



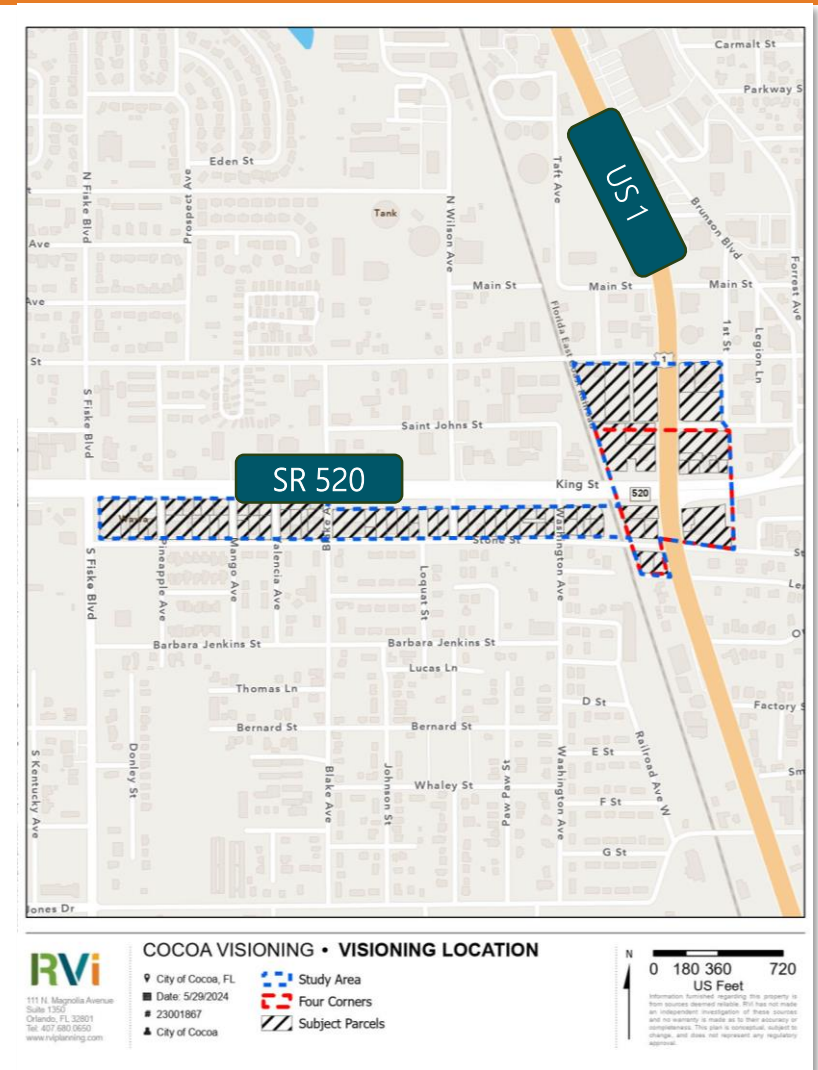
SR 520 / US1 CORRIDOR

CRA MEETING



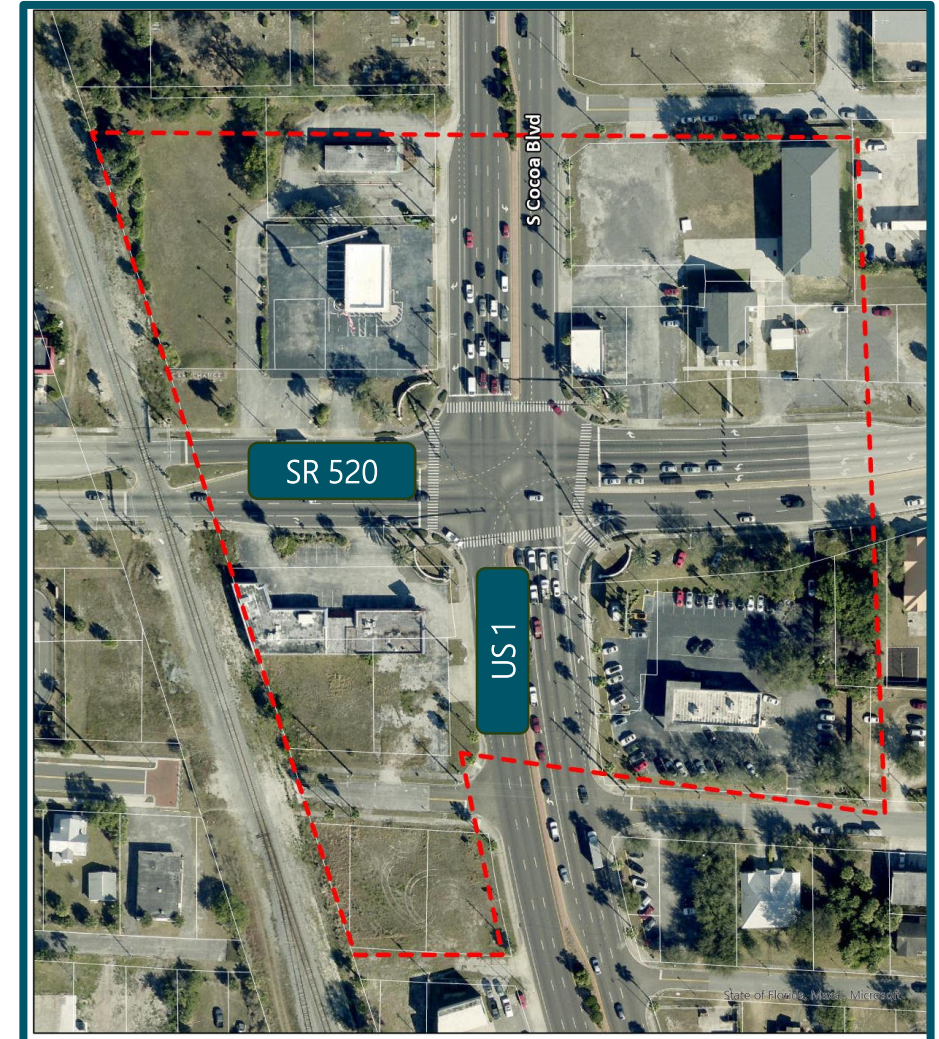
COMMUNITY WORKSHOP - VISIONING

- 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



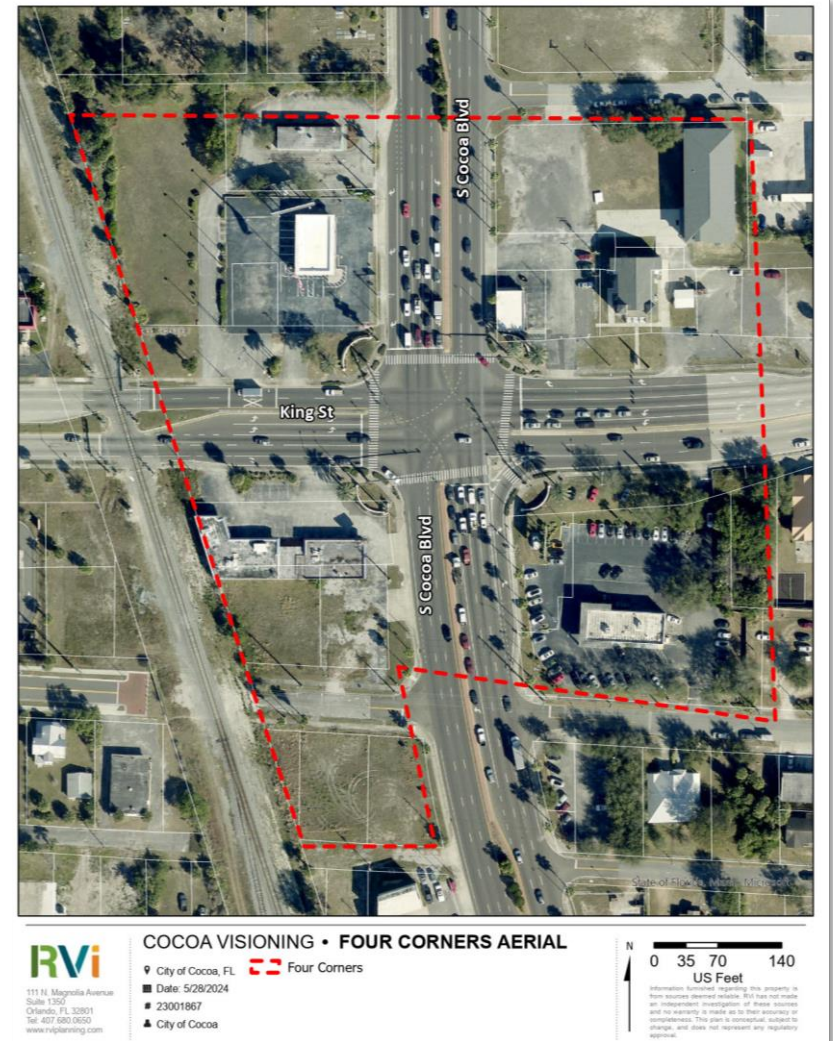
