

The Community Redevelopment Agency (CRA) of the City of Titusville, Florida met in special session on Tuesday, November 18, 2003 in the Council Chamber of City Hall, 555 South Washington Avenue, at 6:30 p.m.

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Present were Chairman Ron Swank, Vice-Chairman Jeff Rainey and Members Greg Akers, Jim Ball, Chris Broome, and Conrad Eigenmann. Also in attendance were Executive Director Tom Harmer and CRA Attorney Dwight Severs. Member Ken Ward was absent due to a conflict.

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Chairman Swank called the meeting to order at 6:35 p.m. The Chairman asked for a moment of silence. The entire assembly stood and recited the Pledge of Allegiance to the Flag.

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The purpose of the special meeting was to discuss four specific items under New Business. Those new items were: The Downtown Coordinator Agreement between CRA and the Chamber of Commerce; A Directional Signage Presentation by HHI; Architectural Standards; Redevelopment Plan Supplement.

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New Business Executive Director Harmer recognized Wes Hoaglund who attended his final CRA meeting as City Redevelopment Specialist. Mr. Harmer highlighted Mr. Hoaglund's City service. Chairman Swank read from a proclamation that was presented to Mr. Hoaglund. Executive Director Harmer also presented Mr. Hoaglund with a frame certificate acknowledging his service with the City of Titusville.

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Downtown Coordinator Agreement – Executive Director Harmer outlined the updated agreement between CRA and the Chamber of Commerce. He outlined the changes made from the initial draft of the document. Mr. Harmer reviewed specifically the initial year's work plan for the position.

Joan Wheeler asked CRA if they were aware of how much money the CRA had. She also asked what fund the \$30,000 salary came from. Executive Director Harmer replied that the funds were approved and funded through the Cities' fiscal year 2003-2004 budget process. Mrs. Wheeler asked if CRA funds were put into a trust fund or is separated out. Mr. Harmer explained that CRA funds are separated by operating funds and project funds. Ms. Wheeler then asked how much was paid for the annual audit of the CRA Trust Fund. No answer was given. She further asked for a definition of CRA Staff. Executive Director Harmer replied that the Executive Director and anyone associated with the Executive Director was considered CRA Staff. Ms. Wheeler then asked if the independent contractor assisting the CRA to

find the Downtown Coordinator was an equal opportunity employer. She then asked if and where notices of CRA meetings would be posted. Executive Director Harmer replied that the \$30,000 for the Downtown Coordinator position was budgeted and that \$117,000 was budgeted in the project account.

Member Ball reported that he had been asked to fill a vacancy on the Board of the Chamber of Commerce for one year and that he had accepted the position. He felt that hiring a current City employee was not the proper action to take to fill the Downtown Coordinator position. He referenced other 'Main Street' Cities had like positions with funds from the CRA supporting them. Executive Director Harmer stated that the Chamber of Commerce's Board would address the agreement at its next meeting on November 20, 2003. Member Broome felt it was a good position and a good agreement. Member Aker reported that all his previous concerns with past drafts of the agreement had been satisfied. Chairman Swank hoped that the agreement would be something that would ultimately lead to a self-sustaining program in the future.

Member Broome moved to approved the agreement as submitted. Member Aker seconded the motion. The motion passed unanimously.

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Executive Director for Community Development Roy Crawford introduced Randy Raiman and Mark Erquitt who represented the consulting firm of Herbert – Halback, Incorporated (HHI) from Orlando, Florida who presented a Signage and Wayfinding System to CRA. They stressed the importance of the use of a theme that was distinctive to Titusville throughout the wayfinding signage system. They presented many maps of different locations throughout the city that illustrated the proposed wayfinding signage system. Mr. Erquitt highlighted the interesting architecture in the downtown area and other unique areas throughout the area, such as: the space industry; the Enchanted Forest; the City Marina; and other natural resources. Mr. Erquitt asked CRA for feedback on a specific design of the signage. Mr. Raiman said that feedback from CRA would be used for the development of prototypes for future presentations of updated techniques. Chairman Swank asked what type of architectural design would be appropriate for the downtown area. Member Ball felt that any current designs would be appropriate with history emphasized. He further felt that HHI was on the right track. Member Eigenmann agreed with Member Ball in that the downtown was easy to maintain but the difficulty increased the further one traveled from the downtown area. Member Ball reminded CRA of the historic heritage of downtown and that I-95 signage so indicated such.

