



# SR 520 / US1 CORRIDOR

COMMUNITY VISIONING



# COMMUNITY WORKSHOP – AGENDA

- Team Introductions
- Why are we here?
- Study Area
- What's Zoning and Future Land Use?
- The SR 520 and US 1 Challenge
- Community Visioning
- Team Breakouts
- Question & Answer Session

# COMMUNITY WORKSHOP – WELCOME!

## Project Team

- RVi Planning & Landscape Architecture
  - *Ryan Seacrist, PLA, ASLA, Vice President - Principal*
  - *Alexis Crespo, AICP, Vice President of Planning*
  - *Stephen Noto, AICP, Director of Planning*
  - *Patrick Murray, Planning Project Manager*

- City of Cocoa
  - *Mayor Blake*
  - *Stockton Whitten, City Manager*
  - *Kristin Eick, Assistant City Attorney*
  - *Lucilene Ribeiro, Planner*
  - *Jennifer Webster, Planner*

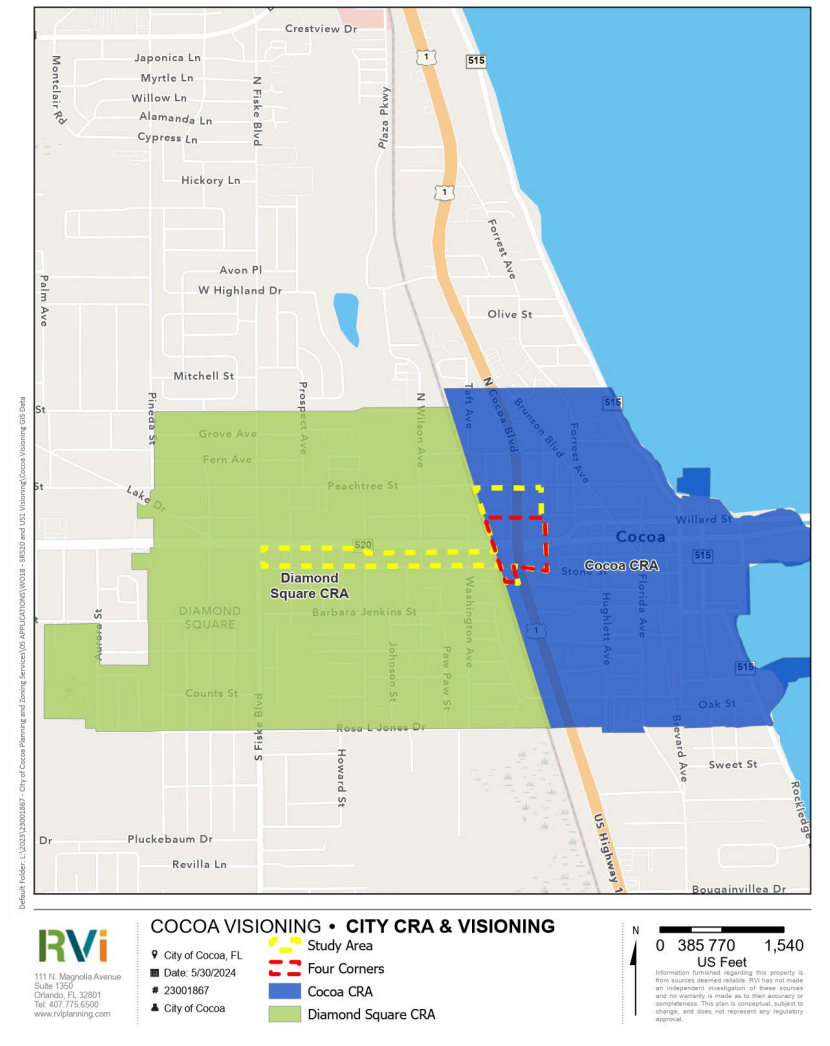
# COMMUNITY WORKSHOP - VISIONING

- RVi Planning and Landscape Architecture is completing a zoning and land use compatibility study of the SR 520 and US 1 corridor
- There are a number of properties within the corridor that have Zoning Districts that are not in compliance with their Future Land Use (FLU) Category
- This creates a consistency issue with the Comprehensive Plan



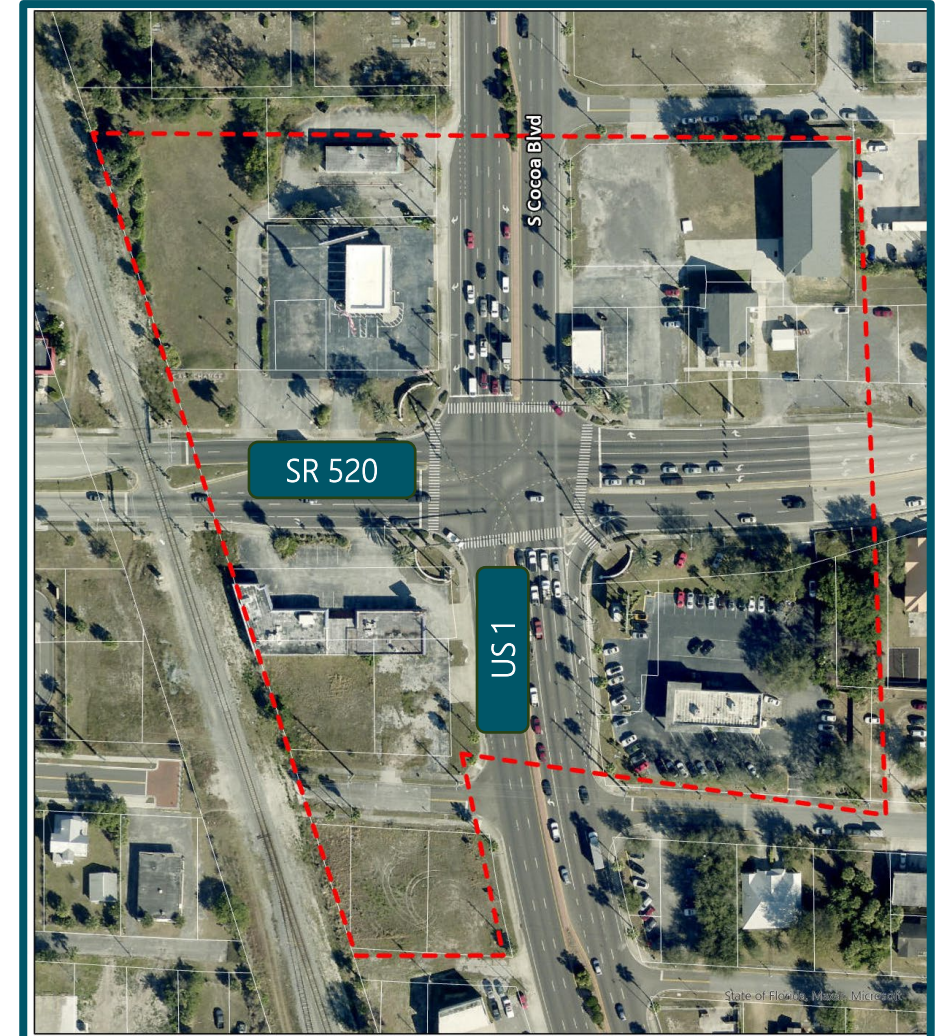
# VISIONING STUDY AREA

- The Four Corners has been identified as a vital intersection that acts as an entrance into the core of the City of Cocoa
- It is the intersection of the Diamond Square and Cocoa CRAs
- It is also an entrance into Cocoa Village
- Given this strategic location, it is the start of this visioning