FOUR CORNERS VISIONING AREA

- 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



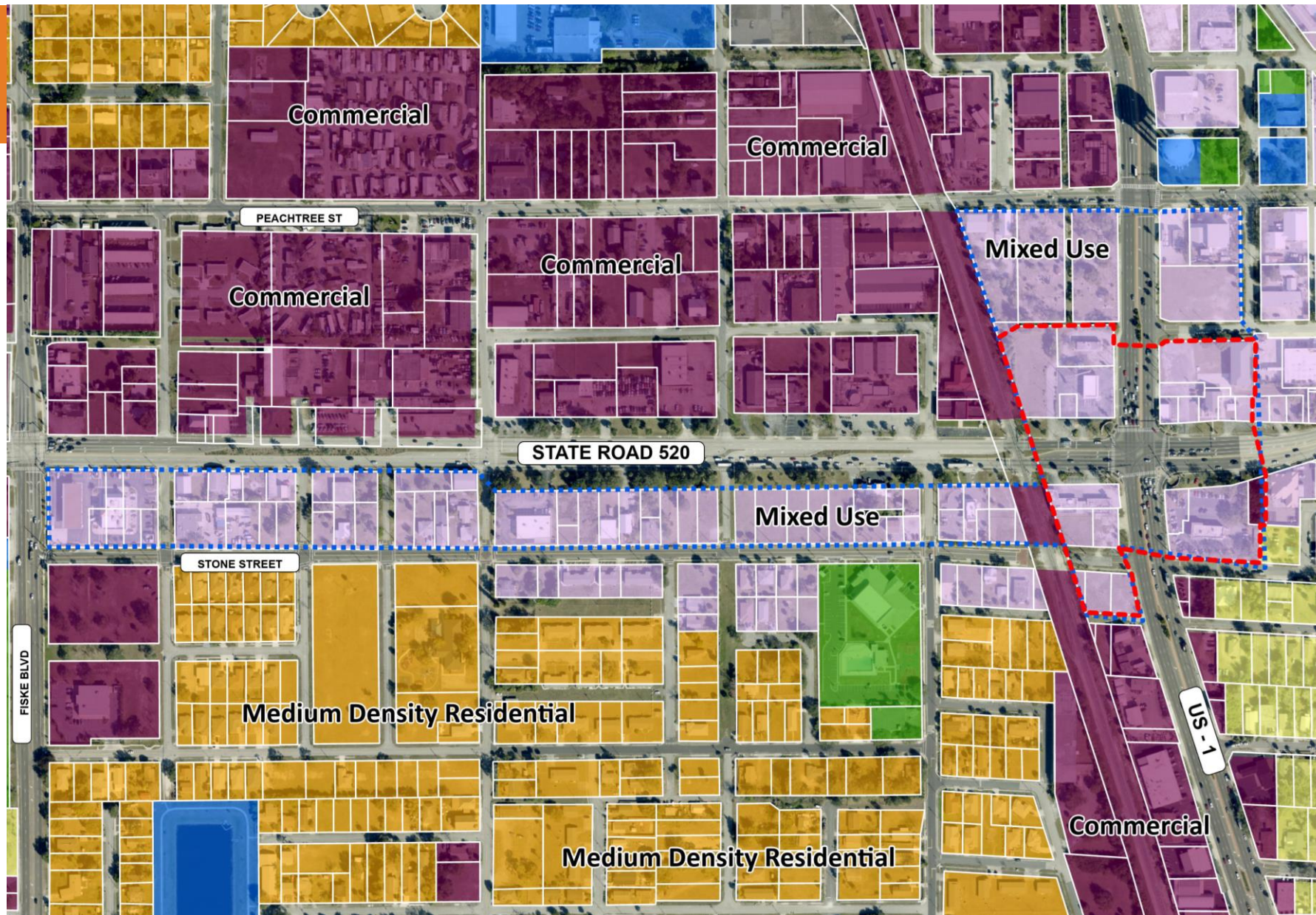
FOUR CORNERS

- 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.



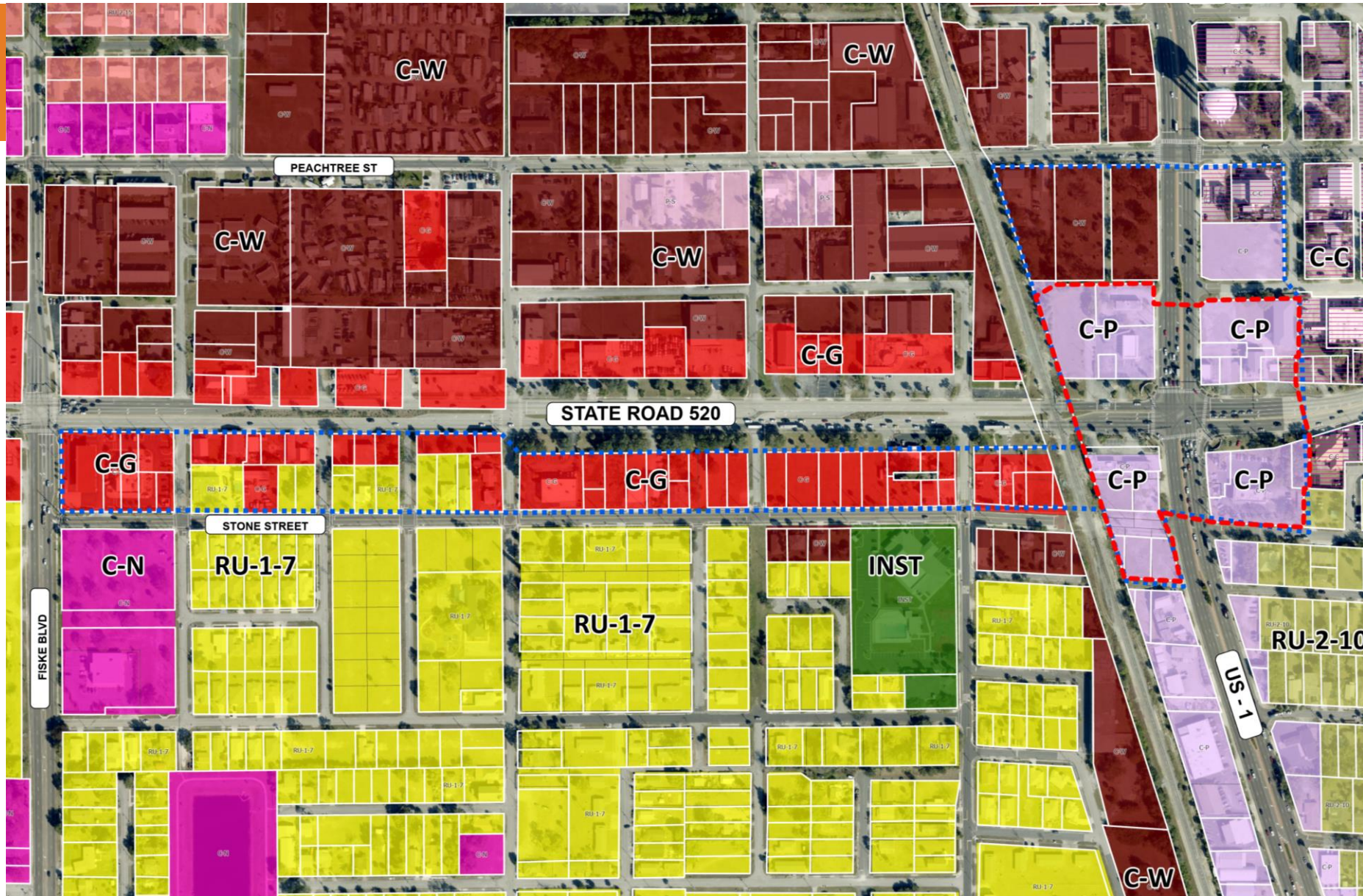
WHAT IS FUTURE LAND USE?

