

Community



Smart Growth Principles

Public Brochure

Brevard Tomorrow



Getting to Smart Growth in Brevard County

Managed growth. Growing well. Growth best practices. Smart Growth. What does it all mean?

Residents of Brevard County can anticipate additional growth in the years to come. As is typical in most communities, a majority of Brevard's citizens believe that growth is inevitable, and that methods such as Smart Growth can be implemented to direct growth in a controllable way.

For the purposes of this document, Brevard Tomorrow's Land Use & Growth project team uses the Smart Growth Networks definition of Smart Growth, which is *development that serves the economy, community and the environment*.

A dedicated group of volunteers, acting as the Brevard Tomorrow Land Use & Growth project team, have worked for nine months to define principles, or goals, of Smart Growth specific to our community. They have developed a draft of these Goals and associated Implementation Strategies that they believe can work in Brevard County.

These volunteers represent business, education, agriculture, government, the space industry, the environmental community and developers. They brought together diverse views that culminated in an understanding of each other's concerns as they worked to develop these goals.

The volunteers have created a framework for encouraging development in the county at a rate and in a manner that results in a positive lifestyle for all of Brevard's citizens. They have worked to answer the basic question: *How should we grow?*

Exploding Population Calls For Smart Growth Strategy

Brevard's growth rate is nearly three times the national average and our population is approaching 500,000 signals an immediate need to plan Brevard's future.

Consider this: Between 1943 and 1990, developed land increased by over 500 percent. Coastal strand, flatwoods, and scrub decreased by over 50 percent. Agricultural land increased but is threatened by development.

This begs the question: *Do we continue to grow based upon the push and pull of market forces, or do we strategically direct our growth?*

A community's quality of life is influenced by many factors. The objective of Smart Growth is to preserve what is best about Brevard without sacrificing a prosperous economy, a quality environment or social equity. A fair and balanced approach to development decisions is what it takes to enact a sustainable community culture. The goal is to grow well. The goal is not to stop growth but to establish practices that enable growth to be managed with care.

What's Next?

Getting to Smart Growth in Brevard is not a quick process. This document is a draft that must be read, thought fully considered, and responded to by the Brevard community.

Through a series of public forums, this document containing the draft Goals and Implementation Strategies is being presented for community input. Comments and concerns will be collected, reviewed and as appropriate, incorporated into the document, by the Land Use & Growth project team. A final document, in the form of a recommendation, will be written and disseminated to the Brevard community. A campaign to educate the citizens of Brevard about Smart Growth will then be created and launched.

While it is recognized that no one approach will transform a community, it is a primary objective to focus this effort on the county and municipal governments, convince them of the value of Smart Growth, and to win support for adopting these Smart Growth Goals and incorporating them into their planning processes.



Brevard Tomorrow

A grassroots effort formed in 2001 by a broad-based group of community leaders, Brevard Tomorrow, a program of Leadership Brevard, is implementing the Preferred Future Strategic Plan, a long-term plan of action that focuses on our community's most urgent issues in the areas of Civic Infrastructure, Economy, Education and Workforce, Governance and **Land Use & Growth**. We bring diverse groups from around the county together to collaborate, communicate and proactively carry out initiatives that will protect and enhance the quality of life for all our residents. Quality of life is defined as the overall "desirability" of an area as a place to live. It is about offering choices to a variety of people. For a community to truly better itself, people must *want* to live there. If people can embrace all aspects and dimensions of the community's resources, they will then be more apt to work enthusiastically to help the community develop positively. *Getting to Smart Growth in Brevard County* is a product of just one of the Brevard Tomorrow volunteer teams. The Land Use & Growth team was formed through an open and inclusive volunteer recruitment process and is comprised of individuals with a heart and a vision for Brevard. To learn more about Brevard Tomorrow, the Land Use & Growth team process, and the four other priority issue areas, visit our website at **brevardtomorrow.com**.

Community Identity

Goal:

Encourage the types of growth and physical environments that create a sense of civic pride and reflect the interests of all residents.