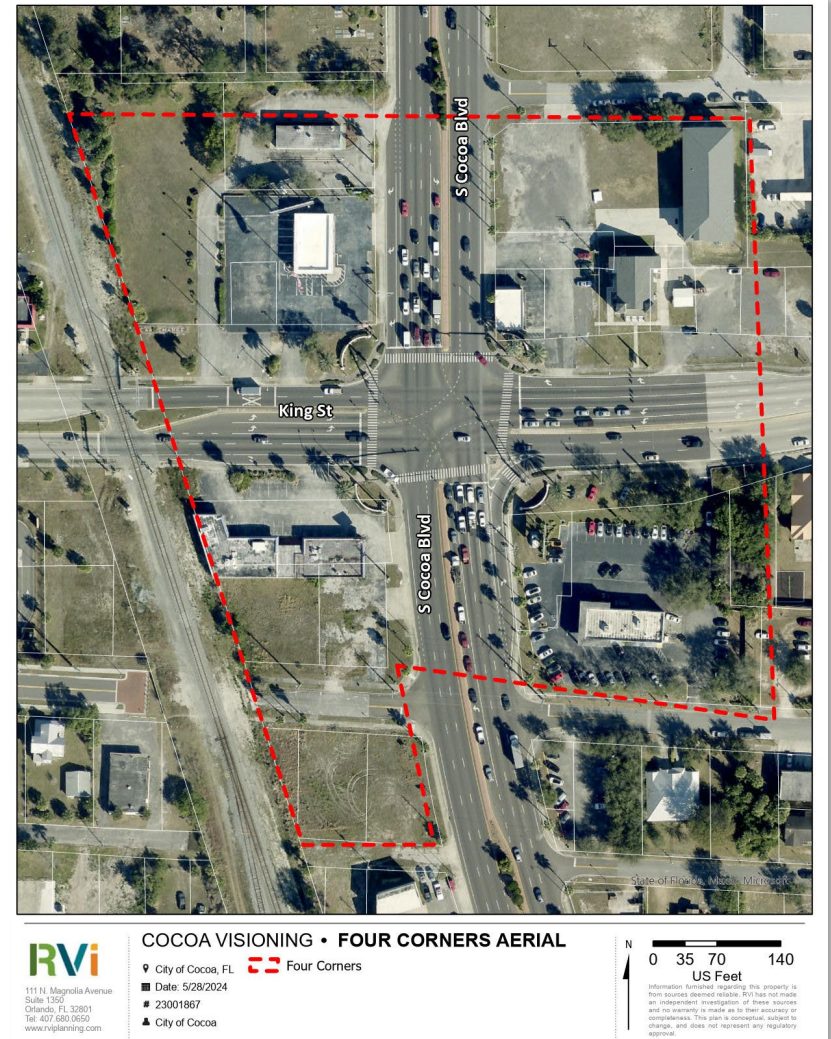
# FOUR CORNERS VISIONING AREA

- The Four Corners generally consists of properties that are abutting SR 520 and US 1. The northern boundary is St. Johns St., and the southern boundary is Stone St.
- There are twenty-two (22) parcels within the study area, with six (6) different property owners



# FOUR CORNERS

- This study will review the existing condition of the Four Corners.
- We want to understand through analysis how the Mixed-Use vision is currently being implemented.
- If there are gaps in the vision, we want to create opportunities for a shared theme for not only this intersection, but the corridor as a whole.



# WHAT IS FUTURE LAND USE?

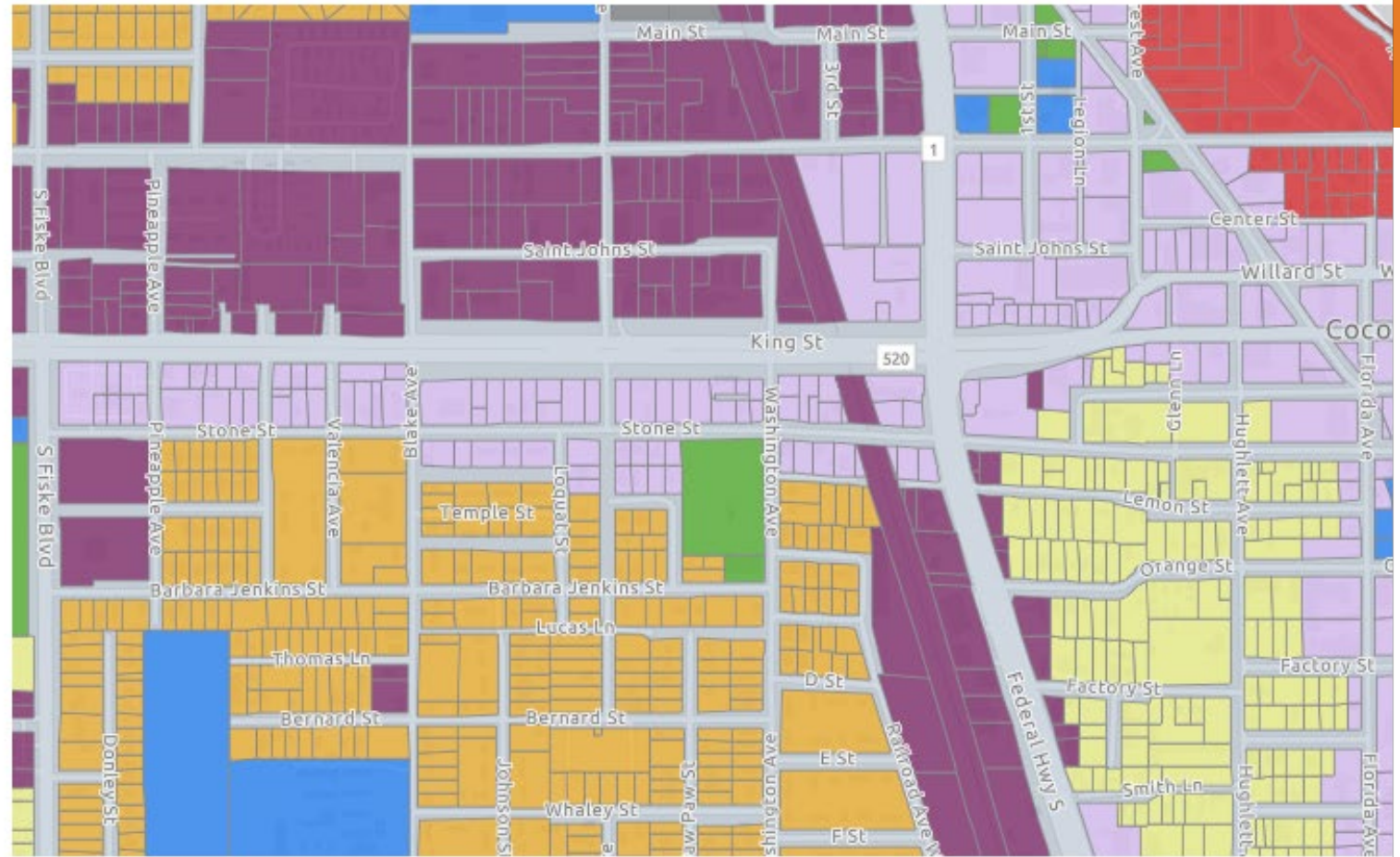
- Every property in the City is designated within a future land use designation to ensure property is developed in a safe manner that protects the community long-term
- A Future Land Use (FLU) Designation is a generalized map with broad descriptions such as
  - ✓ Residential
  - ✓ Commercial
  - ✓ Industrial
- The Future Land Use Map dictates the properties general type of use, intensity (square footage of commercial) and density (# of homes per acre), and character.
- These designations are assigned on the Future Land Use Map that guides growth in the City for 10+ years so this map does not change frequently