- 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



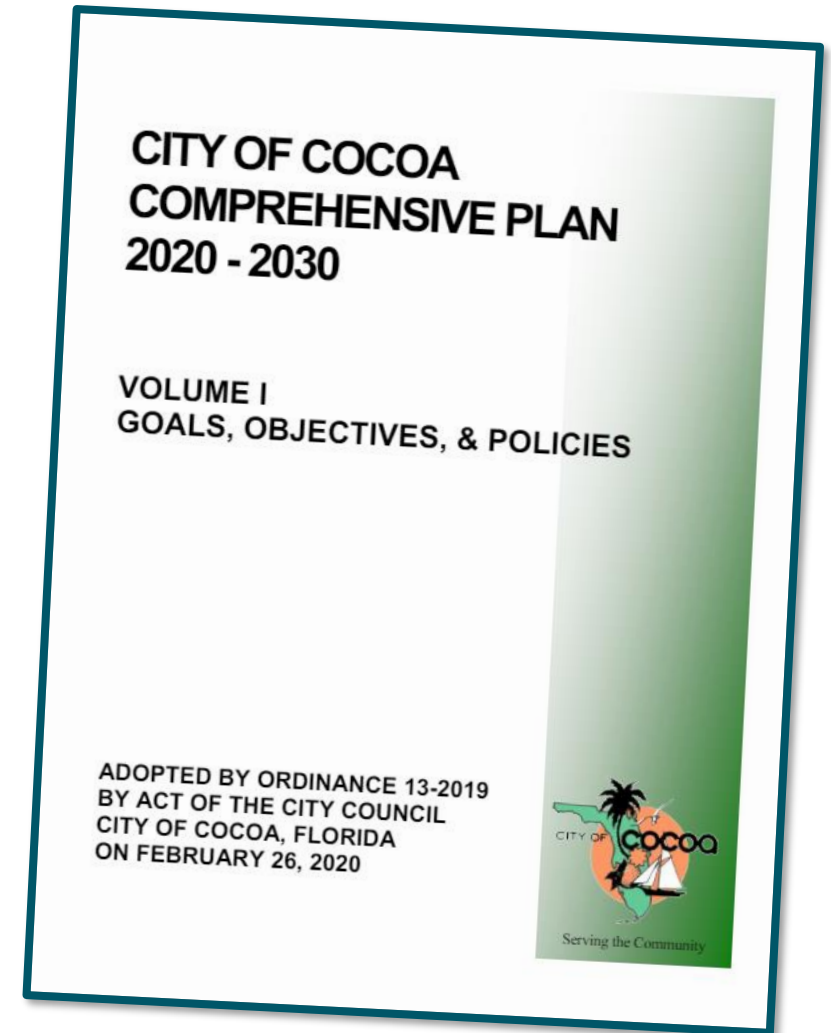
WHAT IS ZONING?

- 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



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.



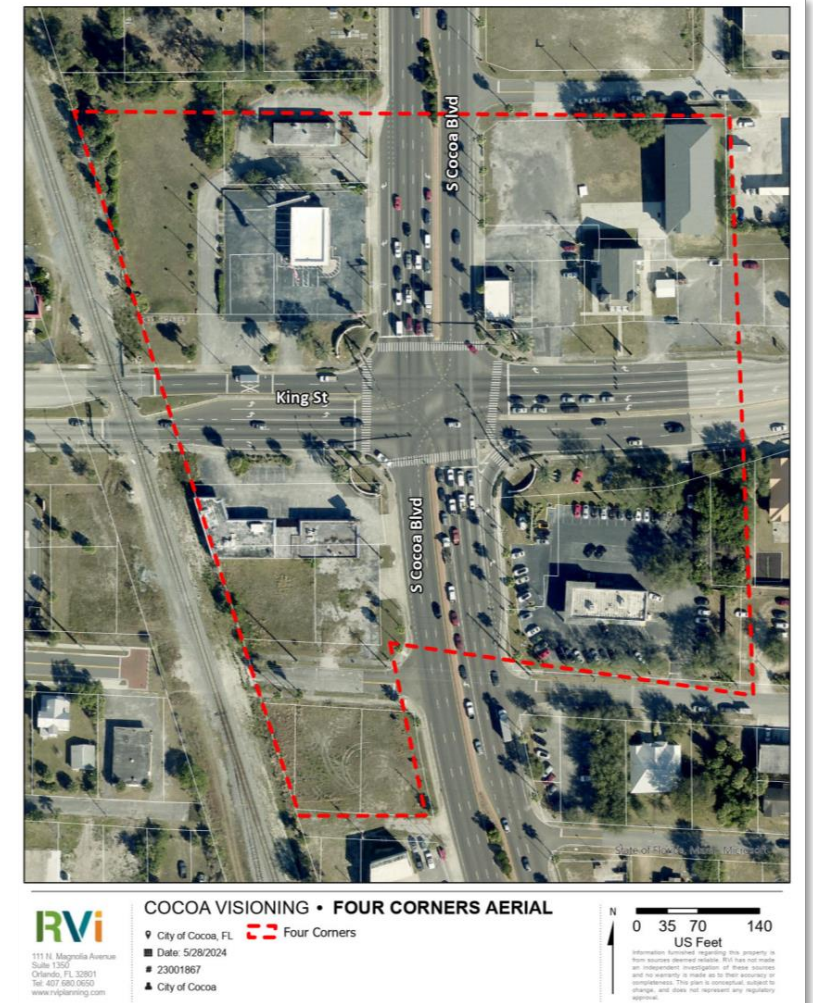
WHAT IS URBAN "MIXED USE" DEVELOPMENT



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:

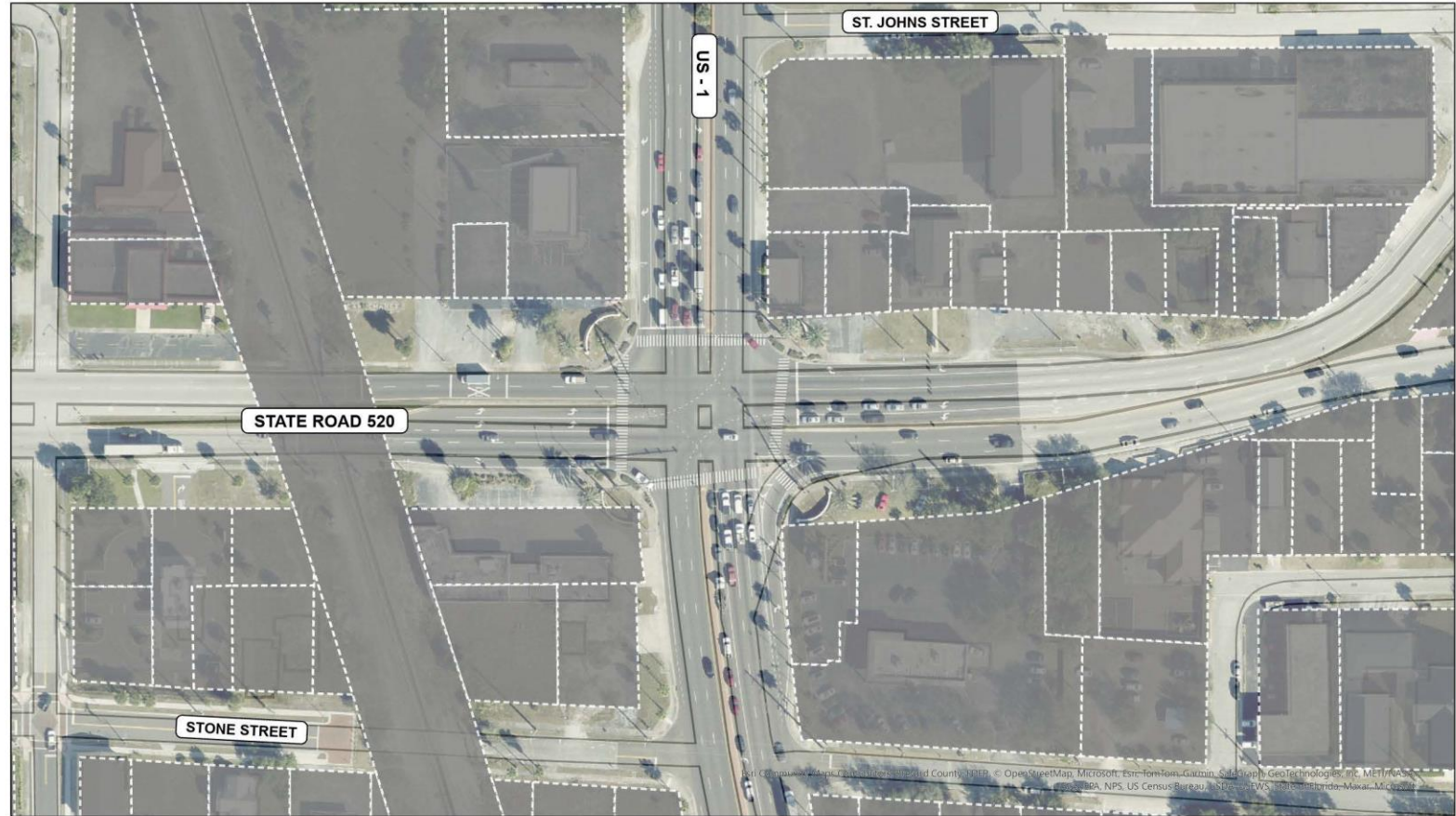
	Commercial	Neighborhood Commercial ¹	Regional Activity Center ⁵	Industrial	Open Space Recreational	Institutional	Mixed Use
Maximum Intensity/Density	1.0 FAR	0.75 FAR	0.50 FAR, 25 du/acre, and 45 hotel rooms/acre	1.50 FAR	0.25 FAR	1.0 FAR 25 du/acre	25 du/acre 1.0 FAR ¹
Allowable Uses	Commercial, Office, Institutional, and Open Space/Recreational	Commercial, Residential, Office, Institutional, and Open Space/Recreational	Commercial, Hotel, Industrial, Residential, Office, Institutional, and Open Space/Recreational	Industrial and Commercial ⁶	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:

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).
2. An additional 5 units per acre may be achieved if residential units are developed as part of a vertical mixed use project.
3. 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.
4. Four (4) acre maximum land area for new Neighborhood Commercial and one (1) acre maximum site land area.
5. Minimum land area of 50 acres and minimum cumulative gross floor area of 500,000 sq.ft. for all structures.
6. 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.

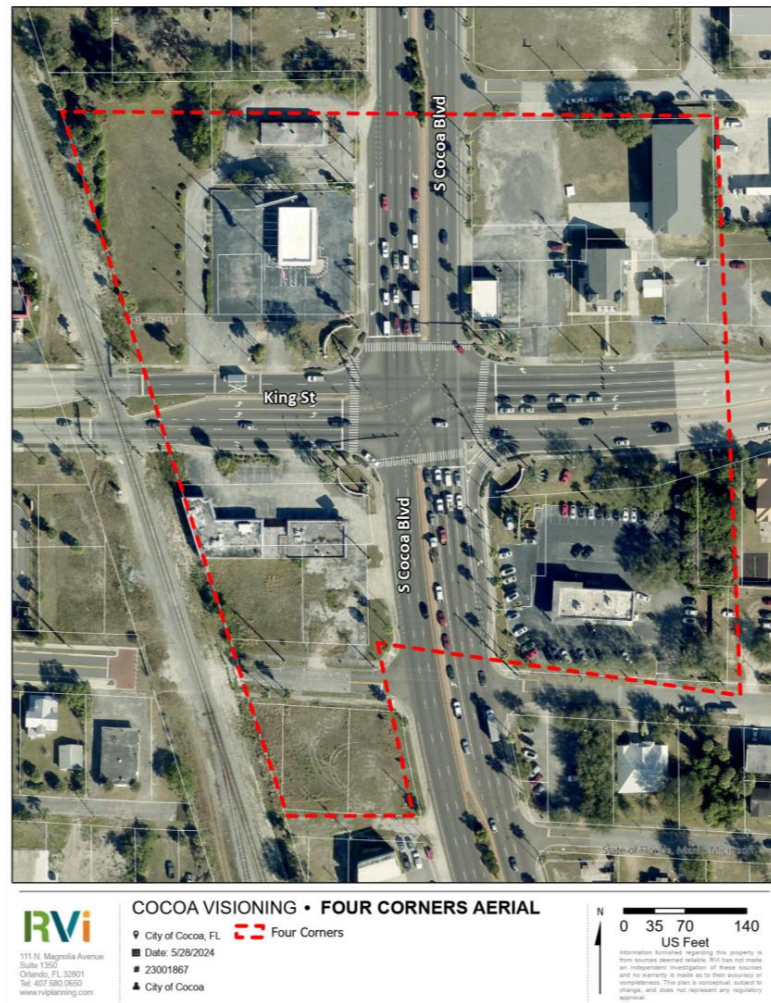


RVI
111 N. Magnolia Avenue
Suite 1350
Orlando, FL 32801
Tel: 407.680.0650
www.rviplanning.com

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 for reference purposes only. It is not intended as an independent investigation of these sources and no warranty is made as to their accuracy or completeness. This plan is not intended to be used for any other purpose and does not represent any regulatory approval.

FOUR CORNERS – EXISTING CONDITIONS



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.



