfing” theme Logo, slogan, signage Common marketing	Commission design firm or local professional artistis by 2007	\$5,000
Unify physical elements to Define/enhance Downtown “village”	Refer to the following Plan sections for specific actions: Signage, Sidewalks, Street Lighting, Landscaping, Traffic Circulation	



SIGNAGE

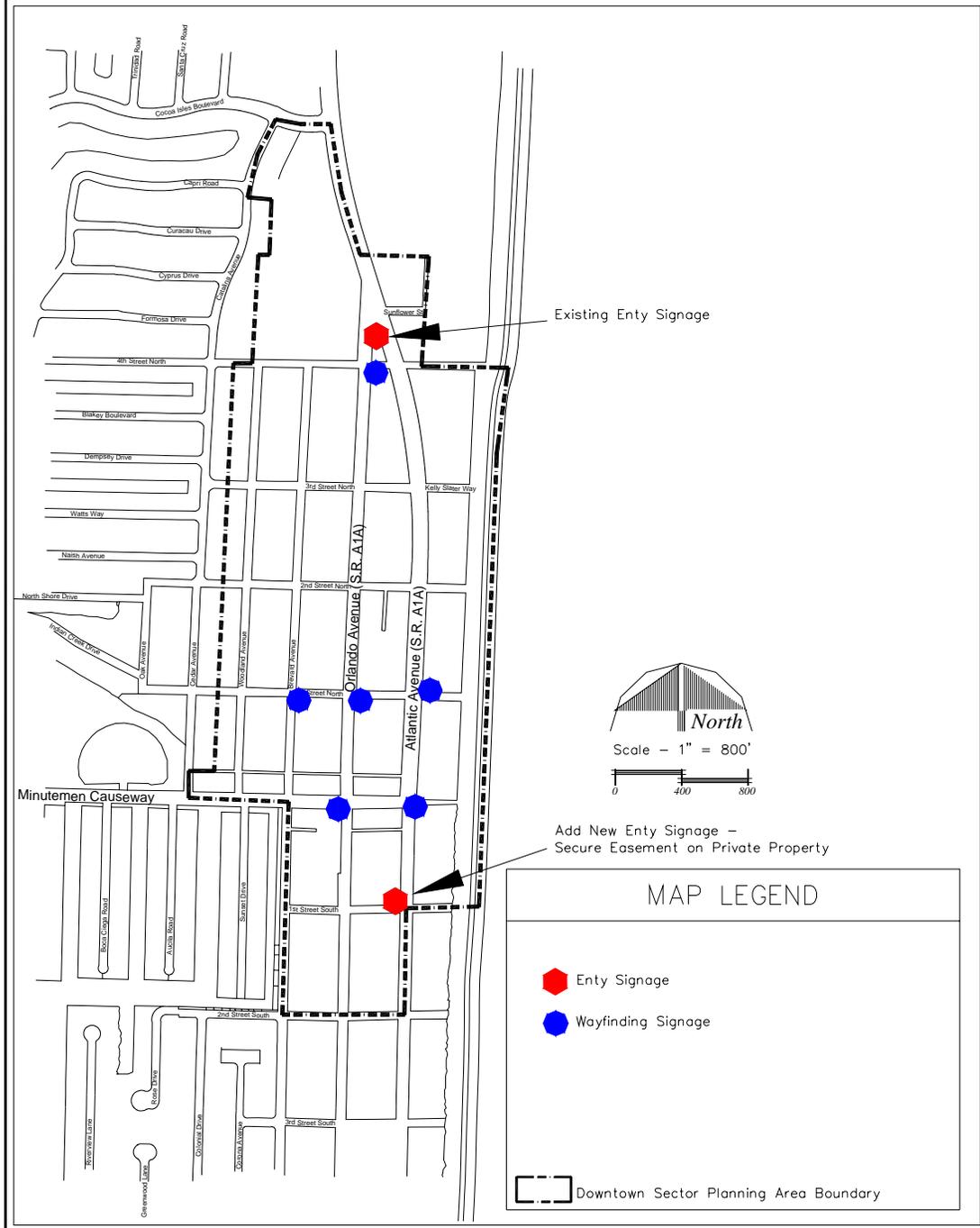
The appearance of Downtown will improve with the use of unified signage, supporting a common theme (as described previously in the “Theme” section of this Plan). The DSC strongly supported placement of “wayfarer” signs essentially as a downtown commercial business signpost. Also, the Committee supported the installation of “welcome” signage at the Downtown entrances. Sign locations are provided in Map II.

Short Term Actions		
Issue	Action Needed	Responsible Party
Theme/design needed to unify Downtown and provide identity	Concurrent with “Theme”	See “Theme”
Develop signage program	Identify location & type	Planning staff
Using the “surfing” theme, design logo/signage	Request local artists and design firms to submit designs for Downtown Have local property owners vote on design at public meeting or gathering that displays designs	City Public Information Office City Planning Staff/ Landscape Architect Private sector
Develop “wayfarer” signs policy & procedures	Identify location of signage, amount of business identification (location only, additional message) (See Map II)	City Planning staff
Develop public banner signs (including design, size, and message)	Identify process to determine banner message Identify style and final locations Look at using existing light poles or proposed lights or both	City Planning Staff/Landscape Architect
Develop public information sign style (including type and location, i.e. “Parking”, “Beach access”, stub end streets, etc.)	Replace dated and worn signs Install new where needed	City Planning Staff/Landscape Architect
Eliminate unnecessary signage	Code enforcement/public works Inventory	City code enforcement City Public Works



CITY OF COCOA BEACH - Downtown Sector/Area Plan

MAP II Signage



NOTE: This map is not to scale.