# City of Cocoa Future Land Use Map

## Future Land Use

-  Very Low Density Residential
-  Low Density Residential
-  Medium Density Residential
-  High Density Residential
-  Neighborhood Commercial
-  Commercial
-  Mixed Use
-  Industrial
-  Conservation
-  Institutional
-  Recreation/Open Space
-  Regional Activity Center
-  County Zoning



## Cocoa City Boundary



# WHAT IS ZONING?

- Every property in the City is also assigned a zoning district to ensure what is built is safe, attractive and compatible with the neighboring properties
- A Zoning District regulates very specific uses such as:
  - ✓ Single family home
  - ✓ “Multi-family” buildings/apartments
  - ✓ Medical office
  - ✓ Bank
- Zoning also establishes setbacks, building height, and other standards, i.e. homes must be 25 feet from a street or no more than 35 feet tall
- This map changes more frequently than the Future Land Use Map, i.e. when a bank converts to a day care the zoning map may need to change

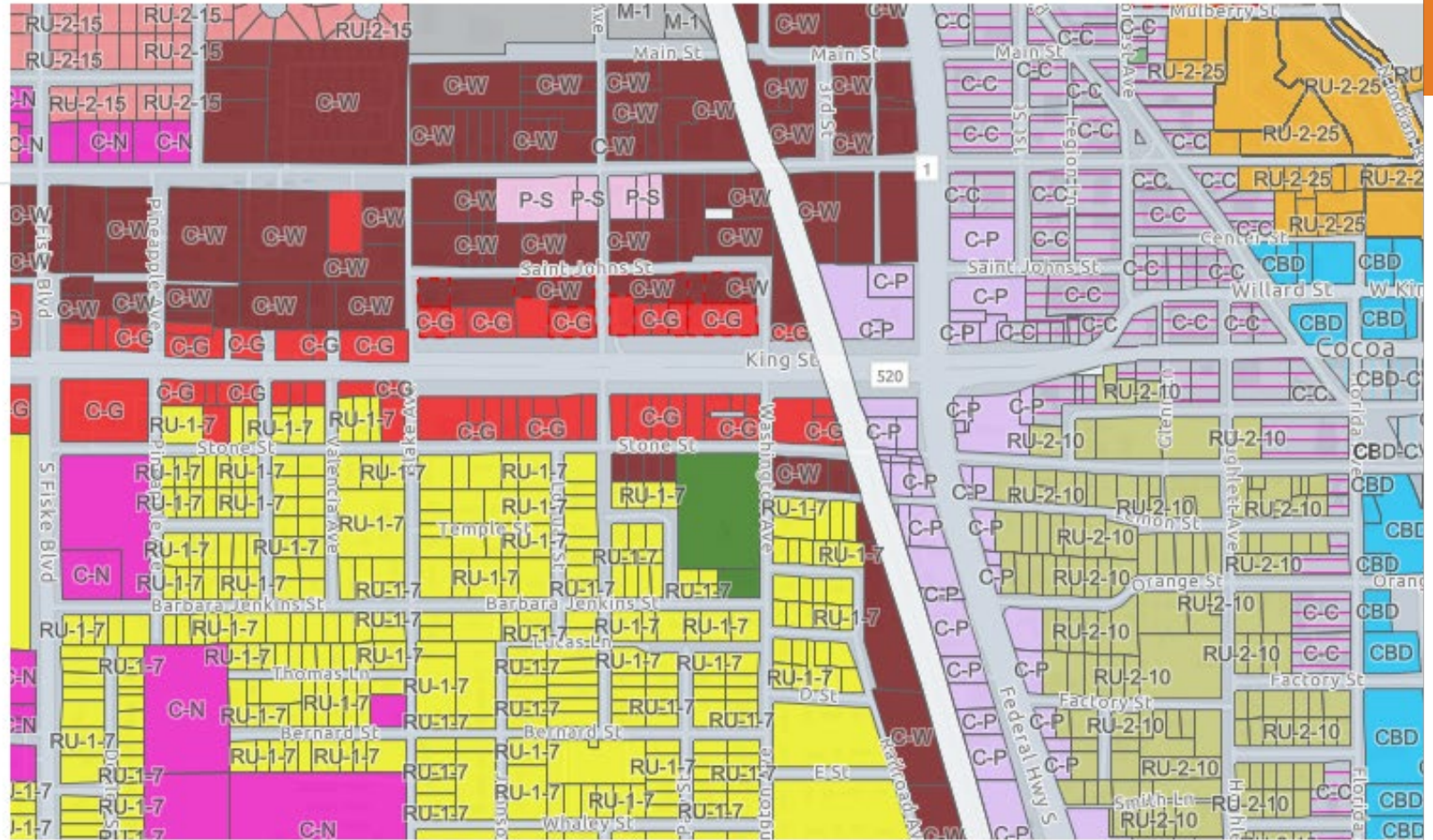
# City of Cocoa Zoning Map

## Split Lots



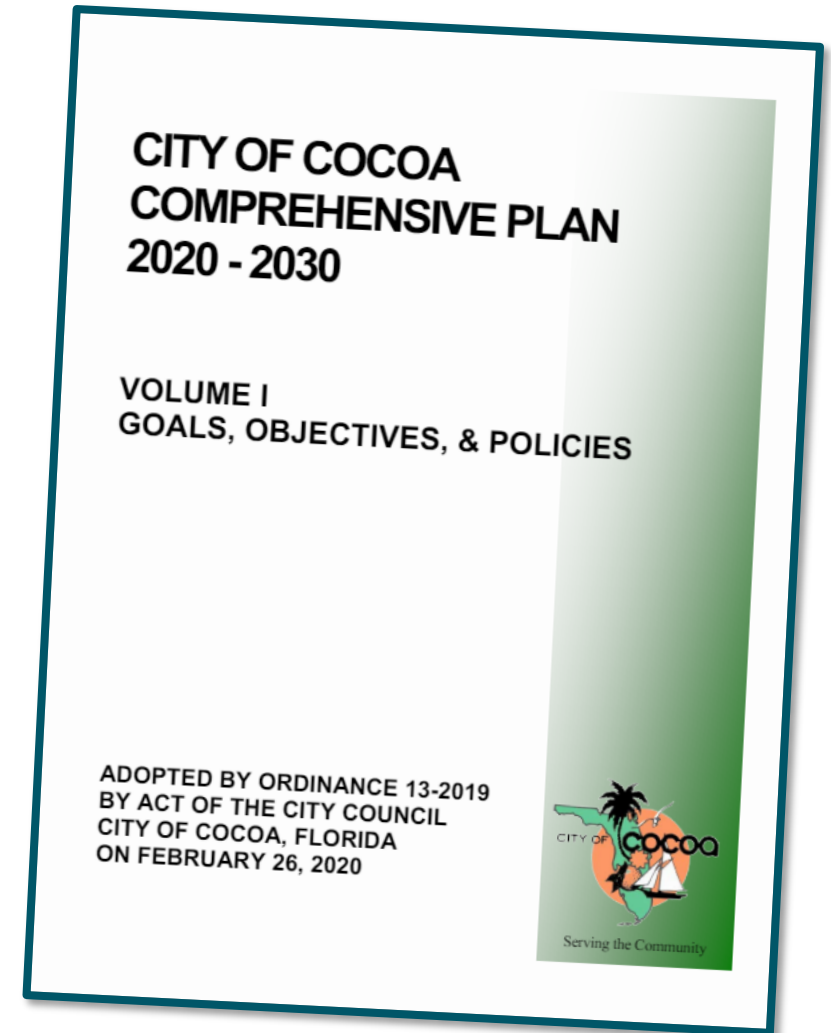
## Cocoa Zoning

-  RA - Residential Agricultural
-  RR-1- Rural Residential
-  RE - Residential Estate
-  RU-1-7 - Single-Family Residential
-  RU-1-7a - Single-Family Residential
-  RU-2-10 - Low Density Single & Multiple Family Residential
-  RU-2-15 - Multiple Family Dwelling
-  RU-2-15 and C-G
-  RU-2-25 - Multiple Family Dwelling
-  RM-3 - Planned Residential for Mobile Home Park



# FOUR CORNERS MIXED USE FUTURE LAND USE

- The Mixed-Use FLU is intended to provide a mix of uses, such as residential, commercial, office, recreational and institutional.
- The Comprehensive Plan has multiple criteria in determining where the MU category is placed, and includes public transit, a compact and walkable environment, unified architectural and streetscape themes, and mixed-use buildings.



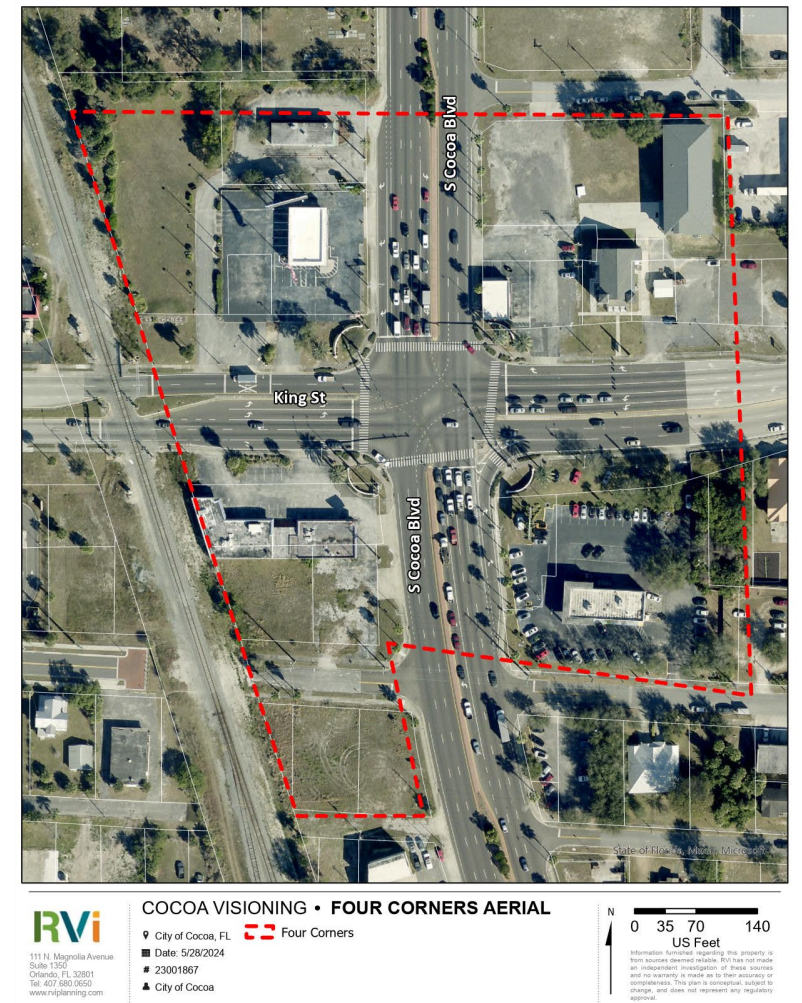
# WHAT IS URBAN "MIXED USE" DEVELOPMENT



Source: Business Observer

# FOUR CORNERS ZONING ISSUE

- All of the properties within the Study Area have a zoning district of "C-P", Commercial Parkway.