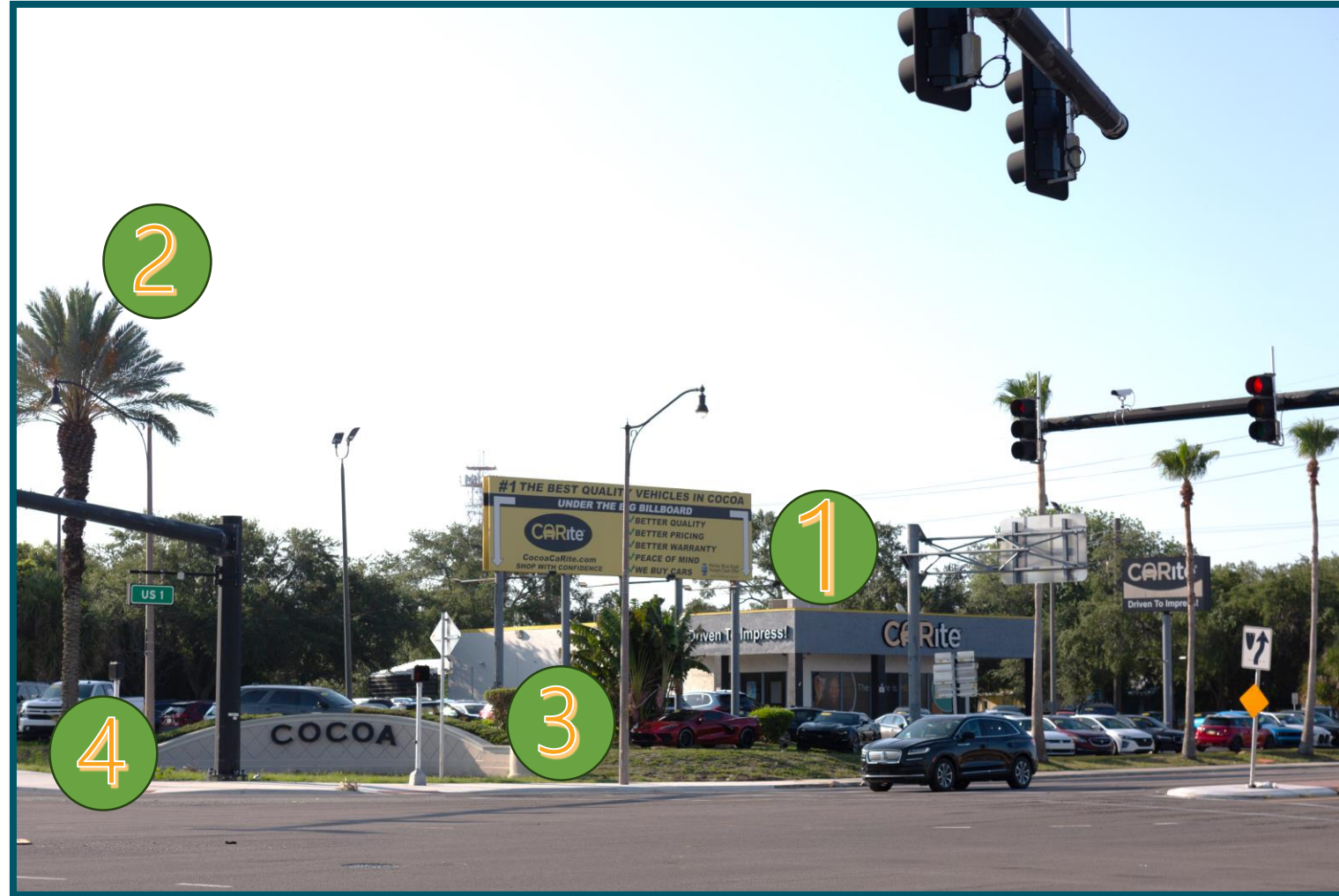
FOUR CORNERS – EXISTING CONDITIONS

- 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



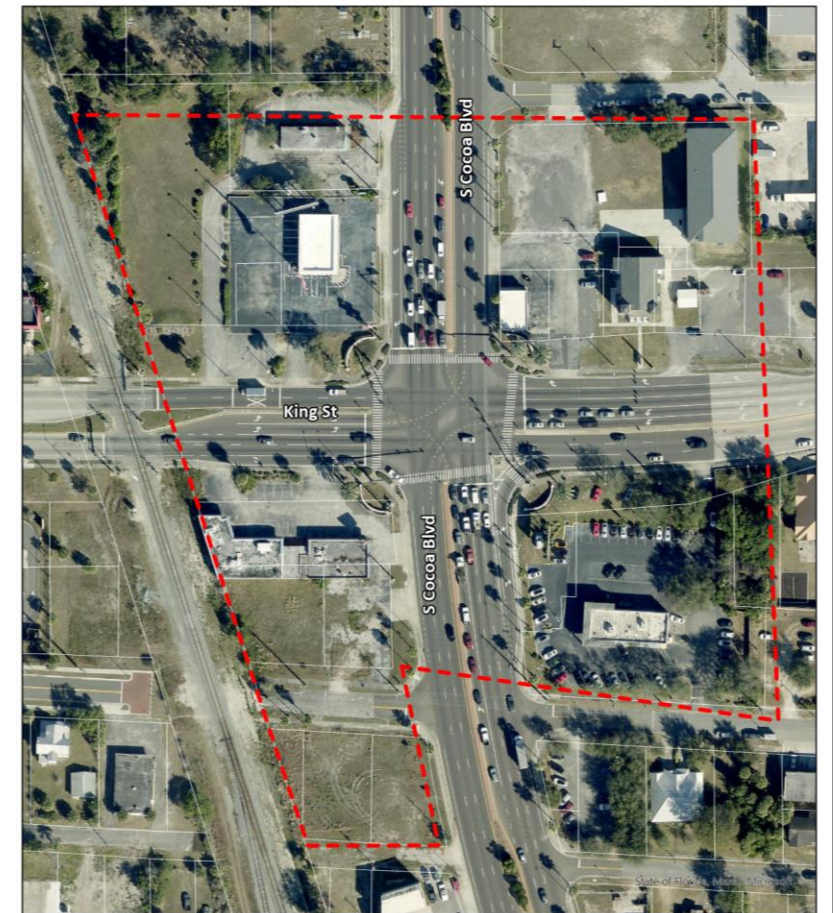
FOUR CORNERS – EXISTING CONDITIONS

- 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.rivisioning.com

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

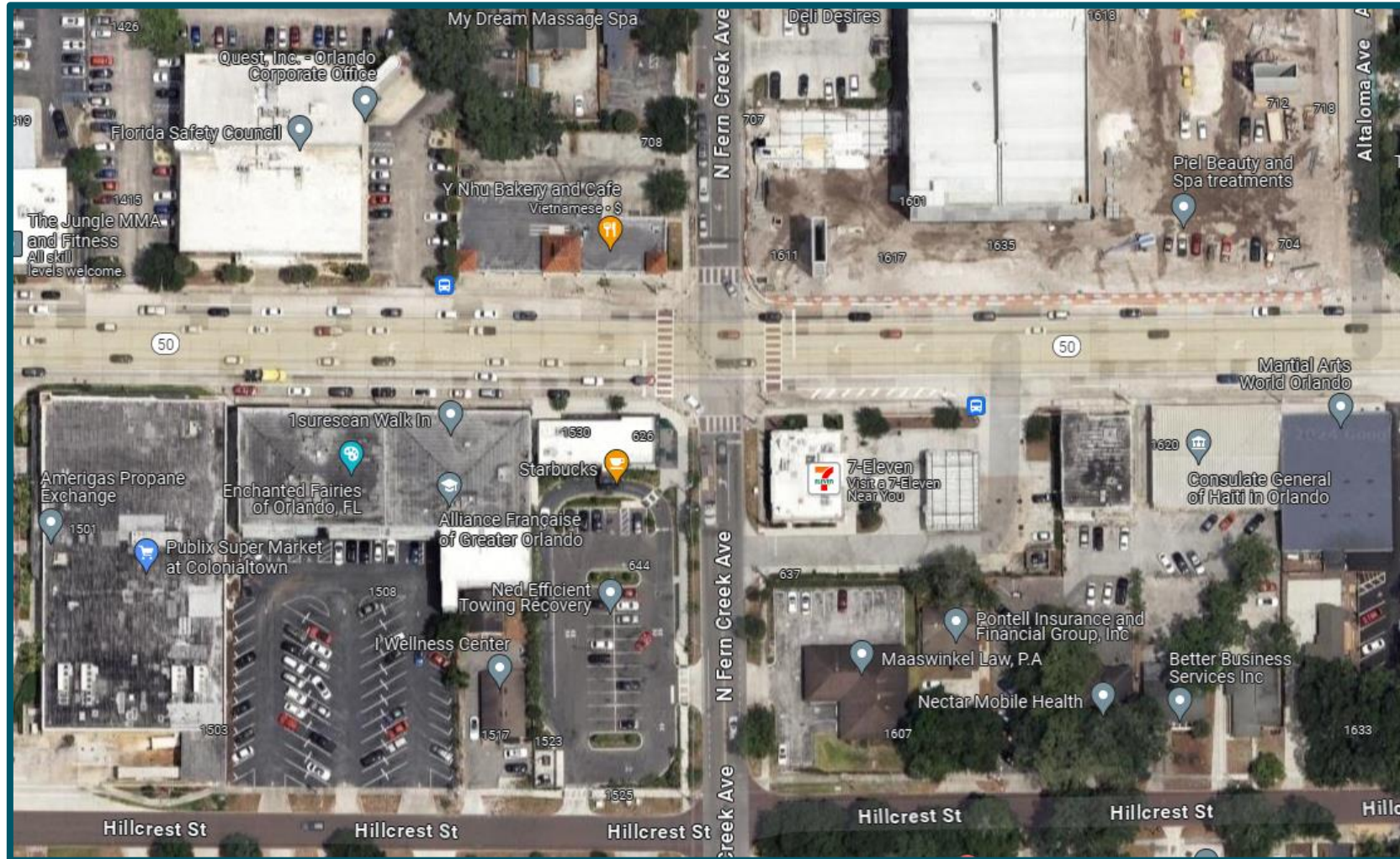
0 35 70 140
US Feet

Information furnished regarding this property is from sources deemed reliable. It has not been independently verified by RVI. RVI and the preparer is made so to their accuracy or completeness. This plan is intended for informational purposes only and does not represent any regulatory approval.