Space Industry

Strategies:

1. Encourage preservation or adaptive reuse of historic, architecturally significant, or blighted buildings.

2. Create active and safe open spaces providing opportunities for community interaction.

3. Define communities and neighborhoods with visual cues that reinforce their unique sense of place.



Travis Hardware, Cocoa Village

4. Enact clear community design guidelines so that streets, buildings, and public spaces work together to create a sense of place.
5. Plant trees throughout communities and encourage the preservation of existing trees during new construction.

6. Minimize visual blight through appropriate location and camouflage of telecommunication towers and through improved control of billboards.



Porcher House



St. Lukes, Merritt Island

Economics of Land Use

Goal:

Promote growth, maintenance and renewal of diverse communities that are self-sustaining and support a quality of life that respects all the attributes of Brevard County.

Strategies:

1. Incorporate or include all the up-front development costs at the time of development.
2. Pay for the long-term costs that are needed to maintain the infrastructure required for the development.
3. Encourage a mix of uses that provide or generate long-term revenue sources needed to maintain the communities.
4. Encourage a mix of job types that support the diverse mix of residents within the community to ensure that all levels of skills are employed.
5. Integrate various components, such as residential, commercial and recreational to maximize their economic interactions.
6. Create special improvement districts for focused investment.
7. Implement a program for identification and disposition of vacant or abandoned housing.



Merritt Island

Community Involvement

Goal:

Promote the education and motivation of the community to address specific needs and concerns through early, frequent and continuous involvement.



Strategies:

1. Encourage a comprehensive planning process by gathering community input and conducting community visioning exercises to determine how and where neighborhoods will grow.
2. Use creative methods to educate and inform all stakeholders about the development and decision-making process.
3. Seek technical assistance when developing a public participation process.
4. Work with the media to disseminate planning and development information on a regular basis.
5. Cultivate relationships with schools, universities and colleges.



Florida Today

Environmental Quality

Goal:

Preserve open space, farmland, natural beauty and critical environmental areas.



Strategies:

1. Encourage development/redevelopment within existing urban areas, where infrastructure is available, by providing incentives.
2. Create a harmonious, interconnected system of Greenways, Blueways, and trails that encourages protection and conservation of our natural habitat and open spaces.
3. Find ways to acquire property when a community has environmental concerns.
4. Expand use of innovative financing tools to facilitate open space acquisition and conservation.
5. Design and implement zoning tools that preserve open space. Conserve natural resources throughout the region.
6. Coordinate and link local, state, and federal planning on land conservation and development.



Housing

Goal:

Improve quality of life by providing a broad range of housing for all demographic groups that is consistent with smart growth goals.



Strategies:

1. Integrate S.M.A.R.T. (safe, mixed income, accessible, reasonably priced, transit oriented) principles into housing programs.
2. Provide for affordable housing through effective use of inclusionary zoning.
3. Provide for a mix of housing that generates the taxes to pay for the services it uses.
4. Encourage housing in the areas of employment and industry.
5. Implement a program for identification and disposition of vacant or abandoned housing.



Whitley Bay, Cocoa Village

Mixed Land Uses

Goal:

Create an atmosphere that allows people to work, live, and play in pedestrian oriented neighborhoods that are distinctive in character, vibrant, sustainable and an integral part of the Brevard community.

Strategies:

1. Identify locations or land use relationships that would be conducive to mixed use development.
2. Identify and modify development codes which encourage the construction of a variety of housing types in close proximity to goods and services.
3. Support subdivision regulations that encourage inter-subdivision connectivity (both vehicular and pedestrian) or allow for sole use of arterial roadways for inter-subdivision travel.
4. Identify opportunities to plan for neighborhood schools.
5. Identify grayfields as future mixed use development areas and provide incentives for redevelopment.

Responsive Government

Goal:

To promote Smart Growth policies, county and city governments need to have systematic, coordinated development procedures that give priority to developments that have adhered to Smart Growth principles.

Strategies:

1. Amend development regulations throughout the county to remove barriers that inhibit smart growth such as: setbacks, parking requirements, height, and density.
2. Create a higher level of certainty and speed the approval process for smart growth developments.
3. Ensure that community plans are economically feasible and attract active private sector participation.
4. Encourage interagency cooperation to facilitate one-stop-shop (permitting) process.
5. Give priority to smart growth projects and programs that foster Smart Growth in the allocation of federal housing and community development block grant funds.