- The C-P zoning district allows for a variety of commercial uses, with a focus on areas located adjacent to a main highway approach into the City.
- *Most of the permitted uses are very auto-oriented and not always supportive of pedestrian friendly designations for the community*



# WHAT IS "AUTO ORIENTED" DEVELOPMENT



Source: Crexi

# ZONING AND LAND USE – WHAT IS THE ISSUE?

- The C-P is not consistent with Mixed-Use.
- The zoning districts that are consistent, outside of the Central Business District, don't encourage an urban form that encourages a mixture of uses or pedestrian oriented scale to be expected of a mixed-use area.

CITY OF COCOA COMPREHENSIVE PLAN

FUTURE LAND USE

FIGURE FLU-1, Continued  
STANDARDS FOR FUTURE LAND USE CATEGORIES

Commercial, Industrial, Open Space/Recreational, Institutional and Mixed Use Future Land Use Categories:

	Commercial	Neighborhood Commercial <sup>1</sup>	Regional Activity Center <sup>2</sup>	Industrial	Open Space Recreational	Institutional	Mixed Use
Maximum Intensity/Density	1.0 FAR	0.75 FAR	0.50 FAR, 25 du/acre, and 45 hotel rooms/acre	1.50 FAR	0.25 FAR	1.0 FAR 25 du/acre	25 du/acre <sup>3</sup> 1.0 FAR <sup>3</sup>
Allowable Uses	Commercial, Office, Institutional, and Open Space/Recreational	Commercial, Residential, Office, Institutional, and Open Space/Recreational	Commercial, Industrial, Hotel, Office, Residential, Institutional, and Open Space/Recreational	Industrial and Commercial <sup>6</sup>	Not Applicable	Institutional	Commercial, Industrial, Hotel, Office, Residential, Institutional, and Open Space/Recreational
Minimum Transportation Access	4 lane collector 2 lane arterial	2 lane collector	2 lane arterial that intersects SR528 or I-95	2 lane collector 2 lane arterial	Not Applicable	Not Applicable	Not Applicable
Applicable Zoning Districts	C-G, C-W, C-P, C-C, P-S, and PUD	C-N, C-R, R-P, P-S, and PUD	UMD	M-1 and M-2	All Districts	All Districts	CBD, CBD-CVO, C-C, C-N, CR, PS, PUD, RP, UMD
Maximum Impervious Surface Ratio	.90	.80	.95	.75	.25	.65	.95 1.0 in CBD