Chris Anderson spoke in opposition to a downtown wayfinding signage system stating that she felt less was more. She did not like the orange Indian River and South Street signs and felt they were not good. She asked for the purpose of the signs and felt that too many signs were in the downtown historic district already.

Dean Pettit asked for clarification as to the type of signage proposed. Executive Director Harmer explained that the types of signs used in the downtown area were different from the wayfinding type signs discussed and that common standard signage would be downtown. Mr. Pettit asked if interpretive signage would be discussed. Chairman Swank replied no.

Ilene Davis cautioned CRA not to deprive citizens in parts of the City other than the downtown district of fair treatment that would happen by concentrating on the downtown area only.

Bob Socks reminded CRA not to forget the Veterans Memorial Park as a site for wayfinding signage. He further said that the Veterans Memorial Park led to the creation of Space View Park and other veteran parks in the area that should be promoted more. Chairman Swank agreed and added the Veterans Memorial Pier to the list of sites that should not be overlooked.

Don Human said downtown had a rich heritage and the “Old Florida” theme looked good and suggested a combination of different and unique themes should be considered. He felt signage was a good idea and would lead to people driving through downtown stop.

Kathleen Burson was excited about the signage for wayfinding agreeing with Mr. Human. She felt what Ilene Davis said previously was valid too. She felt a cohesive signage system downtown, south Hopkins, US 1, would be beneficial in bringing people to the town. Chairman Swank reminded the audience that only the CRA district would be considered for signage at the time, and City Council may consider signage for the remainder of the city in the future.

Barbara Fine spoke in favor of a wayfinding signage system feeling it was important. She referred to her experience with the “Main Street” program and her visits made to “Main Street” cities throughout the state.

Vice-chairman Rainey reminded the audience that the CRA was for the downtown district only. He indicated that other cities, particularly Vero Beach, had established CRA’s for different parts of the city and that something similar may be possible for Titusville in the future. He felt that some form of “branding” of signage would most likely be used. He asked where downtown district boundaries would be drawn and how they would be blended with other parts of the city. Chairman Swank said that lighted signs could be considered and referred to a “Lizard” program from Orlando liking the nature theme possibilities to blend nature into the downtown districts overall theme. Member Broome felt the “Old Florida” architectural style was a theme used for a long time but also felt the incorporation of nature; space; and other recommendations would be nice. He said he would support signage downtown that supported the “Old Florida” theme and also addressed the Veterans Memorial Park. Member Broome lastly recommended the consideration of the establishment of “Gates” for city boundaries. Member Aker felt the designers would bring some wonderful designs back to CRA. Chairman Swank liked the design of the Enchanted Forest and that it looked nice. Member Ball stated that the design team should consider bike riders and walkers as well in their design. Member Aker referred to the Marina area as an entry point for the city. Executive Director Harmer felt that CRA agreed with the themes and wanted to see a blending of themes when HHI returned for its next presentation with updated possibilities that gave a consistent branding of signage in the downtown district with possible expansion to the rest of the city. Chairman Swank reminded the audience that the signage would be wayfinding to places other than businesses. Member Aker wanted the newly acquired downtown parking lot added to the list of sites for wayfinding.

Mr. Raiman of HHI said he and Mr. Erquitt heard just what they saw in Titusville which was diversity. He compared Titusville to the City of Celebration in that things were being created in Celebration what had been in Titusville for a very long time. He also said gateway signage from I-95 was a separate project but wanted to coordinate the two projects. He also referred to Vero Beach in that it had different CRA districts throughout the city.

Member Eigenmann agreed with some concerned citizens and moved that CRA recommend to City Council that the city be looked at as a cross section in an effort to integrate the different parts of the city with the CRA downtown district in order to have a signage system throughout the city. Member Broome seconded the motion and asked if signage would be at gateways to the city leading to the CRA district. Member Eigenmann clarified that the signage would be to the CRA district as well as other points throughout the city. Member Ball mentioned the Warbird Museum and Enchanted Forest as examples of Member Eigenmann's motion. The motion passed unanimously.

Vice Chairman Rainey felt signage to service areas would be helped if they included roads and gateways on them. Executive Director Harmer clarified that CRA wishes were to place an item on the City Council agenda to discuss the issue. Chairman Swank felt that the issue could be placed on an agenda after the City Council meeting of December 9, 2003. Member Eigenmann agreed but felt the issue should be addressed prior to May 2004.