Glossary of Smart Growth Terms

Affordable Housing – Housing that has its mortgage, amortization, taxes, insurance, and condominium and association fees constituting no more than 30% of the gross household income per housing unit. If the unit is rental, then the rent and utilities constitute no more than 30% of the gross household income per rental unit.

Block Grant – An intergovernmental transfer of Federal funds to states and local governments for broad purposes such as health, education or community development in general. A block grant holds few requirements for how the money is to be spent, instead offering state and local discretion within general guidelines established by Congress and the executive branch. Annual program plans or applications are normally required.

Blueways – Water trails for canoes, kayaks and other paddle craft. Include water trails that link to the existing greenway system at water access points and links that provide access to the adjacent bodies of water. Provides an integrated approach to rivers, lakes, and oceans management.

Community – A term broadly used to refer to a population that has a distinct identity. We use the term to mean residents of a geographic area being affected by decisions of a jurisdiction, be that an elementary school catchment area, neighborhood, school district, city, county or region within a county.

Comprehensive Plan – Provides a vision and general idea of how land should be used to assure public health, safety, and welfare.

Conservation Development Zoning – A type of cluster development zoning that emphasizes a planned unit development for preserving open space, wetlands, natural landscaping, floodplains, or other prioritized resources as well as for preventing storm water runoff.

Extraterritorial Zoning – A local government's authority to zone areas outside its boundaries.

Grayfields – An abandoned, obsolete, or underutilized properties such as regional shopping malls or strip retail developments. Grayfield redevelopment is an opportunity to introduce new life and infill development in blighted commercial spaces. Declining shopping malls and strip commercial streets which often constitute large tracts of land can be converted into new mixed-use neighborhoods.

Greenways – A corridor of undeveloped land, as along a river or between urban centers typically reserved for recreational use or environmental preservation. Linear corridors, often streets, which are planned to receive landscape, pedestrian and other upgrades.

Inclusionary Zoning - Refers to local ordinances or guidelines that require or encourage residential developments to include a certain percentage of affordable housing. Inclusionary rules are usually triggered by the filing of a residential site development proposal; this sometimes involves a rezoning or annexation.

Infrastructure- The basic facilities, services and installations needed for the functioning of a community or society, such as transportation and communications systems, water and power lines, and public institutions including schools, post offices and prisons.

Land-Use Plan – The element of a comprehensive plan that designates and justifies the future use or reuse of land.

New Urbanism – An approach to development that includes the reintegration of components such as housing, employment, retail, and public facilities into compact, pedestrian-friendly neighborhoods linked by mass transit.

Ordinance – A local law; a legislative enactment of a local governing body.

Planned Unit Development – Land under unified control to be developed in a single development or a programmed series of phases. A planned development includes the provisions, operations, maintenance, facilities, and improvements that will be for the common use of the development districts, but which will not be maintained at general public expense.

Sense of Place – It is the combination of natural location and created features that makes each place on this earth unique. It includes the history of each place, what has happened in the past, and how the place has evolved into what currently can be seen.

Setbacks – Minimum distance required by local zoning ordinances between a property line and the edge of a building.

Smart Growth – An approach to land-use planning and growth management that recognizes connections between development and quality of life. The features that distinguish smart growth approaches vary. In general, smart growth invests time, attention, and resources in restoring community and vitality to center cities and older suburbs. In developing areas, the approach is more town-centered, is transit and pedestrian oriented, and has a greater mix of housing, commercial, and retail uses. Smart-growth approaches preserve open space and other environmental amenities.

Subdivision – The description (usually by survey) and recording of separate land parcels or lots.

Traditional Neighborhood – A compact, mixed-use neighborhood where residential, commercial, and civic buildings are within a close proximity.

Transit Oriented Development – Moderate or high-density housing concentrated in mixed-use developments that encourages the use of public transportation.

Urban Growth Area – An area designated for urban development and usually designed to protect open space or resources beyond its boundaries.