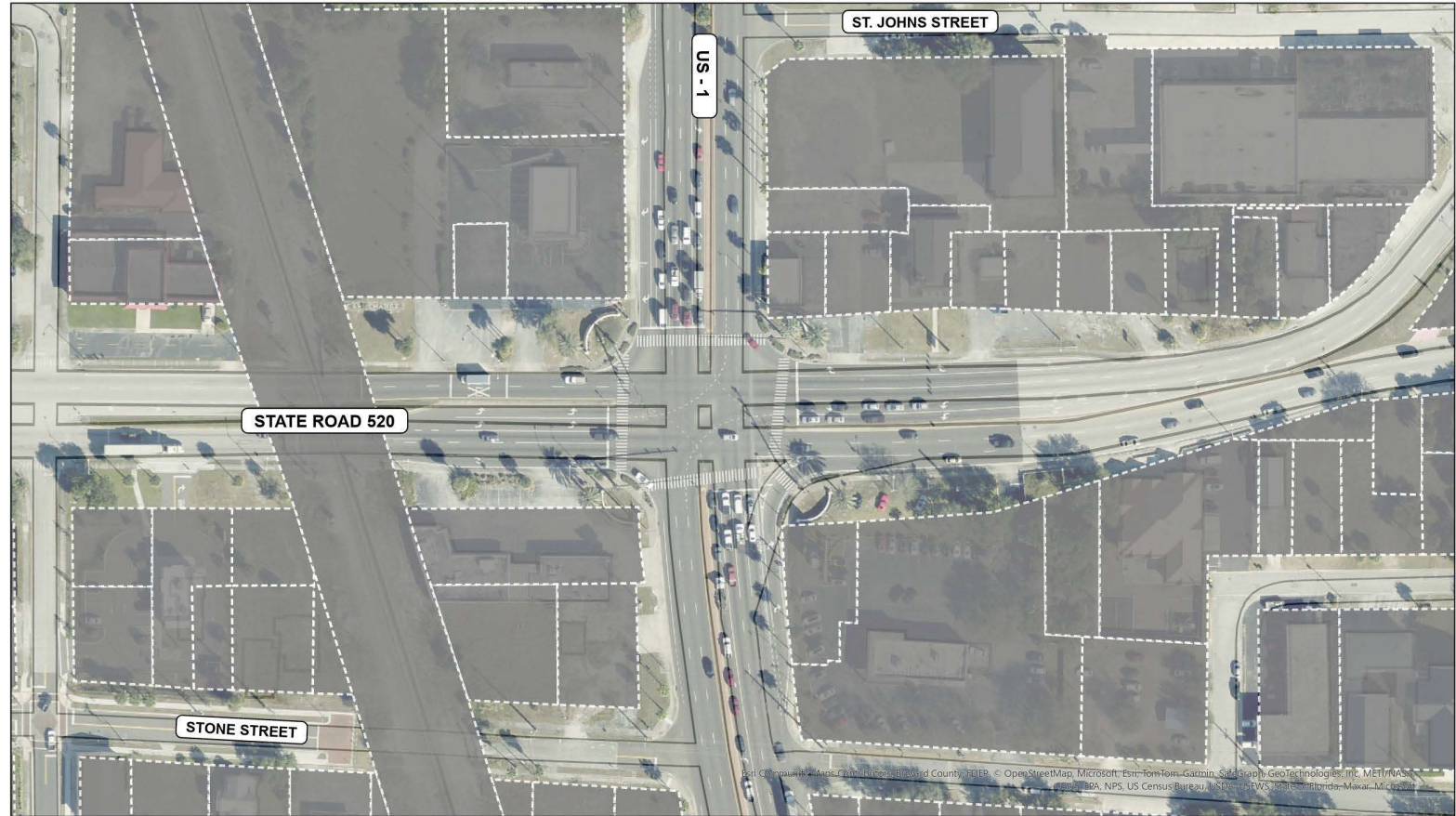
NOTES FOR FIGURE FLU-1:

- Maximum density may be increased up to 12 du/acre as part of a planned residential development or planned redevelopment activities (Policy 1.2.3.C).
- An additional 5 units per acre may be achieved if residential units are developed as part of a vertical mixed use project.
- Maximum FAR in the Cocoa RDA is 2.0 and a bonus may permit up to an additional 2.5 FAR in the Central Business District outside the Cocoa Village Overlay sub-district. An additional 25 units per acre may be achieved in certain areas within the Cocoa RDA.
- Four (4) acre maximum land area for new Neighborhood Commercial and one (1) acre maximum site land area.
- Minimum land area of 50 acres and minimum cumulative gross floor area of 500,000 sq. ft. for all structures.
- Commercial uses that are complementary to and support industrial development and operations.



# RIGHT OF WAY CHALLENGES

- The SR520 ROW is 200' wide in certain areas.
- Some properties have private parking that extend into the ROW.
- This impacts site design and ROW improvements.
- Does allow for opportunities for pedestrian and multi-modal improvements.