SIGNAGE (continued)

Short Term Actions (continued)

<i>Issue</i>	<i>Action Needed</i>	<i>Responsible Party</i>
Provide Downtown information at other areas in City	Include signs in public parks (like Shepard Park, Fischer Park, Lori Wilson Park) Info on parking meters	Public Works based on “theme”

Long Term Actions

<i>Issue</i>	<i>Action Needed</i>	<i>Responsible Party</i>
Need sign ordinance changes to support Downtown theme	Amend sign ordinance in order to complement the Downtown character (size, height, window signs, temporary signs)	City Planning Staff City Planning Board



SIGNAGE (continued)

Priorities		
<i>Need</i>	<i>Time Frame</i>	<i>Funds</i>
Pursue code action on abandoned signs	On going	In operating budget
Design Downtown logo/theme	October 2006	\$5,000
Public signage – parking and beach access	March 2007	\$6,000
Construct Downtown entry sign	March 2007	\$5,000
Install banner signs (\$150 each for 20 signs)	Every 4 months beginning May 2007	\$9,000 per year
Wayfarer signs	August 2007	\$15,000



WASTE MANAGEMENT

One way to improve the appearance and image of Downtown is to encourage responsible waste management and trash collection by having the City's Code Enforcement Department and private citizens working together. Existing collection methods for private landowners and commercial land uses are adequate, but some containers are located in a non-uniform manner. In addition, some mechanical collection containers are not enclosed as required by City Code *Section 10-3*. There also is a need to meet peak demand garbage and trash pick up, especially after holiday weekends and special events. Trash receptacle locations are shown in Map III.