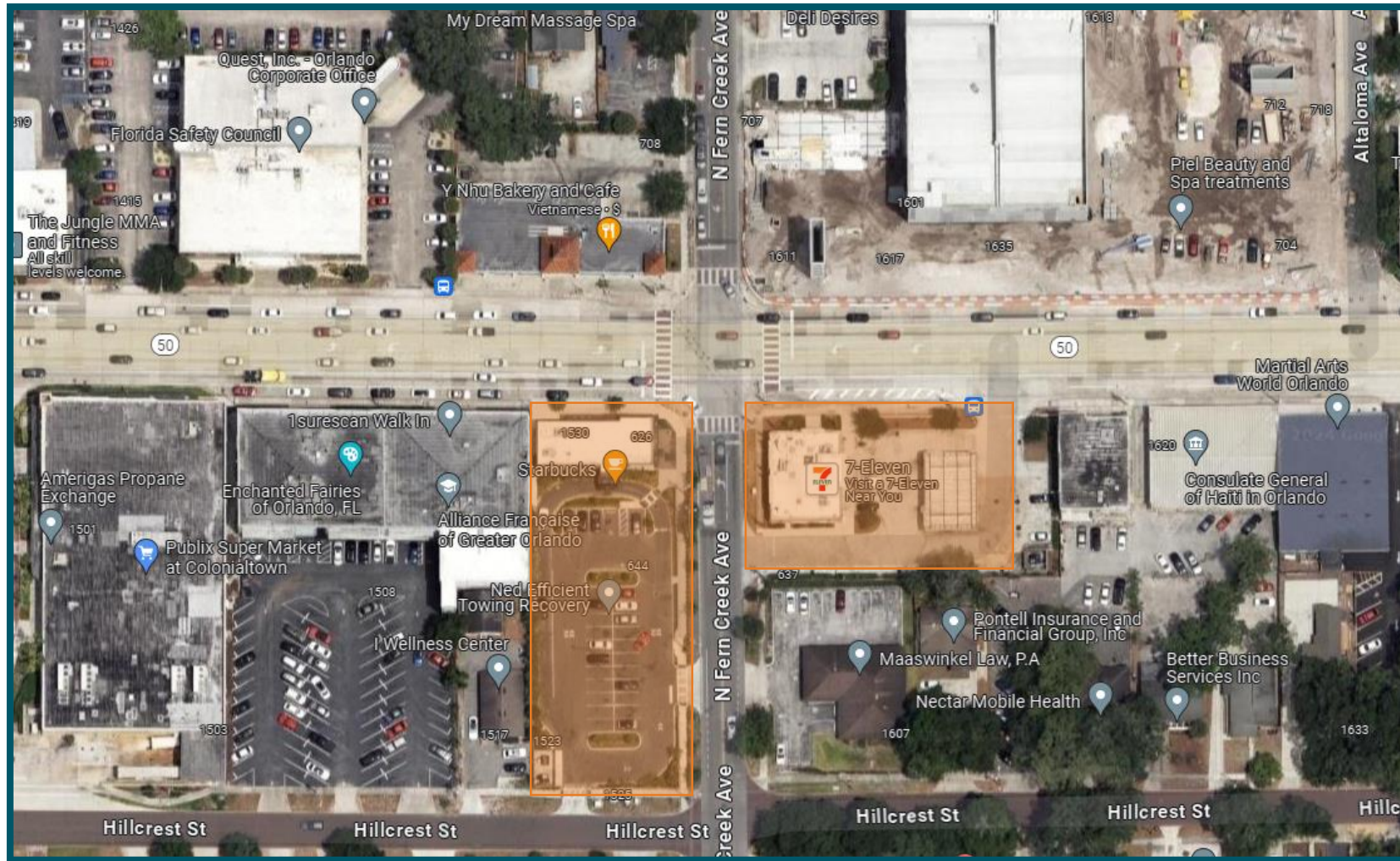
FOUR CORNERS – THE VISION

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

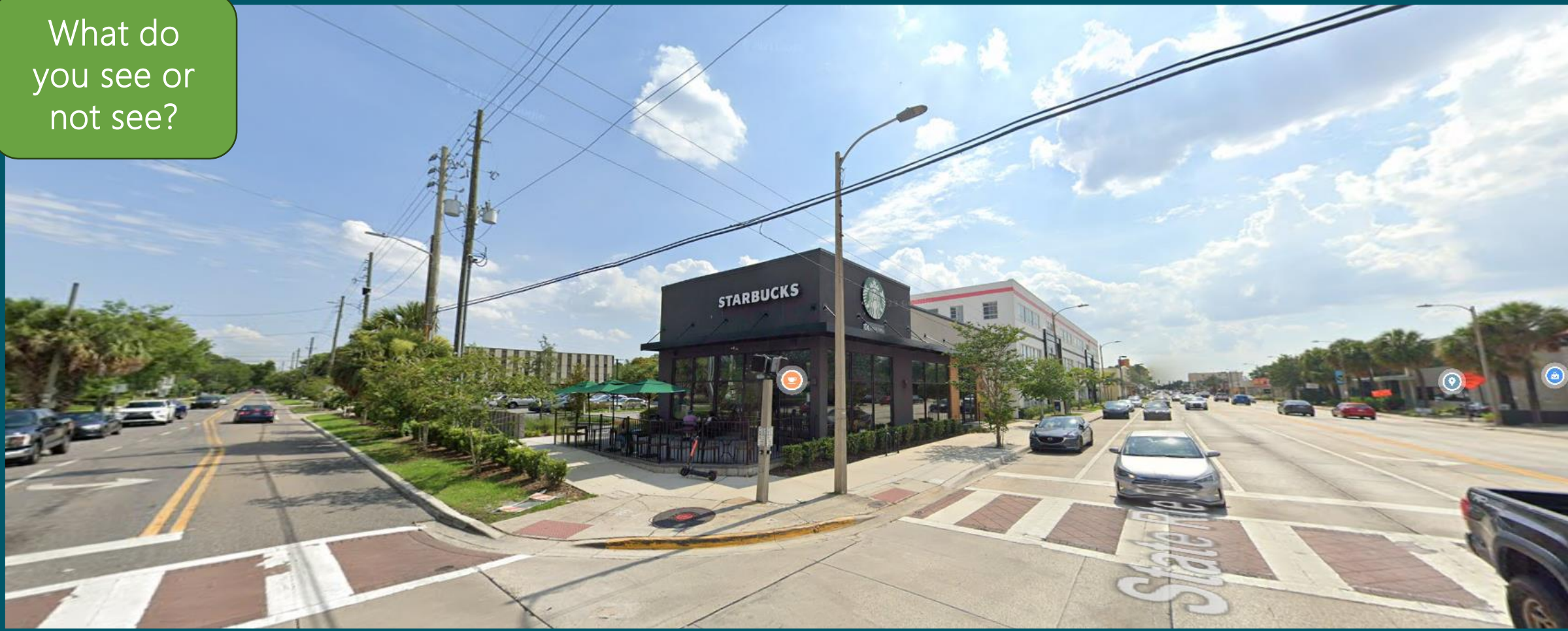


FOUR CORNERS – REAL WORLD EXAMPLES



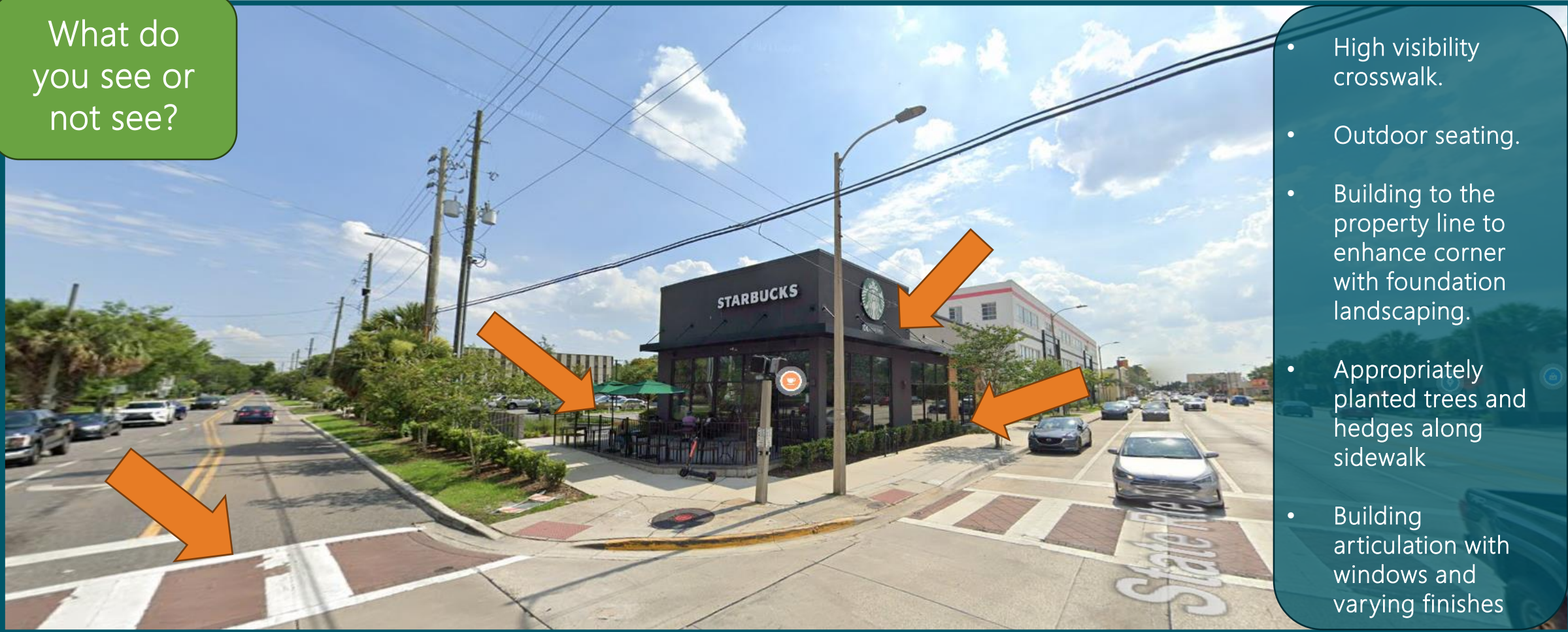
REAL WORLD EXAMPLES

What do you see or not see?



REAL WORLD EXAMPLES

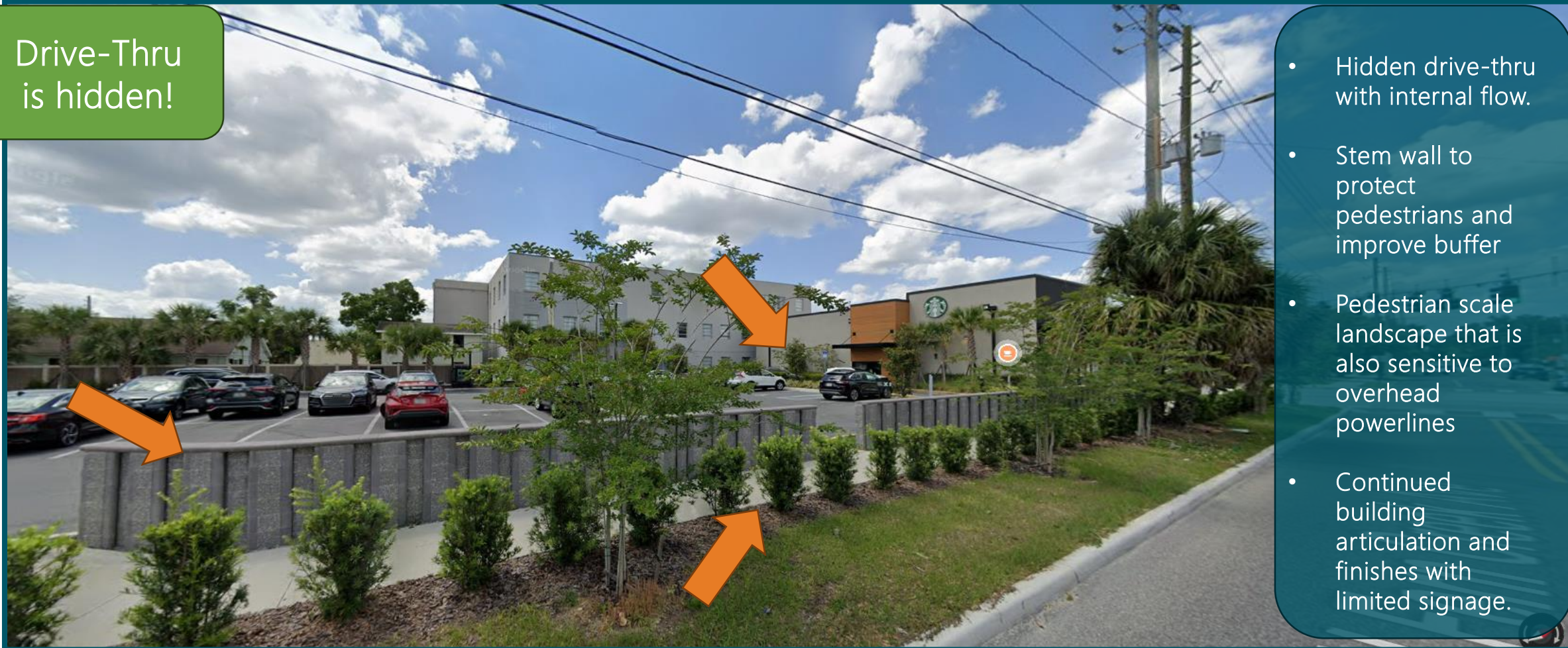
What do you see or not see?