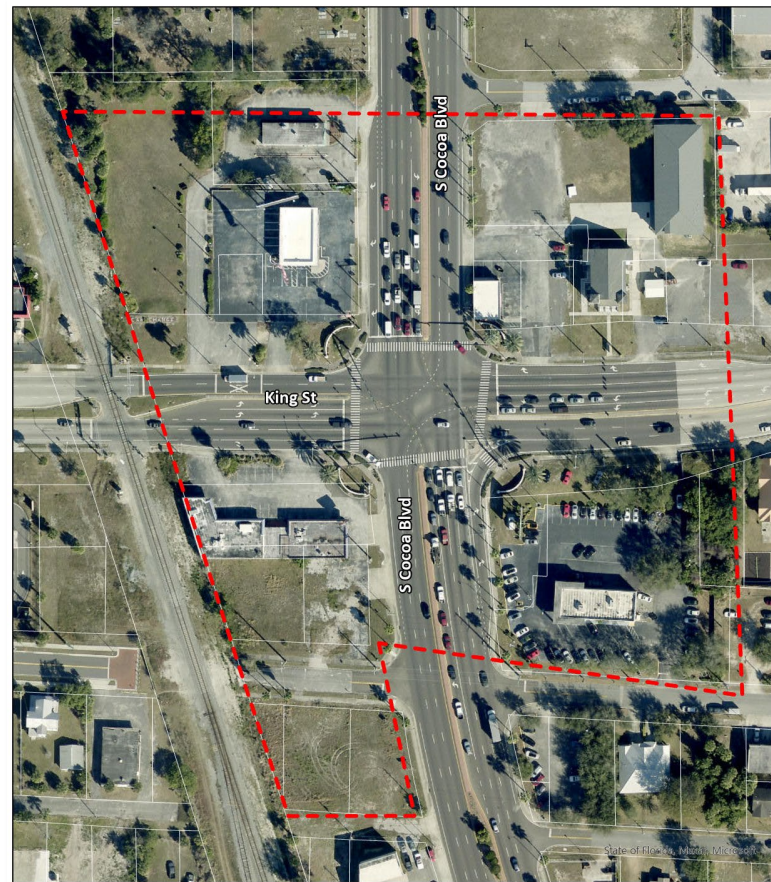


**RVi**  
111 N. Magnolia Avenue  
Suite 1350  
Orlando, FL 32801  
Tel: 407.680.0650  
www.rviplanning.com

**COCOA VISIONING • FOUR CORNERS RIGHT-OF-WAY**  
City of Cocoa, FL  
Date: 6/17/2024  
# 23001867  
City of Cocoa

0 35 70 140  
US Feet  
Information regarding this property is from sources deemed reliable. It has not made an independent investigation of these sources and no warranty is made as to the accuracy or completeness. This plan is conceptual, subject to change, and does not represent any regulatory approval.

# FOUR CORNERS – EXISTING CONDITIONS



111 N. Magnolia Avenue  
Suite 1354  
Orlando, FL 32801  
Tel: 407-580-0500  
www.rviplanning.com

## COCOA VISIONING • FOUR CORNERS AERIAL

📍 City of Cocoa, FL 🚦 Four Corners

📅 Date: 5/28/2024

📄 23001867

📍 City of Cocoa



Information furnished regarding this property is from sources deemed reliable. RVI has not made an independent investigation of these sources and no warranty is made as to their accuracy or completeness. This plan is conceptual, subject to change, and does not represent any regulatory approval.

# FOUR CORNERS – EXISTING CONDITIONS

- 209 & 219 S. Cocoa Blvd.
- Papa Johns and Multiple-use office building
- Office building previously operated as an auto sales lot



# FOUR CORNERS – EXISTING CONDITIONS

1. The site is single-use with no building frontage up to the street.
2. There is no street landscaping.
3. Due to the location of the building, parking, sidewalks, and other infrastructure, there is no pedestrian scale or encouraged level of walkability.
4. There is a Space Coast Area Transit stop available (520 Connector), but no bus shelter. This does not encourage use of multi-modal transportation options.
5. Aside from the Cocoa entry identification sign, the intersection would benefit from landscaping, higher visibility pedestrian crossings, and an intersection enhancement.



# FOUR CORNERS – EXISTING CONDITIONS

- 220 N. Cocoa Blvd. & 474 W. King St.
- Smoke shop, parking lot, & Church.
- Smoke shop was previously a payday loans business.



# FOUR CORNERS – EXISTING CONDITIONS

1. It is a single-use structure, however the building is brought to the street.
2. There is minimal landscape between the structure and the sidewalk.
3. Aside from the Cocoa entry identification sign, the intersection would benefit from landscaping, higher visibility pedestrian crossings, and an intersection enhancement.



# FOUR CORNERS – EXISTING CONDITIONS

- 304 S. Cocoa Blvd.
- CARite of Cocoa
- Has operated as a car sales lot for over twenty years



# FOUR CORNERS – EXISTING CONDITIONS

1. Traditional auto-oriented use with building setback from the street with a parking lot separating.
2. Perimeter landscaping includes palm trees but lacks a pedestrian level hedge row to buffer the use from the roadway.
3. Recent DOT improvements included the removal of a turn lane from US1 to SR520 and widening of pedestrian walkway, which improves the pedestrian experience.
4. Intersection would benefit from landscaping, higher visibility pedestrian crossings, and an intersection enhancement.





# FOUR CORNERS – EXISTING CONDITIONS

- 301 S. Cocoa Blvd.
- Currently vacant
- Multiple curb-cuts on US1 and SR 520
- Previously consisted of multiple retail buildings



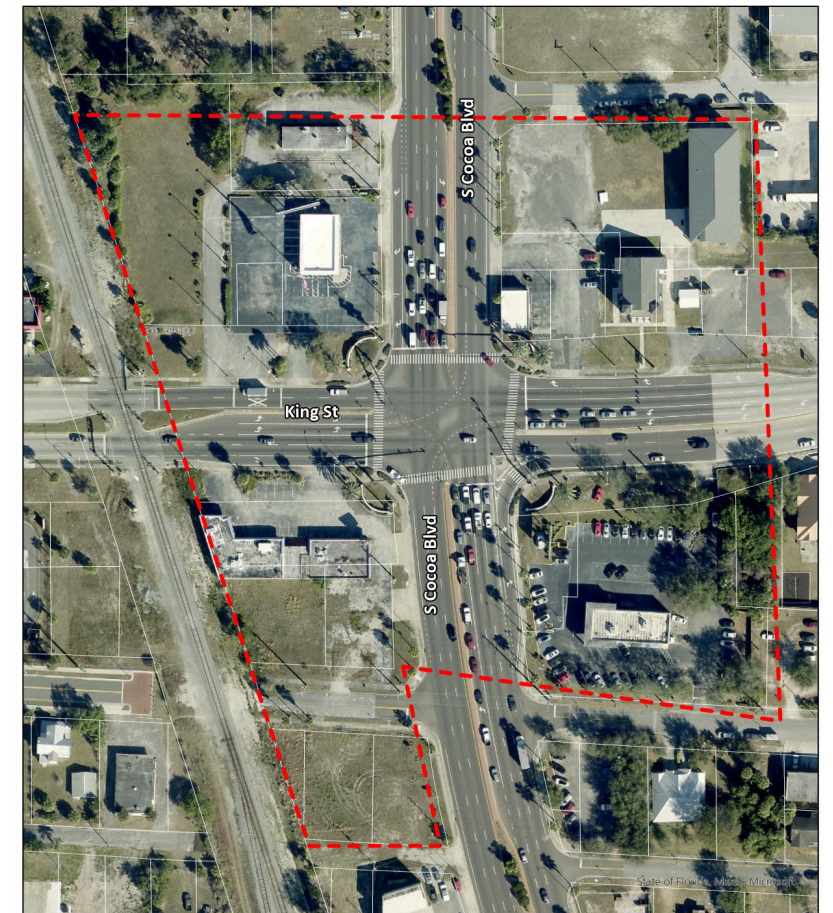
# FOUR CORNERS – EXISTING CONDITIONS

- Site has greatest chance for success due to it being vacant.
- Multiple challenges due to existing on-site easements and curb cuts.
- Pedestrian scale can be achieved through proper site design in building location, landscape, and location of infrastructure.



# FOUR CORNERS – EXISTING CONDITIONS

- On the whole, the intersection struggles with auto-oriented uses that are not at a pedestrian scale to encourage walkability.
- This isn't all due to the buildings: the SR 520 right-of-way is so large that building setbacks seem exaggerated due to the lack of landscaping and pedestrian or transit amenities.
- Due to the ROW width, traffic counts, and railroad infrastructure, it can be difficult to create a pedestrian scale environment typically seen in a mixed-use neighborhood.