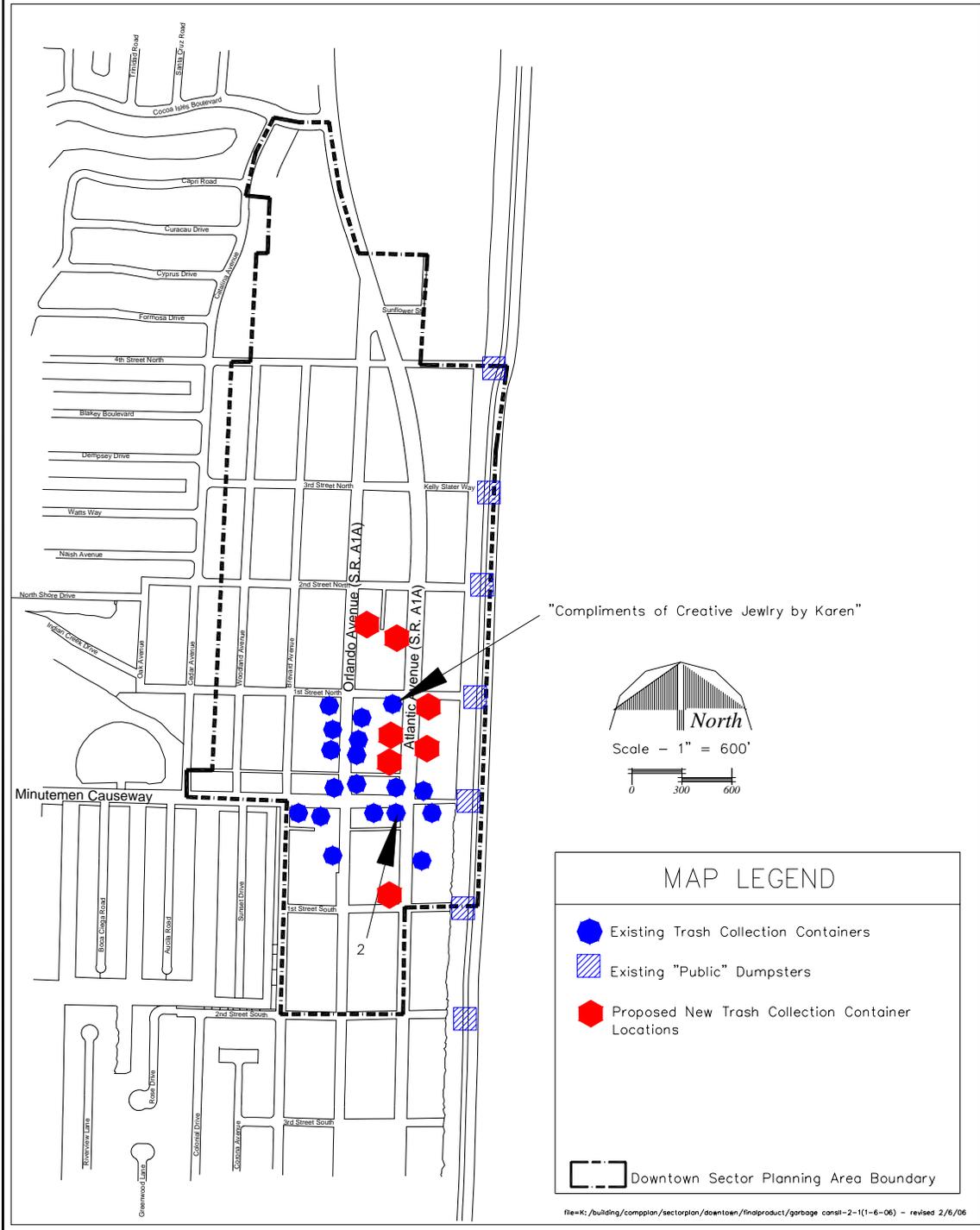
Short Term Actions

<i>Issue</i>	<i>Action Needed</i>	<i>Responsible Party</i>
Need to clean up trash and debris and to keep areas clean – public areas and on private properties	Use service groups (Rotary, Boy Scouts) to assist with Downtown clean up projects	City Public Information Office City Public Works Waste Management Code Enforcement
	Have clean up days (beach and Downtown) in cooperation with "Keep Brevard Beautiful" and local businesses	
	Establish peak demand pickup of on-street public containers and dumpsters	
	Install additional public trash containers in identified areas including areas of high demand such as parking lots; convenience food/beverage establishments (See Map III)	
	Keep areas around trash containers and dumpsters clean	
	Increase pickup frequency to handle peak demand (have Friday, Saturday, and Monday pick up during the summer)	
	Increase the frequency of street sweepers – weekly preferred	
	Encourage "Adopt a Beach" program as part of regular clean ups, involving groups like Rotary and Keep Brevard Beautiful	



CITY OF COCOA BEACH - Downtown Sector/Area Plan

MAP III Trash Collection



NOTE: This map is not to scale.



WASTE MANAGEMENT (continued)

Long Term Actions

<i>Issue</i>	<i>Action Needed</i>	<i>Responsible Party</i>
Improve the aesthetics of dumpsters and trash containers	Enclose all mechanical containers and dumpsters as required by City Code	City Code Enforcement
	Remove some of the existing dumpsters, especially those with the “industrial look”	
	Paint existing dumpsters with With Downtown logo/slogan Add Downtown logo/slogan to existing trash containers i.e. surfboard design theme/logo	Arts Community

Priorities

<i>Need</i>	<i>Time Frame</i>	<i>Funds</i>
Schedule and maintain trash containers & dumpsters; and pick up times	On going	Include in Public Works operating budget; additional budget for Waste Management
Schedule Downtown clean up	Twice a year – start in 2006	\$500 per clean up event (Public Works overtime)
Enclose dumpsters	Commence 2006/07 budget	\$2,500 per year (line item in City budget)
Paint dumpsters	Program begins 2007	Donations from private funds and arts initiatives and City funds



CODE ENFORCEMENT

There is a need to upgrade the appearance of the Downtown area, which can be accomplished by private citizens and the City's Code Enforcement Department working together to ensure regular cleanups and property upkeep. The DSC suggested the following areas of focus:

- Pick up trash on private properties, medians, and sidewalk areas;
- Repair fascias and facades in degraded condition;
- Repair sidewalks; and
- Trim overgrown trees and shrubs.

Short Term Actions

Issue	Action Needed	Responsible Party
Need to pick up trash and set an example of clean streets and public areas	Sponsor periodic Downtown clean up events Use service groups (Rotary, Boy Scouts, etc.) to assist with Downtown cleanup projects Have Code Enforcement enforce existing codes Increase the number of street trash containers and the frequency pick up (see "Waste Management")	City led, supported by private citizens and civic groups City Code Enforcement

Long Term Actions

Issue	Action Needed	Responsible Party
Some repairs to take more time; continued monitoring	Repair sidewalks Repair fascias and facades in degraded condition – Develop façade program Enclose garbage dumpsters (see "Waste Management")	City Public Works City Planning Staff



CODE ENFORCEMENT (continued)

Priorities		
<i>Need</i>	<i>Time Frame</i>	<i>Funds</i>
Schedule Downtown clean up and landscape maintenance	Twice a year – start in 2006 (refer to “Waste Management” section)	\$500 per clean up event (Public Works overtime)
Façade repair/replacement	Begin development in 2007	\$10,000 per year (based matching funds through the Main Street program)



SIDEWALKS

It is the desire to have a safe walking environment in the Downtown area. Currently, there are several areas with broken sidewalk segments, creating an unsafe and untidy environment. In addition, the existing sidewalk/pedestrian network is unconnected in areas. Improvements to the network would promote walkability and provide linkage between destinations. **The Minutemen Causeway Streetscape project is underway. This pilot program will serve as a model for addressing sidewalk elements in other parts of the Downtown area.**

Short Term Actions

<i>Issue</i>	<i>Action Needed</i>	<i>Responsible Party</i>
Existing Conditions	Conduct Inventory of Existing Conditions	City Public Works City Planning Staff
Repair & maintain existing inventory	Develop schedule of required repairs	City Public Works
Handicap access	Modify non-compliant sidewalks to compliant standards in 2006	City Public Works
Have a pilot streetscape program	Minutemen Causeway Streetscape to be completed in 2006	City Planning Staff

Long Term Actions

<i>Issue</i>	<i>Action Needed</i>	<i>Responsible Party</i>
Crosswalk Identification	Develop standard crosswalk Design	City Public Works Landscape Architect
Incomplete network	Complete sidewalk network including improvements to curbing and separation	City Public Works
Widen for better mobility	Reconstruct identified segments to minimum 6 foot width	City Public Works City Planning Staff