- 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!



- Hidden drive-thru with internal flow.
- Stem wall to protect pedestrians and improve buffer
- Pedestrian scale landscape that is also sensitive to overhead powerlines
- Continued building articulation and finishes with limited signage.

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

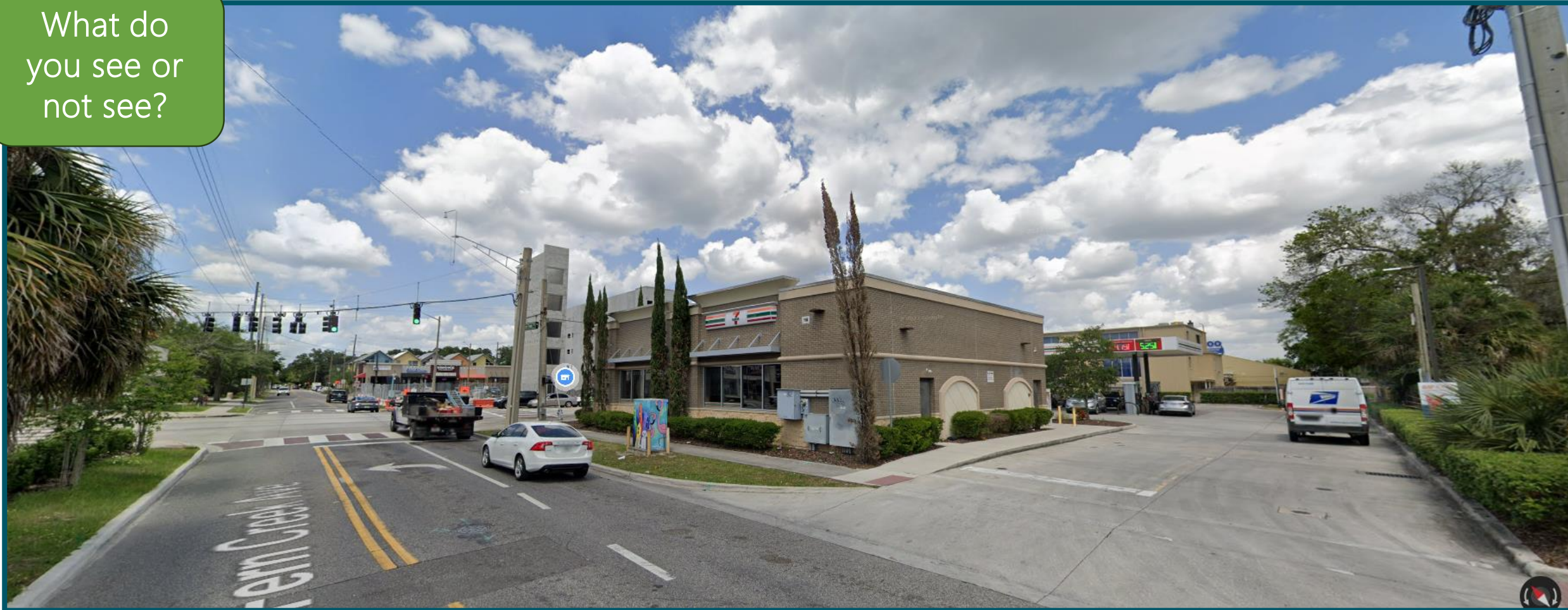
What do you see or not see?