**RVI**  
111 N. Magnolia Avenue  
Suite 1350  
Orlando, FL 32801  
Tel: 407.680.0650  
www.rviplanning.com

**COCOA VISIONING • FOUR CORNERS AERIAL**  
City of Cocoa, FL Four Corners  
Date: 5/28/2024  
23001867  
City of Cocoa

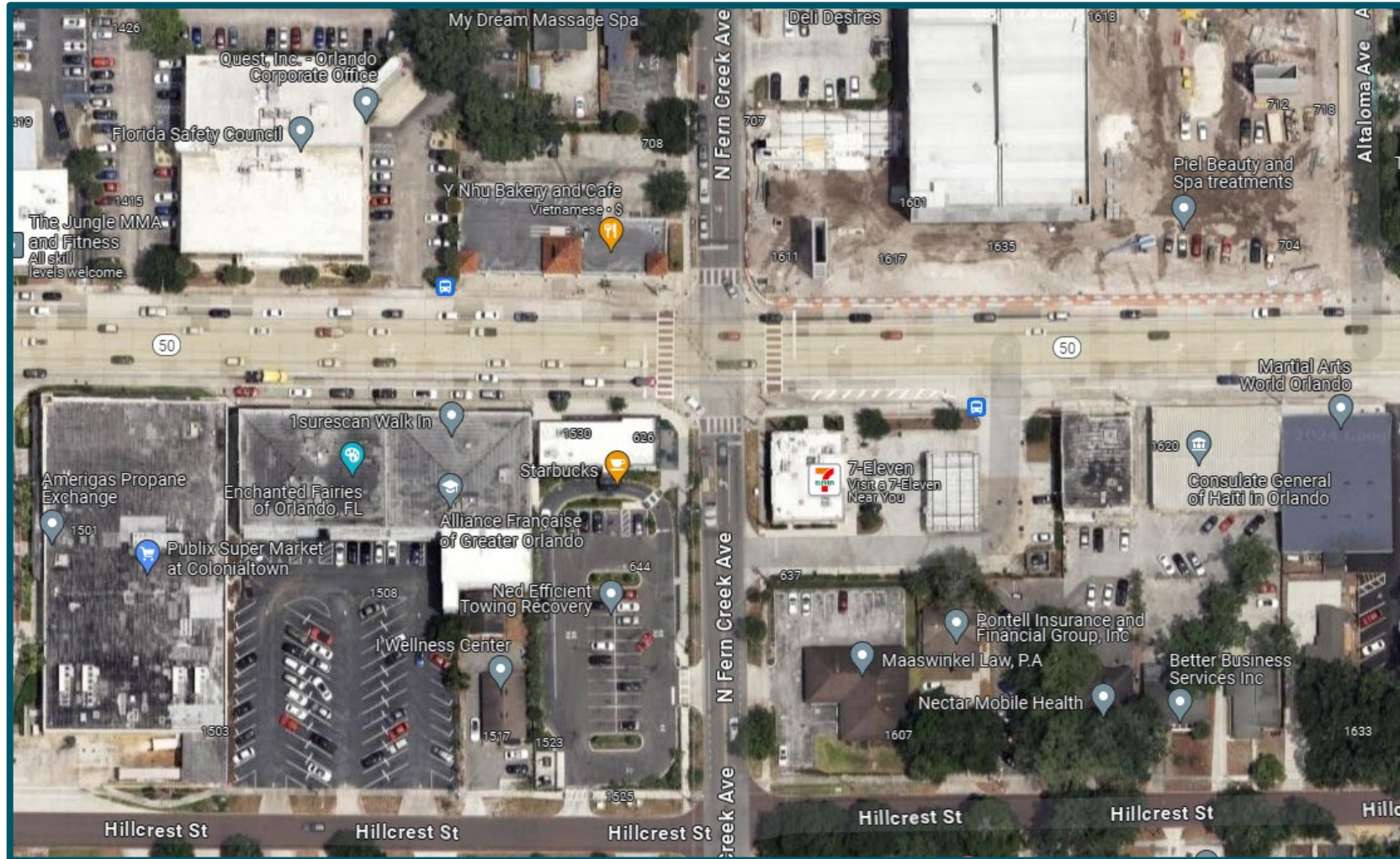
0 35 70 140  
US Feet

Information furnished regarding the property is from sources deemed reliable. RVI has not made an independent investigation of these sources and no warranty is made as to their accuracy or completeness. The plan is conditional subject to change, and does not represent any regulatory approval.