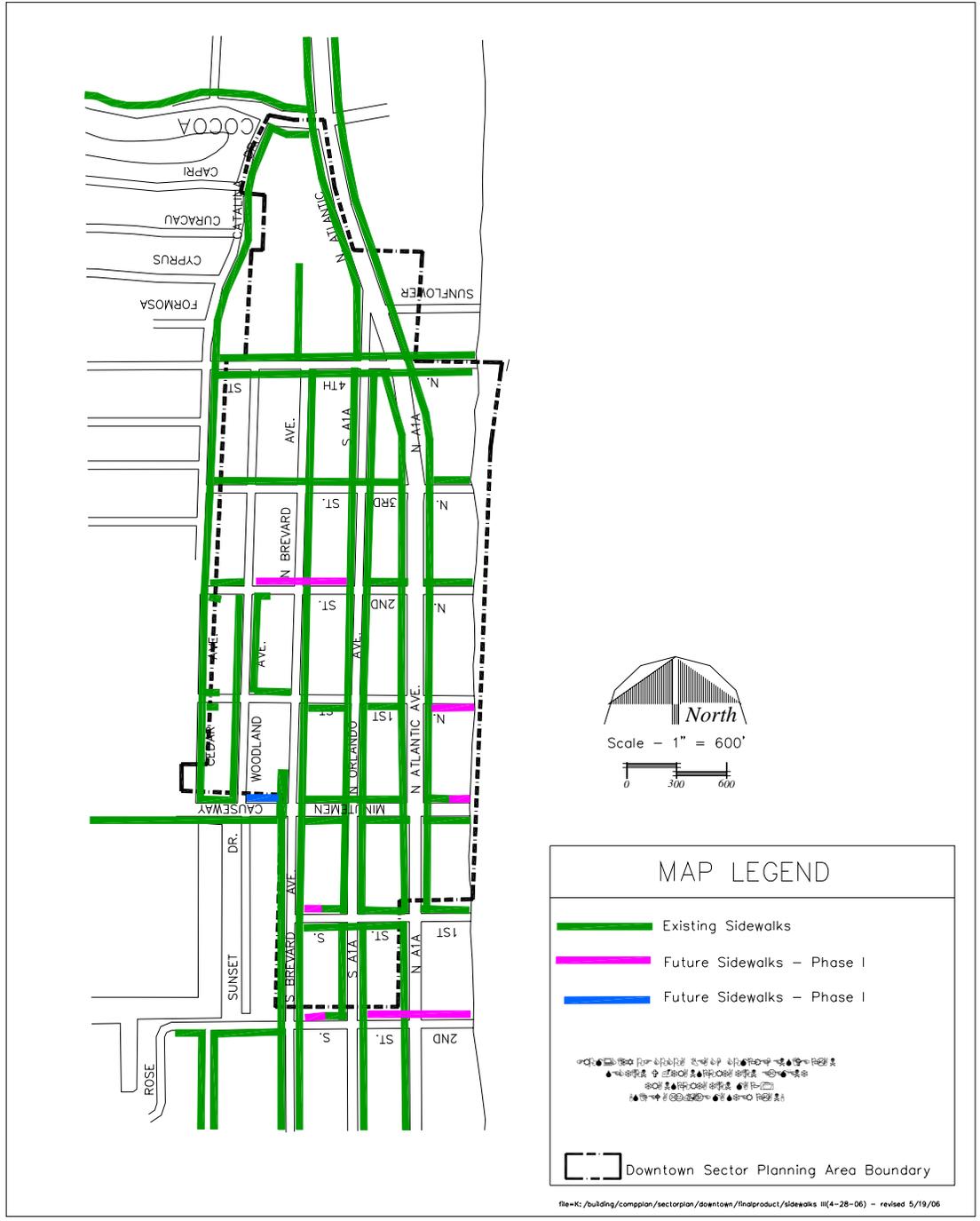
SIDEWALKS (continued)

Priorities		
<i>Need</i>	<i>Time Frame</i>	<i>Funds</i>
Conduct Inventory rate condition and identify needs	Begin Fall 2006	\$10,000
Repair & maintain existing network	Begin Spring 2007	\$25,000 per year
ADA upgrades	Begin Spring 2007	\$25,000 per year
Finish entire network including widen existing where needed	Commence 2007/08 fiscal year	\$50,000 per year



CITY OF COCOA BEACH - Downtown Sector/Area Plan

MAP IV Sidewalks



STREET LIGHTING

Upgrade the appearance of the Downtown area, with capital improvement project – installation of new street lighting. Similar actions by the City of Melbourne substantively enhanced the experiences of pedestrians and drivers who patronize the Historic Downtown Melbourne area.

The Minutemen Causeway Streetscape project is underway. This pilot program will serve as a model for street lighting throughout the Downtown area.

Short Term Actions

<i>Issue</i>	<i>Action Needed</i>	<i>Responsible Party</i>
Need improved and additional street lighting	Perform administrative analysis and inventory of existing conditions	City Planning Staff City Public Works
Examine different types of street lighting – determine style of decorative and roadway lighting Integrate style with other elements i.e. benches, trash collection	Determine and decide on new lighting styles and locations	City Planning Staff City Public Works Landscape Architect

Long Term Actions

<i>Issue</i>	<i>Action Needed</i>	<i>Responsible Party</i>
Underground wiring	Retrofit existing overhead service to underground feeds	City Public Works Florida Department of Transportation Florida Power & Light
Retrofit old style to new style	Develop plan of new installations and implement	City Planning Staff City Public Works
Install additional lighting as identified	Develop plan of new installations and implement	City Planning Staff City Public Works



STREET LIGHTING (continued)

Priorities		
<i>Need</i>	<i>Time Frame</i>	<i>Funds</i>
Determine lighting styles	Begin Summer 2006	\$5,000 (w/ Landscape Architect contract)
Conduct Inventory	Begin Fall 2006	\$10,000
Retrofit existing overhead power to underground	Commence 2007/08 fiscal year	\$50,000 per year
Retrofit old style to new style	Commence 2007/08 fiscal year (w/ retrofit to underground wiring)	\$50,000 per year
Install new lights as needed	Commence 2008/09	\$50,000 per year