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Roy Crawford highlighted an Urban Design Manual and distributed a copy to each member of the CRA. The manual, published in 1984, outlined the architectural and density standards and restrictions for five specific areas of the CRA downtown district. The areas were: Sand Point Village; Downtown Stormwater Site; Westland Marine; The Baldwin Plaza Block; and the first three blocks of South Hopkins Avenue. The manual that was distributed summarized the five different areas as having five different architectural themes. Executive Director Harmer asked if the manual was global for city wide architectural standards or if there was a core area and transitional area established within the contents of the manual. Member Aker felt a common theme would not work and the downtown core area should have more strict guidelines using Baldwin Plaza as a transition area as well as the stormwater area and that the Sand Point Plaza was removed from the common area. An example of density restrictions discussed was mixed use on the ground floor with residential use on the second floor of buildings within the district. Executive Director Harmer asked if CRA wanted that to be a requirement as encouragement. Member Aker felt that an encouragement should be used to encourage business downtown. Member Broome agreed with Member Aker and mentioned the architectural design of Parrish Hospital and its inside design and that traveling south from the hospital could be used as a transition point into the downtown area south of garden street. Member Broome also supported business in the Sand Point area. He also mentioned a Tile store was unique to the Baldwin Plaza area.

Kathleen Burson asked how the proposed 90 foot tall condominiums on the Poe property east of the Max Brewer bridge fit into the projects being discussed. Chairman Swank acknowledged that the condominium project represented the purpose for the special CRA meeting and an attempt to "pick a spot in the sand" in the establishment of standards for the different districts. Executive Director Harmer mentioned the relationship with the Riverwalk and Space Walk of Fame projects and how it would be tied into the other districts. Ms. Burson asked if the Harbor Pointe project was exempt from the height restriction requirements. Member Eigenmann referred to years of non-development in the district and its comparison to the rapid current development. He said that CRA was meeting to properly incorporate those projects into the downtown area. Ms. Burson felt her question was not answered, speaking specifically of the Poe property project. Chairman Swank replied that it was an approved project.

Laura Ward commended CRA on their efforts to obtain mixed use with the Harbor Point project. She felt the actions being taken in the downtown district were commendable. She recommended CRA insist that residential use be used on second floors as opposed to being encouraged. She strongly recommended the city retain its theme for the downtown district and supported the “Old Florida” theme and referred to Sand Point Plaza as the “Big Apple”.

Chairman Swank felt a theme could not be carried throughout the city. He felt a transitional phase was necessary. He felt the area for the “Old Florida” theme included the area where Washington and Hopkins Avenues split and the northern and southern boundaries being where U.S. Highway One came back together.

Mary Garrod felt the condominiums on Park Lane, south of Titusville High School to be constructed would limit the line of sight for citizens of the river. She was also concerned of two decaying shopping malls and asked CRA to include all the areas of the city and to consider the height limit on new construction. Chairman Swank restated the CRA district boundaries and responsibilities.

Mike Miller recommended that CRA restrict residential usage within the downtown district to bottom floors.

Vice Chairman Rainey asked what “Old Florida Style” architecture meant comparing “Cracker” homes to his interpretation of “Old Florida Style” homes. He did not want buildings that look like “shacks”. Member Eigenmann agreed with Vice Chairman Rainey reading from the Urban Design Manual in that the definition of the specific designs were not addressed totally in the manual. Member Eigenmann then asked if the manual was still valid. He then asked if the design criteria in the manual represented CRA's desires and agreed with Chairman Swank on the transitioning locations of the downtown. Member Eigenmann felt that maintaining Titusville heritage was better than “Florida Cracker” style architecture as defined in the manual. Member Ball felt something more fundamental should be addressed and he gave a short presentation that concentrated on the historic downtown core and the surprisingly resemblance between today's downtown and the downtown of 1900. The last slide of his presentation contained his suggestions to update the master redevelopment plan and require mixed use zoning, especially residential combined with retail/services; preserve the CRA district's commercial and residential historic district through well defined overlay districts; appropriate development/redevelopment controls to protect historic character and structures; and lastly, allow architectural design flexibility in CRA areas that are not within the historic overlays. Member Ball passed out examples from the City of Sanford and the city's historic district and restrictions imposed. His major concern was avoiding inconsistency.