Urban Sprawl – Low-density, automobile-dependent, and land-consumptive outward growth of a city; the spread of urban congestion and development into suburban and rural areas adjoining urban areas.

Zone – An area designated by an ordinance where specified uses are permitted and development standards are required.

Acknowledgements

Brevard Tomorrow would like to acknowledge the efforts of the Land Use & Growth volunteers. While *Getting to Smart Growth in Brevard County* is still a work in progress, without the volunteers' dedication and teamwork this document would not exist.

Land Use & Growth Project Team

Responsible for implementing the first-year action plan to define Smart Growth principles for Brevard County and to recommend Goals and Strategies for putting the principles into practice.

Team Leader

Mr. Jim Fletcher *
University of Florida,
Brevard County Extension

Mr. Clarence Hulse
City of Cocoa

Ms. Carole Pope
Preservation & Education Trust

Team Coordinator

Ms. Ann Mazon
Brevard County Extension

Mr. Steve Johnson *
The Viera Company

Mr. Troy Rice
Indian River Lagoon National
Estuary Program

Members

Mr. David Agee
Universal Engineering Sciences, Inc.

Mr. Franck Kaiser *
Home Builders & Contractors
Assoc. of Brevard

Mr. Tommy Schuller
Agriculture

Ms. Doris Ahern
Windsor Estates HOA

Mr. Billy Kempfer
Kempfer Cattle Company

Mr. Mel Scott *
Brevard County Planning and Zoning

Ms. Clairese Austin
Horsesisters & Assoc.Inc.

Ms. Suzanne Kennedy
Brevard County Natural
Resources Mgt. Office

Mr. Hank Simon *
Greater Palm Bay Chamber of
Commerce

Ms. Anne Birch
Environmental
Endangered Land
Program (Formerly of)

Mr. Bill Kerr *
Saint Johns River Water
Management District

Mr. Brad Smith *
Brad Smith and Associates

Mr. Mario Busacca *
NASA

Mr. Scott Lamb
Lamb & Associates

Mr. Douglas Sphar
Community Volunteer

Ms. Glenda Busick
American Ingenuity, Inc.

Ms. Rochelle Lawandales *
Planning Affiliates

Ms. Laurilee Thompson *
Dixie Crossroads Restaurant

Ms. B.J. Byron
Community Volunteer

Mr. Duwayne Lundgren
Brevard County Board of
County
Commissioners, Dist. IV
Office

Mr. Gary Tighe
Stratagent, Inc.

Mr. Bino Campanini *
Stottler Stagg & Associates

Ms. Lynn Masters
League of Women Voters

Ms. Kymberly van Konijnenburg
LandAmerica/Gulf Atlantic Title

Ms. Patricia Hartman
Sebastian Inlet District

Mr. Charles Moehle *
First Omni Service Corp.

Ms. Laura Ward
Affordable Housing Council

Mr. Larry Weber
Keep Brevard Beautiful

Mr. Bob Willmarth *
Melbourne Area Association of Realtors

***Work Group Members**

Land Use and Growth Work Group

These individuals, along with project team members noted with an asterisk on the previous page, were responsible for identifying Smart Growth as the first goal for Land Use & Growth and recommended the action plan.

Co-Chairs

Rose Johnson
The Boeing Company

Col. Beverly Plosa-Bowser
Patrick Air Force Base

Members

Dr. Ron Bobay
School Board of Brevard County

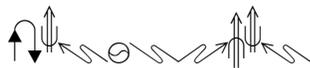
Dr. Duane DeFreese
Hubbs-Sea World Research Institute

Sue Gaines
NASA/Kennedy Space Center

Nancy Taylor
Prudential Sterling Properties

Jack Thompson
City of Cocoa

Paul Womble
Patrick Air Force Base



Market Street Services, Brevard Tomorrow Community Capacity Assessment, August 2001

Market Street Services, Brevard Tomorrow Community Dynamics Assessment, October 2001

Market Street Services, Brevard Tomorrow Preferred Future Strategic Plan, January 2002

Smart Growth Network, *Getting to Smart Growth, 100 Policies For Implementation, Volumes 1 and 2, January 2002 and October 2003*

The Enterprise Foundation

Wisconsin Department of Natural Resources