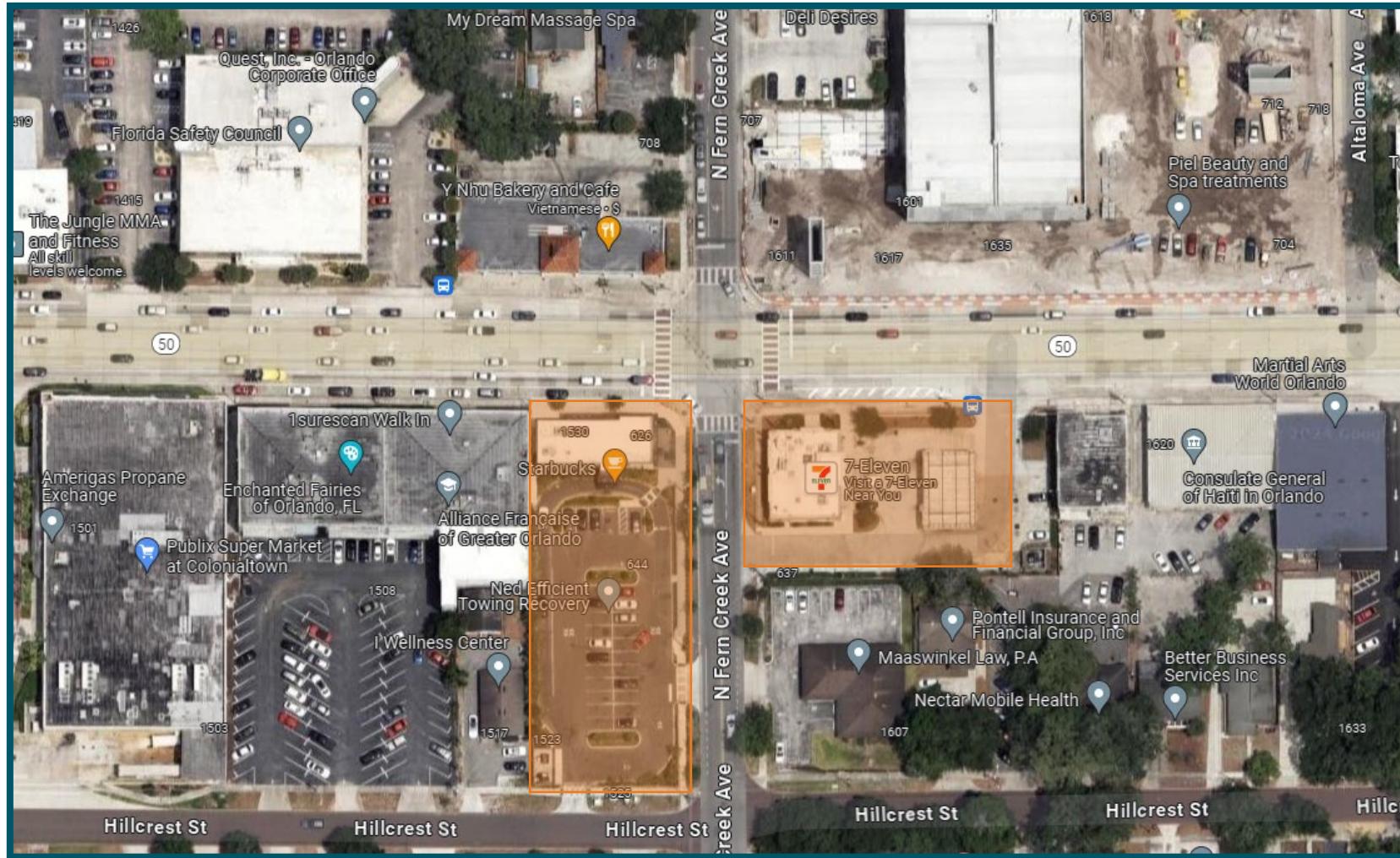
# FOUR CORNERS – THE VISION

Knowing that the vision is a mixed-use corridor, while understanding the conditions brought by two major state roadways, there are real world strategies to improve the aesthetics of the corridor through design. These aesthetics impact the use of the site.

# FOUR CORNERS – REAL WORLD EXAMPLES



# FOUR CORNERS – REAL WORLD EXAMPLES



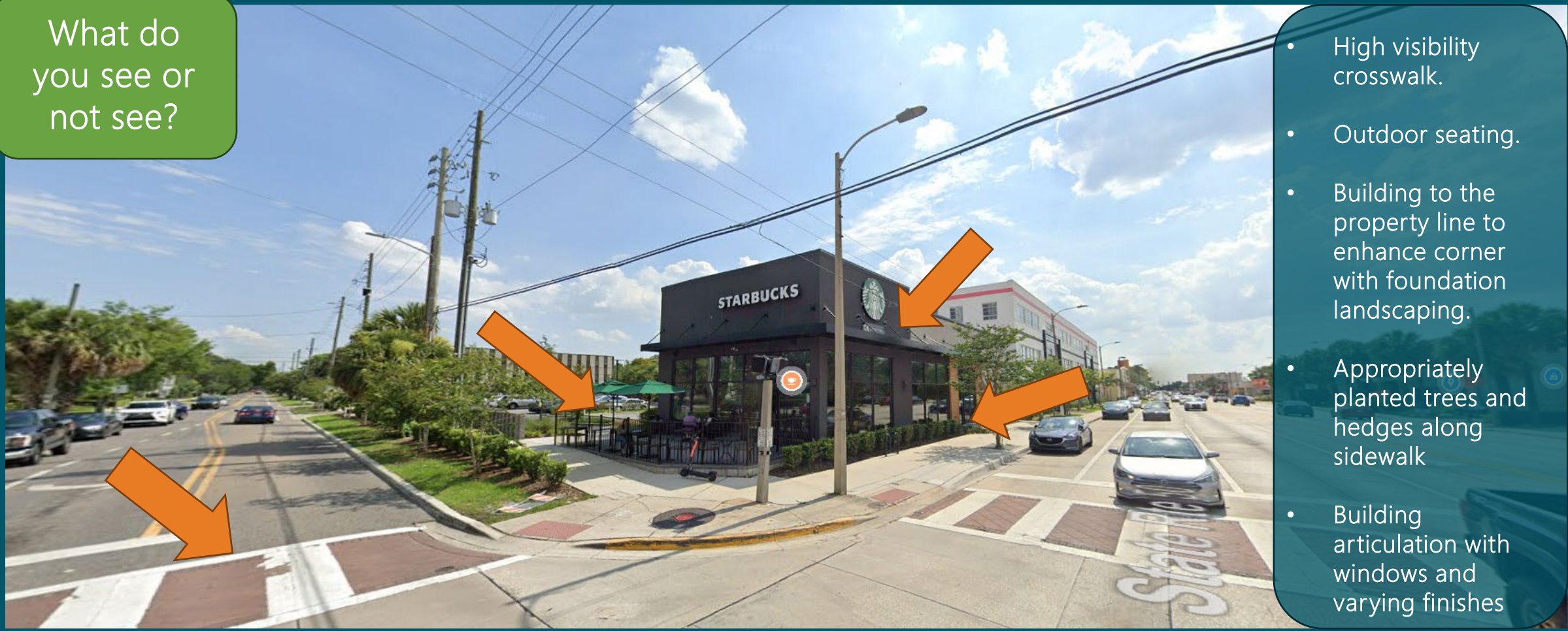
# REAL WORLD EXAMPLES

What do you see or not see?



# REAL WORLD EXAMPLES

What do you see or not see?



- High visibility crosswalk.
- Outdoor seating.
- Building to the property line to enhance corner with foundation landscaping.
- Appropriately planted trees and hedges along sidewalk
- Building articulation with windows and varying finishes



# REAL WORLD EXAMPLES

Drive-Thru  
is hidden!



# REAL WORLD EXAMPLES

What do you see or not see?



# REAL WORLD EXAMPLES

What do you see or not see?



- High visibility crosswalk.
- Building to the property line to enhance corner with foundation landscaping.
- Public entrance from framework road.
- Appropriately planted trees and hedges along sidewalk.

# REAL WORLD EXAMPLES

What do you see or not see?



- Stem wall with landscape to enhance buffer and improve pedestrian safety.
- Appropriately located trees away from the overhead powerlines.
- Location of canopy is behind front wall of building, and hidden due to landscape.

# REAL WORLD EXAMPLES

What do you see or not see?



# REAL WORLD EXAMPLES

What do you see or not see?



- Gas canopy is behind main wall of building.
- Multiple building finishes and articulation points.
- Foundation landscaping.
- Limited signage.
- Public art to enhance the corner and pedestrian experience.

# REAL WORLD EXAMPLES



2474 and 2504 S. Orange Ave., Orlando, FL

# REAL WORLD EXAMPLES



4120 SR 46, Sanford, FL





# FOUR CORNERS – IMPLEMENTING A VISION



# FOUR CORNERS – THE VISION



# FOUR CORNERS – IMPLEMENTING A VISION



# FOUR CORNERS – THE VISION



# FOUR CORNERS – IMPLEMENTING A VISION



# FOUR CORNERS – THE VISION



# INTERACTIVE SESSION!

We're now all urbanists.

We are here this evening to engage with the community for your feedback.

Group Breakout Sessions to discuss Land Use, Built Form, Landscape, Mobility.

# NEXT STEPS

After this workshop, RVi will coordinate with City staff to prepare a “Four Corners Overlay” to create design standards for the corridor. This standards will also be considered for the rest of the SR520/US1 corridor that has zoning/FLU inconsistencies.

Public hearings will be held with the Planning and Zoning Board as well as the City Council regarding these code amendments. You have the opportunity to provide your input about this project during those hearings.



# QUESTION & ANSWER



THANK YOU!