Member Broome moved to have staff create a development plan for the CRA district that maintains the already established Titusville heritage in place. Member Eigenmann seconded the motion. Vice-Chairman Rainey did not desire Staff to dictate to CRA the desires of CRA. He felt the action of Staff in creating a development plan defeated the purpose of obtaining citizen input for the plan. He further felt it was too much responsibility being placed on Staff to develop a plan for CRA approval. Member Broome disagreed with Vice-Chairman Rainey and restated the reasoning behind his motion and felt that CRA should lead, follow or get out of the way. Member Broome further felt that either Staff create the plan or CRA create the plan and did not appreciate the comments made by the Vice-Chairman. Member Broome felt a working blue print must be in place in order to receive citizen input. Chairman Swank

agreed that CRA's responsibility was to give guidance to Staff and restated the process of document production stating that Staff was the experts in those areas. Member Ball supported the motion and felt that CRA must be willing to assist Staff in the preparation of the plan. Member Eigenmann asked if the Urban Design Manual was being used now and referred to five different planning documents and then reaffirmed CRA's goal was that of maintaining the historic heritage of the downtown district. He did not feel Staff should recreate the wheel but take what already existed and compile a single document that included all policies, standards and requirements. Vice Chairman Rainey apologized to Member Broome clarifying his point was that he wanted citizen input on whatever goes before council to vote on. Member Ball agreed with Vice Chairman Rainey. Member Eigenmann asked if it would be appropriate if Staff create a draft document to present citizens for their input. Vice Chairman Rainey agreed that a compilation of documents should be made prior to obtaining citizen input. The motion passed unanimously.

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Member Aker left the meeting at 9:03 p.m.

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Vice-Chairman Rainey moved to move discussion on the Redevelopment Plan Supplement to a future meeting. Member Broome seconded the motion.

Executive Director Harmer said the CRA had historically hired outside agencies to assist with many projects and there had been conflicts. He stressed that CRA should make a decision quickly on some of those issues to include possible outsourcing requests. Member Eigenmann felt that in the draft, a summary should be developed and placed in the beginning of the document. Member Ball asked if Staff had an engineering/mapping person on call. Executive Director Harmer replied that some contractual arrangements were in place with some companies. Executive Director Harmer then said that in the future the CRA would have policy discussions to consider procedural issues that included: how to meet; when to meet; and even membership.

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Petitions and Requests from the Public Present

Mike Miller recommended signage themes to CRA that included adding a theme of fishing. He also reported a high level of foot traffic through downtown as a result of transient boaters who remain oversight at the Marina without vehicles.

Ilene Davis still felt CRA was not fair to all citizens of the city. She said that businesses located in the CRA district was provided an unfair advantage over other businesses located within the city but outside of the CRA downtown district. She said that areas outside of the CRA look far worse than the downtown such as Hopkins, SR 50, Garden Street and felt tourist would not feel it was worth going downtown. Member Eigenmann said that expanding CRA districts throughout the city would be discussed at future city council meetings.

Bob Socks acknowledged and thanked Wes Hoaglund for his 15 years service to the City of Titusville. He said there was a lack of greenery in downtown areas and suggested placing planters with plants

downtown and further suggested inviting area artists in to paint the planters. He recommended more downtown events such as area musicians for concerts to make downtown less stagnant. Chairman Swank felt he had good suggestions and the downtown coordinator would be an asset coordinating projects such as those recommended.

Kathy Swank reminded the audience of the Downtown Street Party scheduled for December 5, 2003.

Dean Pettit agreed with most of what Mr. Socks said but disagreed with the use of area musicians. He recommended musicians from out of town being invited to come and entertain and that the referendum project at Sand Point Park was a great venue for music festivals. He asked CRA to work with the Titusville Environmental Commission on initiatives that dealt with trails as they related to both CRA and Titusville Environmental Commission initiatives.

Joan Wheeler wanted to ensure that the public knew that businesses within the CRA district did not pay extra taxes. Member Ball outlined the funding process for budgeted CRA programs.

Don Human appreciated Member Ball's presentation, and he missed the clock that was on a corner in the downtown district and asked if there was a possibility of placing that into the plan. Member Ball replied that Mr. Joe Davis had the clock. Mr. Human then recommended that CRA examine the Park Avenue section of Winter Park for ideas of improvements to the downtown district.

Marcia Gaetke, Chamber of Commerce President, announced upcoming Chamber of Commerce activities. She clarified the Chambers intentions in regard to the Downtown Coordinator position and the partnership between the CRA merchants and the Chamber of Commerce. She further clarified that the Chamber of Commerce did concentrate on all of Titusville and not just the downtown area. She acknowledged the specific programs mentioned earlier in the meeting.

Vice-Chairman Rainey announced his disappointment with himself with the way he prepared for the City Council meeting on November 11, 2003. He said he had committed himself to improve his preparations for future meetings.

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The meeting adjourned at 9:37 p.m.