- 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



WORKSHOP RECAP

Approximately 1,800 public notice letters were sent prior to the Community Workshop

Staff created and published a Community Visioning flyer that was posted on the City website.

Staff created a Facebook event on the City Facebook page



The flyer features logos for Cocoa Florida, Cocoa Redevelopment Agency, and Diamond Square Historic Community at the top. The main title is 'COMMUNITY VISIONING WORKSHOP' in large white letters on a blue background. Below the title, it says 'You are invited to a community workshop to discuss the City's Visioning Study for the "Four Corners" at the intersections of SR 520 and US 1.' There are six circular icons representing community, communication, and planning. The text 'YOUR FEEDBACK IS NEEDED!' is followed by a paragraph about the workshop's purpose. The location is 'Dr. Joe Lee Smith Community Center, 415 Stone St., Cocoa, 32922' and the date is 'Monday, June 17, 2024 at 7:00pm'. Contact information for the City of Cocoa Planning staff is provided. A yellow arrow points to a QR code with the text 'SCAN TO ATTEND VIRTUAL MEETING' and meeting details. The footer includes the slogan 'Stay Connected' and social media links for www.CocoaFL.gov, Facebook, Twitter, LinkedIn, and YouTube.

COMMUNITY VISIONING WORKSHOP

You are invited to a community workshop to discuss the City's Visioning Study for the "Four Corners" at the intersections of SR 520 and US 1.

YOUR FEEDBACK IS NEEDED!

Get involved in shaping the future of the "Four Corners" corridor (Intersection of SR 520 and US1). The City of Cocoa is looking for resident and business owner feedback in order to redevelop this area of the community into a vibrant, walkable, and livable gateway to the City.

Dr. Joe Lee Smith Community Center
415 Stone St., Cocoa, 32922

Monday, June 17, 2024 at 7:00pm

For questions, please contact the City of Cocoa Planning staff at cocoaplanning@cocoafl.gov.

SCAN TO ATTEND VIRTUAL MEETING
Meeting ID: 340 027 9051; Passcode: 32922

Stay Connected www.CocoaFL.gov • [f](#) [t](#) [in](#) [y](#)

WORKSHOP RECAP

Approximately 100 residents and interested parties attended the Community Workshop in-person, and approximately 2 dozen attended online.

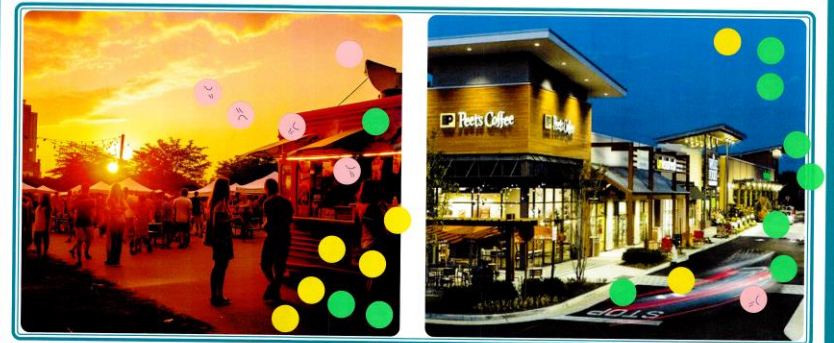
Breakout sessions were held with those in attendance in order to gather feedback on ideas and solutions for Streetscape, Land Use, Mobility, and Urban Design.

Attendees were provided stickers to indicate positive, neutral, or negative feedback. Representatives from RVi, FDOT, and the TPO were also available for questions.

WORKSHOP RECAP

- Idea for restaurant on 2nd or 3rd story overlooking the area with railroad theme
- Some auto-oriented uses are okay if well-buffered and screened from the road, so they are attractive, and with enhanced building/architectural standards.

LAND USE



WORKSHOP RECAP

- Encourage Mixed Use projects (residential above retail or office).
- Neighborhood based small scale retail and service-based uses are also ideal, i.e. barber shop/salon, medical office, small grocer, day care facilities, and the like.



WORKSHOP RECAP

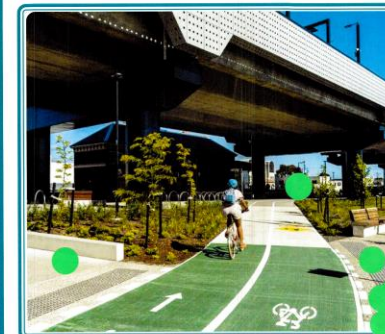
- Supportive of using ROW to move sidewalks further from travel lanes and adding landscaping to create pedestrian environment.
- Sensible to the fact that the roadways are arterial corridors that connect the region, so it will also need to be vehicle friendly.



WORKSHOP RECAP

- Work on finding funding for an overpass bridge to connect Stone Street across rail lines.
- Not supportive of pedestrian overpass due to aesthetics, practical issues of the trucks and transport through the intersection, could cut off pedestrian activity on street.

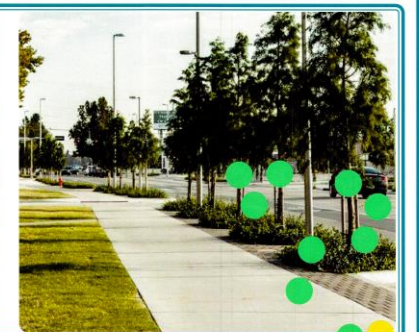
STREETSCAPE



WORKSHOP RECAP

- Enhanced design standards.
- Provide a variety of allowed uses.
- Improved access across US1 and train tracks.
- Have buildings front US1 and SR520 with entrances from side roads.
- Pedestrian safety improvements.
- Landscape buffering along right-of-way.
- Include representation of Diamond Square.

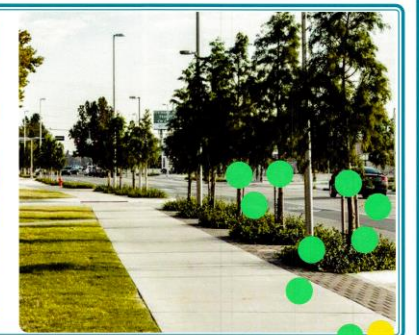
URBAN DESIGN



WORKSHOP RECAP

- Don't exceed three story building heights.
- Allow for rooftop entertainment.
- Encourage "Old-Florida" Architecture.
- Parking in rear of building not along US-1.
- Utilize Downtown St. Petersburg as a guide (walkable and public art focused).
- Provide street art.

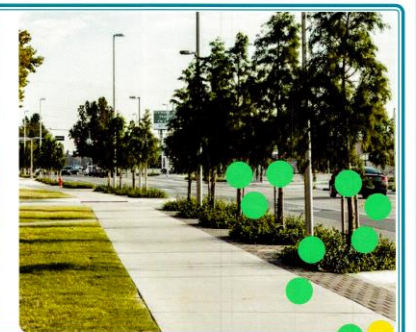
URBAN DESIGN



WORKSHOP RECAP

- Area should represent the “Gateway to the beach & Merritt Island”.
- Current design feels crowded and unsafe.
- Have the CRAs be involved.
- Pedestrian overpass to connect Stone St. to Cocoa Village.
- Extend visioning to the north side of SR520.

URBAN DESIGN



UPCOMING MEETINGS

City Council

Tuesday, August 13, 2024

Diamond Square CRA

Monday, August 19, 2024

FEEDBACK AND QUESTIONS

