

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.

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

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.

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. 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 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, 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 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.
- 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 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.

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 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 a 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 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:

- a. Urban Planning Practices: Traditional Neighborhood Design (TND), New Urbanism, and Transit Oriented Design.
- 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.

- f. Visually identify the City's boundaries.

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.