LANDSCAPING

A coordinated landscaping program for the Downtown area will enhance its appearance and image. **The Minutemen Causeway Streetscape project is underway. This pilot program will serve as a model for landscaping throughout Downtown.**

Short Term Actions

<i>Issue</i>	<i>Action Needed</i>	<i>Responsible Party</i>
Need improved and additional landscaping	Perform administrative analysis to identify type of landscaping & locations for improvements Conduct pilot corridor project	City Planning Staff City Landscaping Board Landscape Architect
Maintain existing landscape areas	Develop regular schedule of routine maintenance “Spruce up” blocks Work with service groups (Kiwanis, Rotary, Boy Scouts, Girl Scouts) to assist with Downtown clean up projects; have contests for “most improved” areas	City Public Works City Planning Staff City Landscaping Committee City Public Works Private Citizens
Need to maintain rights-of-way and easements along SR A1A	Work with the Florida Department of Transportation to ensure regular clean ups	Florida Dept of Transportation City Public Works

Long Term Actions

<i>Issue</i>	<i>Action Needed</i>	<i>Responsible Party</i>
Use landscaping to implement overall theme	Develop plan of which blocks which areas are next for landscape improvements	City Planning Staff Landscape Committee

Priorities

<i>Need</i>	<i>Time Frame</i>	<i>Funds</i>
Determine overall theme	Underway	\$20,000 (w/ Landscape Architect contract)
Maintain existing areas	Begin Fall 2006	\$10,000 per year (in Public Works operating)
Install new landscaping	Begin 2007/08	\$50,000 per year



MIXED USES & LAND DEVELOPMENT REGULATIONS

The stakeholders suggested that the City’s “rules and regulations” be reevaluated in terms of mixed uses in Downtown. The Downtown exists with mixed uses today. Rewriting the regulations to acknowledge and to accommodate mixed uses would help establish a “downtown identity.” **The City Commission will retain control over this process with the support of the City Planning and Zoning Board (rezonings) and the City Board of Adjustment (special exceptions).**

Short Term Actions

Issue

Existing rules and regulations do not accommodate existing conditions and situations (light industrial art operations)

Downtown image may not be supported by city regulations

Action Needed

Perform administrative analysis to identify needed changes (outdoor seating, private uses in public areas & rights of way) Include non functional future land uses analysis

Identify certain areas of downtown that allow certain operations not supported by current regulations such as: noise, and churches and bars **(sale of alcoholic beverages) near each other**

Responsible Party

City Planning staff
City Planning & Zoning Board
City Commission

City Planning Staff
City Police Department
City Code Enforcement
City Planning & Zoning Board
City Commission



MIXED USES & LAND DEVELOPMENT REGULATIONS (continued)

Long Term Actions		
Issue	Action Needed	Responsible Party
Encouraging mixed uses (residential and commercial mix) promote uses that support theme	Revise Comprehensive Plan to identify areas where residential uses can be located in commercial areas – Also any non functional existing commercial areas and allowing transient lodging, say bed and breakfasts.	City Planning Staff City Planning Board City Commission
Height & density	Revise Comprehensive Plan to consider height limits in certain areas – keeping with encouraging mixed uses and setting architectural and aesthetic integrity Revise Comprehensive Plan to enable increased density (residential uses combined with commercial uses) in downtown area	City Planning Staff City Planning Board City Commission
Architectural and aesthetic integrity Need for uniformity	Investigate Architecture standards & possible review processes	City Planning Staff
Define a “city center”	As part of “Landscaping” component identify major area of commercial concentrations and focus	City Planning Staff Landscape Architect
Need for economic development strategies and incentives	Investigate if residential uses in commercial areas are only permitted provided retail/office is provided. Investigate any density bonus for other City policies, say provide for affordable housing.	City Planning Staff



MIXED USES & LAND DEVELOPMENT REGULATIONS (continued)

Priorities		
Need	Time Frame	Funds
Review City regulations regarding seating, noise hours of operation, etc.	Begin Summer 2006	Operation budget
Encourage mixed uses		
1) Identify non-functional land uses	Begin Fall 2006	Operation budget
2) Identify areas of allowed mixed use development & type of development	Begin Fall 2006	Operation budget
3) Revise Comprehensive Plan to allow mixed uses & implement height & type of development standards (see 1 & 2 above)	Begin Fall 2006	\$ 10,000
4) Define a City center	Concurrent with Minutemen Causeway Streetscape pilot project and City Hall redevelopment	\$ 40,000
Determine need for architectural standards	Spring 2007	\$15,000 (if needed)
Economic development and other incentives	Spring 2007 (with LDC implement of Comprehensive Plan amendment)	Operation budget
City Commission control of mixed used process	Spring 2007 (with LDC implement of Comprehensive Plan amendment)	Operation budget



TRAFFIC CIRCULATION AND PARKING

A key to a vibrant Downtown is to provide options for people to move easily and safely (vehicles, bicycles, walking). With Downtown becoming a destination, there also needs to be plenty of parking that is also accessible.

