



## SECTION 3 - A SENSE OF PLACE

### VISION & MISSION

Visions show where we want to be over the course of time. Mission statements guide the communities' footsteps and decision making. The following Vision and Mission statements remain validated:



#### **Vision**

*"Fellsmere is a friendly, safe and historic community. While remaining true to our historic past, we are creating a future filled with opportunity and success for all."*

#### **Mission**

"The City of Fellsmere's Mission is to:

- Protect and honor our historic architecture and buildings.
- Create a healthy, diverse local economy, not dependent solely on agriculture.
- Invest public funds into projects which improve our economic, cultural and social quality of life.
- Promote the area to receive a fair share of the tourism economy.
- Enhance the major corridors of the city, while promoting and protecting our natural resources.
- Encourage private investment for positive growth and development.
- Add to the social, cultural, and economic amenities of our city."

## BROAD BASED DIRECTIVES - STRATEGIC REDEVELOPMENT GOALS AND OBJECTIVES

The following goals and objectives arose from discussions by the community as well as constitute recommendations from the consultant. These are baseline goals and objectives for decision makers to implement the Plan.

1. **Goal:** The overall goal of this Redevelopment Plan is to create a set of useful strategies, project ideas and implementation plans to realize the community's vision and mission for the future.
2. **General Redevelopment Objectives:**
  - a) Work to remove conditions which are blighting influences causing physical and environmental deterioration.
  - b) Assist the private sector in assembling property necessary to redevelop sites where conditions of title, diverse ownership, layout or other conditions prevent proper development through development and economic incentive based programs or other means.
  - c) Promote incentives and programs which cause the aggregation of properties and redevelopment or rehabilitation of lands and buildings within the area.



- d) Utilize partnerships to increase employment and economic opportunities by adopting programs geared toward the retention, expansion and attraction of existing and new businesses.

### **3. Land Use and Housing Objectives:**

- a) Amend the Comprehensive Plan as needed to adopt any proposed Future Land Use Map recommendations, such as designating some of the areas for Redevelopment Mixed Use.
- b) Create and adopt commensurate zoning and performance standards for a Redevelopment Mixed Use District.
- c) Encourage mixed use projects which incorporate retail, office and residential uses within the same structure or on the same sites.
- d) Provide for incentives to allow for variable intensities and densities for new development through mixed use district approaches; and encouraging high quality design.
- e) Allow for new and different types of high quality residential development including row houses, townhouses, and condominiums at varying densities in conformance with the Comprehensive Plan and development code.
- f) Create a density and intensity bonus system (allowing increases in density and in Floor Area Ratios), based upon performance standards, transfer of development rights, flexible zoning, and other techniques to aid the private sector realize market potential. Such bonuses shall be set forth in the City's Land Development Regulations/Codes and Comprehensive Plan.
- g) Pursue designating the Broadway 'Village center' as a 'Main Street', in conjunction with the existing businesses and property owners.

### **4. Transportation and Parking Objectives:**

- a) Improve the traffic circulation system to correct any current problems or deficiencies, to plan for or promote new development, and connect different sections of the community.
- b) Eliminate truck traffic from South Carolina/Broadway; consider a variety of re-routing options including: 99<sup>th</sup> Street; 101<sup>st</sup> Street; extending South Carolina eastward to Willow; or Myrtle Street. The object should be to remove the trucks from coming through the heart of the City.
- b) Create a high quality pedestrian(including bike path) linkage network between living, working and playing areas of the district, including a sidewalk from the east side of I-95 westward.
- c) Purchase lands for creation of parking lots or structures, integrating private and public cooperative financing mechanisms and partnerships when the need arises.
- d) Allow on-street parking where practical and feasible or to promote traffic calming.
- e) Allow the use and improvements of the alleyways for parking, drainage, and access; or vacate them when necessary to assemble blocks for development.



- f) Make improvements to Babcock Street (CR 507), as the major northern gateway into the downtown area, including widening, intersection improvements, taking the trucks off at 101st or other location, signage, landscaping, and traffic calming.
- g) Evaluate which traffic calming measures to design those that are appropriate to Willow, CR 512, and Broadway.
- h) Create greenways, trails, and linear parks for connectivity and walkability using existing rights-of-way, such as the Railroad Right-of-way, existing streets, and new donations.
- i) Work with Indian River County to expand Public transit.
- j) Pave all unpaved roads in the FCRA over the long term.
- k) The Railroad right-of-way will be used for multi-modal forms of transportation.

### **5. Design Objectives:**

- a) Create and enforce architectural and urban design guidelines to assure consistency and compliance in both public and private development.
- b) Use the design guidelines as both a regulatory and incentive based approach to creating quality development.
- c) Improve the streetscape of the entire area as feasible with landscape, decorative street lights, street furniture, expanded sidewalk areas, for connectivity.
- d) Promote opportunities for outdoor eating and public use spaces in front of storefronts.
- e) Require that all new utility installations be placed underground.
- f) Continue to update, enforce and strengthen the CR 512 Overlay, Old Town, and other regulations to produce high quality, aesthetic, and sound development.

### **6. Public open space, recreation and cultural opportunities:**

- a) Link the residential and business areas with each other and with environmental/ recreation areas through a well lit and landscaped pedestrian and bicycle mobility system.
- b) Include open space, plazas, walkways, terraces and other public available spaces in development regulations for new development.
- c) Obtain additional right-of-way for extending sidewalks, streetscape and pedestrian areas.
- d) Expand the use, visibility, access, and availability of cultural, fine arts, sciences, library, performing arts, and others into the district.
- e) Create a Preservation and Education center, which can serve as a major attractor and participant in the overall revitalization efforts, through encouraging eco-tourism, along with marketing the Stick Marsh, St. John's River, and St. Sebastian River Preserve State Park.
- f) Continue the use and expansion of programs and services offered through the City.



- g) Maintain or enhance the quality of the natural environment, as it is a public amenity to be enriched and enjoyed.
- h) Work with local non-profit groups, such as the Boys and Girls Club, Operation Hope, and others, to provide educational, cultural and recreational programs for the City's residents
- i) Enhance the Marion Fell Library Site to encourage public use and attendance.

## **7. Financial Objectives:**

- a) Designate the area as a Community Redevelopment area and apply for grants to assist with planned improvements.
- b) Use the Tax Increment Fund (TIF) to pay for improvements and to create financially based incentive programs for property and business enhancements.