Short Term Actions		
Issue	Action Needed	Responsible Party
Improve flow of Minutemen Causeway	Consider closing Minuteman Causeway East of Atlantic Add pedestrian friendly signals	City Planning Staff City Public Works Landscape Architect City Attorney
Need to understand parking patterns and why (i.e. are “stub ends - public parking used first)	Complete study/survey of all existing parking – Provide information to better address parking issues and needs	City Public Works City Planning Staff
Need for more parking Separate parking needs	Relax improvement requirements lots Improve exposure of existing lots	City Planning Staff City Planning Board City Commission City Public Works
Need to slow down traffic along SR A1A	Work with FDOT to address reducing speed limit from 35 mph to 24 mph through Downtown Cocoa Beach	City Public Works Cit Planning Staff
Need to slow down traffic in Downtown area	Review SR A1A Corridor study for traffic calming techniques that may work for SR A1A as well as other City streets in Downtown Area	City Public Works City Planning Staff



TRAFFIC CIRCULATION AND PARKING (continued)

Long Term Actions		
Issue	Action Needed	Responsible Party
Improve flow of Minutemen Causeway	Use angle parking Reduce traffic lanes - Review need for dual turning lanes at Atlantic Avenue Use traffic calming techniques to reduce speeding (for pedestrian safety)	City Planning staff City Public Works Landscape Architect
Improve alleyways for vehicles and pedestrians	More accessible for deliveries and safer for pedestrians	City Planning Staff City Public Works
Consider pedestrian safety	Use of traffic calming techniques to slow down vehicles Clear delineation of crosswalks Use urban section for A1A through Downtown (accommodates pedestrians as well as vehicles)	City Planning Staff City Public Works Florida Department of Transportation (FDOT)
Consider bicyclist safety	Delineate bicycle lanes on A1A	City Public Works/FDOT
Separate parking needs – beach versus Downtown establishments	Add public parking lot or garage Make parking convenient Limit on-street parking to 2 hours Consider parking meters in Municipal Parking Lots and selected streets	City Planning Staff City Public Works City Commission
Need for more parking	Provide short-term and long-term Parking Use private lots for public use Study Cottage Row public parking	City Public Works City Planning Staff City Commission
Need to slow down traffic in Downtown area	Review SR A1S Corridor study for traffic calming techniques that may work for SR A1A as well as other City streets in Downtown Area	City Public Works City Planning Staff



TRAFFIC CIRCULATION AND PARKING (continued)

<i>Need</i>	<i>Priorities</i> <i>Time Frame</i>	<i>Funds</i>
Improve flow of Minutemen Causeway		
1) Close Minutemen East of Atlantic (move ramps either 1 block to the north or 1 block to the south)	Begin January 2007	\$ 150,000
2) Pedestrian Friendly Signals	Fall 2006	Operation budget
3) Angle Parking – Revise travel lanes, calming	January 2008	\$ 300,000
Understand parking patterns	Begin Fall 2006	Operation budget
Need for more parking	Begin Fall 2006	Operation budget
Improve alleyways	January 2009	\$ 300,000
Pedestrian safety		
1) Crosswalks	Begin January 2007	\$ 50,000
2) Traffic calming	Ongoing	w/ other improve
3) A1A urban section	January 2009	\$ 2,000,000
Bicycle safety	January 2009	w/ A1A urban
Parking needs		
1) Public lots	January 2008	\$ 4,000,000
2) Improve exposure of existing	Begin Fall 2006	\$ 20,000
3) Limit/regulate public parking	January 2007	Operating budget
4) Parking meters	January 2007	\$ 40,000



APPENDIX A
Issues Identified at February 24, 2005 Community Workshop

WHAT NEEDS TO CHANGE IN DOWNTOWN COCOA BEACH AND HOW?									
ISSUES SHARED		PARTICIPANTS							
GENERAL	SPECIFIC	TABLE 1	TABLE 2	TABLE 4	TABLE 5	TABLE 6	TABLE 7	TABLE 8	OTHER
Design	Include More Design Elements (landscaping, pavers, posts, lighting, tropical theme, benches, curbing, salt tolerant, fountains)	O		O	O	X	O	O	X
	Develop Architectural Standards	X							
	Make Green Space or Park from Former Library Site	X							
	Maintain some Residential areas	X							
	Uniform Landscape Program			O	O	X	X		X
	Replace Street Signs (Historic, Surfboards, Special Colors, etc.)			X	X	X			
	Improve Signage				X		X		
	Identify Downtown Coming from South					X			
	Add Parks, Gazebos, Amphitheatres			X		X			
	Coordinated Color Schemes						X		
	Extend Cottage Row Alley Improvements from 1st North to 1st South							O	
	Keep Plants at Ground Level -- No Raised Planters							X	
	Need Large Open Public Space							X	
No Brick Sidewalks							X		
Facilities	Bed & Breakfasts	X							
	Senior Center	X							
	Add Outdoor Seating	X							
	Waterfront Dining & Outdoor Dining		X	X		X	X	X	
	Striped Parking Spaces	X							
	Parking Garage	X			X			O	
	Make Parking Lot from lot Across from Bank of America	X							
	Parking -- Accessible and Well Lit			X					
	More Parking				O		X	X	
	Eliminate Ground Parking on Orlando Avenue					X			
	Address Drainage Problems		X				X		
	Place Utilities Underground			X		X	X		
	More Lighting				X				
	Move City Hall to Library/Post Office Complex					X			
	Move City Hall to Glass Bank Building							X	

NOTE: "O" indicated top selections during small group discussions; "X" indicated items also included on lists.

APPENDIX A (continued)
Issues Identified at February 24, 2005 Community Workshop

WHAT NEEDS TO CHANGE IN DOWNTOWN COCOA BEACH AND HOW?									
ISSUES SHARED		PARTICIPANTS							
GENERAL	SPECIFIC	TABLE 1	TABLE 2	TABLE 4	TABLE 5	TABLE 6	TABLE 7	TABLE 8	OTHER
<i>Beautification</i>	Create a Green Area -- Woodland Avenue & North 1st Street	X							
	Spruce up Balewick Plaza	X							
	Spruce up Warehouse -- Woodland Avenue & North 1st Street	X							
	Encourage Businesses to Decorate Exteriors	X				X			
	Add Fancy Poles	X							
	Address Rundown Appearance & Overall Clean Up		O		X			X	
	Use Street Cleaners		X						
	Add Flowers & Trees			O		X			X
	Maintain Landscaping			X		O	X	X	
	Eliminate Barbed Wire Around Post Office				X				
	Remove or Decorate Traffic Light Control Boxes					X			
	Clean Up Orlando Avenue						X		
	Maintain Rights-of-Way						X		
	Create a Park from the former Gas Station site at road split						X		
	Improve Appearance of A1A								X
<i>Transportation</i>	Pedestrian Promenade -- Orlando & Atlantic Avenues	X							
	More Pedestrian Friendly				X				
	Close Off Minuteman Causeway	X					X	O	
	Address Speed Limit		X		O				
	Consider Closing Some Streets to Vehicular Traffic			X					
	Consider Bump Outs with Planters/Protected Parking on Side Streets			X					
	Add Bike Paths			X					
	Change Designation of Streets (A1A/Orlando/Atlantic)					X			
	Widen A1A						X		
	Buses Should Have "cut outs"; separate from "through" traffic								X
	Bus Service out Minuteman Causeway								X

NOTE: "O" indicated top selections during small group discussions; "X" indicated items also included on lists.



APPENDIX A (continued)
Issues Identified at February 24, 2005 Community Workshop

WHAT NEEDS TO CHANGE IN DOWNTOWN COCOA BEACH AND HOW?									
ISSUES SHARED		PARTICIPANTS							
GENERAL	SPECIFIC	TABLE 1	TABLE 2	TABLE 4	TABLE 5	TABLE 6	TABLE 7	TABLE 8	OTHER
<i>Attitude</i>	Re-evaluate Rules & Regulations	O			X		O		
	Encourage Mixed Uses (supported by ordinances, etc.)	O	O				O	O	
	Encourage Mix of Businesses	O	X			X			
	Emphasize Code Enforcement	X						X	
	More Events & Activities (monthly, kid-friendly, outdoor concerts)	X	X			X		X	
	Keep the Individual Character	X				X			
	Maintain & Use of Old Florida Look					O			
	Create Downtown Identity		O			X			
	Responsible Ownership & Pride				X				
	Overall Sanitation					O		X	
	Slogan -- "It's Time for a Change"					X			
	Capitalize on Surfing History					X			
	More Education about Trolley Services							X	
	Enforce "pick up" after dogs							X	
	Have a Design Coordinator for Buildings							X	
<i>Other</i>	Use as Models/Standards: Bernard's, Heidi's, Roberto's	X				X			
	No high rises, T-shirt shops, fast-food, outlandish signs	X		X		X			
	Incentives to Attract Businesses to Downtown			X					
	Loans to Spruce Up Buildings			X					
	Want to Look Like Vero Beach			X					
	Have a Day Spa			X					
	More Boutiques							X	
	More "Mom & Pop"/Quaint Businesses							O	

NOTE: "O" indicated top selections during small group discussions; "X" indicated items also included on lists.

APPENDIX B

Project Priorities and Funding Needs by Year

2006			
Time Frame	Topic	Project Identified	Funds
On going	Theme	Group promotion	Private sector funding
On going	Signage	Pursue code action on abandoned signs	In operating budget
On going	Waste Management	Schedule & maintain trash containers; pick up times	Include in Public Works budget (additional in Waste Management budget)
Underway	Landscaping	Determine overall theme	\$ 20,000 (landscape architect contract)
Underway	Mixed Use (MXD)	Define a City center	\$ 40,000 (concurrent with landscape pilot Project & City Hall redevelopment)
June	Theme	Summer Kick-Off Downtown Event	\$ 8,000 (81 st Anniversary)
Summer	Street Lighting	Determine lighting styles	\$ 5,000 (landscape architect contract)
Summer	Mixed Use	Review City regulations – seating, noise, etc.	In operating budget
September	Theme	End of Summer Downtown Event	\$ 5,000
September	Theme	Articles to City's newsletter & web site	City Manager's budget
September	Theme	Begin process for "Main Street" designation	Planning staff time
October	Signage	Design Downtown logo/theme	\$ 5,000
Fall	Sidewalks	Conduct inventory – conditions & needs	\$ 10,000
Fall	Sidewalks	ADA upgrades	\$ 25,000/year
Fall	Street Lighting	Conduct inventory	\$ 10,000
Fall	Landscaping	Maintain existing areas	\$ 10,000/year (Public Works oper. budget)
Fall	Mixed Use (MXD)	Identify non-functional land uses	In operating budget (Planning)
Fall	Mixed Use (MXD)	Identify areas of allowed MXD/type of development	In operating budget (Planning)
Fall	Mixed Use (MXD)	Revise Comprehensive Plan – allow MXD, heights, etc.	\$ 10,000
2006/2007	Waste Management	Begin to enclose dumpsters	\$ 2,500/year (based on matching funds)
Twice a Year	Waste Management	Schedule Downtown clean up	\$ 500/clean up event (Public Works OT)
Twice a Year	Code Enforcement	Schedule Downtown clean up & landscape maintenance	\$ 500/clean up event (Public Works OT)

Total Estimated Budget = \$151,500

APPENDIX B (continued)

Project Priorities and Funding Needs by Year

2007			
Time Frame	Topic	Project Identified	Funds
On going	Theme	Group promotion	Private sector funding
On going	Theme	Downtown Events	\$ 10,000
On going	Signage	Pursue code action on abandoned signs	In operating budget
On going	Waste Management	Schedule & maintain trash containers; pick up times	Include in Public Works budget (additional in
2006/2007	Waste Management	Begin to enclose dumpsters	\$ 2,500/year (based on matching funds) Waste Management budget)
Winter	Waste Management	Paint dumpsters – begin program	Donations from private sector & arts initiatives
Winter	Code Enforcement	Façade repair/replacement – begin development	\$ 10,000/year (based on matching funds)
Spring	Theme	Local art contest – commission marketing firm	\$ 5,000
Spring	Sidewalks	Repair and maintain existing network – begin	\$ 25,000/year
Spring	Sidewalks	ADA upgrades	\$ 25,000/year
Spring	Mixed Use (MXD)	Determine need for architectural standards	\$ 15,000 (if needed)
Spring	Mixed Use (MXD)	Economic development & other incentives (LDC implement.)	In operating budget
Spring	Mixed Use (MXD)	City Commission controls MXD process (LDC implementation)	In operating budget
March	Signage	Public signage – parking and beach access	\$ 6,000
March	Signage	Construct Downtown entry sign	\$ 5,000
May	Signage	Install banner signs (every 4 months, annually)	\$ 9,000/year (\$150 each for 20 signs)
August	Signage	Wayfarer signs	\$ 15,000
Fall	Landscaping	Maintain existing areas	\$ 10,000/year (Public Works operating budget)
Fall	Mixed Use (MXD)	Complete Comprehensive Plan revisions from 2006	\$ 10,000
2007/2008	Sidewalks	Finish entire network, including areas to be widened	\$ 50,000/year
2007/2008	Street Lighting	Retrofit existing overhead power to underground - begin	\$ 50,000/year
2007.2008	Street Lighting	Retrofit old style to new style – retrofit to underground wiring	\$ 50,000/year
2007/2008	Landscaping	Install new landscaping – being	\$ 50,000/year
Twice a Year	Waste Management	Schedule Downtown clean up	\$ 500/clean up event (Public Works OT)
Twice a Year	Code Enforcement	Schedule Downtown clean up & landscape maintenance	\$ 500/clean up event (Public Works OT)



Total Estimated Budget = \$348,500

APPENDIX B (continued)

Project Priorities and Funding Needs by Year

2008

<i>Time Frame</i>	<i>Topic</i>	<i>Project Identified</i>	<i>Funds</i>
On going	Theme	Group promotion	Private sector funding
On going	Theme	Downtown Events	\$ 10,000
On going	Signage	Pursue code action on abandoned signs	In operating budget
On going	Waste Management	Schedule & maintain trash containers; pick up times	Include in Public Works budget (additional in
Ongoing	Waste Management	Paint dumpsters program	Donations from private sector & arts initiatives
Ongoing	Code Enforcement	Façade repair/replacement	\$ 10,000/year (based on matching funds)
Ongoing	Sidewalks	Repair and maintain existing network – begin	\$ 25,000/year
Ongoing	Sidewalks	ADA upgrades	\$ 25,000/year
Ongoing	Signage	Install banner signs (every 4 months, annually)	\$ 9,000/year (\$150 each for 20 signs)
Ongoing	Landscaping	Maintain existing areas	\$ 10,000/year (Public Works operating budget)
2007/2008	Sidewalks	Finish entire network, including areas to be widened	\$ 50,000/year
2007/2008	Street Lighting	Retrofit existing overhead power to underground - begin	\$ 50,000/year
2007.2008	Street Lighting	Retrofit old style to new style – retrofit to underground wiring	\$ 50,000/year
2007/2008	Landscaping	Install new landscaping – being	\$ 50,000/year
2008/2009	Street Lighting	Install new lights as needed	\$ 50,000/year
Twice a Year	Waste Management	Schedule Downtown clean up	\$ 500/clean up event (Public Works OT)
Twice a Year	Code Enforcement	Schedule Downtown clean up & landscape maintenance	\$ 500/clean up event (Public Works OT)

Total Estimated Budget = \$340,000

APPENDIX B (continued)
Project Priorities and Funding Needs by Year

2009			
Time Frame	Topic	Project Identified	Funds
On going	Theme	Group promotion	Private sector funding
On going	Theme	Downtown Events	\$ 10,000
On going	Signage	Pursue code action on abandoned signs	In operating budget
On going	Waste Management	Schedule & maintain trash containers; pick up times	Include in Public Works budget (additional in
Ongoing	Waste Management	Paint dumpsters program	Donations from private sector & arts initiatives
Ongoing	Code Enforcement	Façade repair/replacement	\$ 10,000/year (based on matching funds)
Ongoing	Sidewalks	Repair and maintain existing network – begin	\$ 25,000/year
Ongoing	Sidewalks	ADA upgrades	\$ 25,000/year
Ongoing	Signage	Install banner signs (every 4 months, annually)	\$ 9,000/year (\$150 each for 20 signs)
Ongoing	Landscaping	Maintain existing areas	\$ 10,000/year (Public Works operating budget)
Ongoing	Street Lighting	Retrofit existing overhead power to underground	\$ 50,000/year
Ongoing	Street Lighting	Retrofit old style to new style – retrofit to underground wiring	\$ 50,000/year
Ongoing	Landscaping	Install new landscaping	\$ 50,000/year
2008/2009	Street Lighting	Install new lights as needed	\$ 50,000/year
Twice a Year	Waste Management	Schedule Downtown clean up	\$ 500/clean up event (Public Works OT)
Twice a Year	Code Enforcement	Schedule Downtown clean up & landscape maintenance	\$ 500/clean up event (Public Works OT)

Total Estimated Budget = \$290,000