



**The East Central Florida Regional Planning Council (ECFRPC) has begun to work with the City of Cape Canaveral on a community visioning project. This visioning project will aid the City in identifying their redevelopment opportunities, a possible “downtown” core, and creation of the ideal architecture or “look” the citizens desire.**

The City of Cape Canaveral began the visioning process by conducted the first of six workshops on May 14, 2009. Session attendees began by watching a video entitled “Save Our Lands, Save Our Town”. The video was designed to solicit reactions to various forms of development and demonstrate that cities and towns can become great places absent traditional sprawling subdivisions and strip development patterns. Following the video, attendees were asked to provide feedback - identifying themes in the movie as well as what they like and dislike about Cape Canaveral. These responses were recorded in their entirety and would be used in workshop #2 to identify strengths, weaknesses, opportunities and threats of the City Cape Canaveral.



Workshop #2 was conducted on June 11, 2009. The session began with a Strengths, Weaknesses, Opportunities, and Threats (SWOT) exercise. Attendees were asked to take the likes and dislikes identified about the City of Cape Canaveral from workshop #1 and categorize each like and dislike as a strength, weakness, opportunity and/or threat. The purpose of the exercise is to set forth a prioritized strategic assessment as it relates to the current Cape Canaveral environment and helps answer the question.....where are we now? Policy development and action plans can then be directed at strengths, which may be further refined and built upon and weaknesses, opportunities and threats, which may require additional investment and consideration.

Workshop #2 also included a mapping exercise designed to solicit responses to varying development intensity. For this exercise, attendees were asked to use colored dots and place them on City maps by development preferences (most intense development, intense development, less intense development, and least intense development). This exercise will carry over in Workshop #3 and will begin to identify neighborhoods that are acceptable to varying levels of intensity. Both the SWOT and intensity exercises will become part of the discussion of the community’s vision. Workshop #2 concluded with a request for attendees to take photos of places (streetscape, architecture) anywhere in the world (using the internet, Flickr.com, etc.) or their own photos that they would like to see emulated in Cape Canaveral neighborhoods. This visual preference exercise will be further refined in Workshop #3 and tied back into the intensity exercise.

There will be a total of 6 workshops that will collectively aid in the creation of the community’s vision.



**The workshop results are in!**

**See the results of the SWOT exercise and theme exercise from workshops 1 and 2 below.**

**Please note, the numbers are listed in order of preference and the survey results are a qualitative sampling of participant's preferences.**

### **Strengths**

1. World class location with ocean and beaches
2. Free beach parking
3. Recreational opportunities (surf, kayak, etc)
4. Still walkable beach community
5. Volunteer beach clean ups
6. Port Canaveral
7. Lagoon
8. Residential Feel
9. Height Limit

### **Weaknesses**

1. Lack of sidewalks
2. Poorly lit sidewalks
3. Abandoned and incomplete buildings
4. No public launch facilities
5. Lack of code enforcement
6. Lack of pedestrian crosswalks
7. Visual blight on A1A
8. Lack of connectivity
9. Lack of a town center

### **Opportunities**

1. Need an entrance feature on North Atlantic Ave from A1A
2. Redevelopment of under utilized sites
3. Establish green space "squares"
4. Port Canaveral
5. World class location
6. Add sidewalks and street trees
7. Establish a "Downtown" that is mixed use and walkable

### **Threats**

1. Hurricanes
2. Sea Level rise
3. Visual blight
4. Lack of code enforcement

### **Themes**

1. Create sense of identity
2. Walkability
3. Slow and calm traffic
4. Pedestrian and bike safety
5. Pull commercial centers forward
6. Create shops with job connectivity
7. Cohesive design
8. Open shorelines and rivers
9. Aesthetic uniqueness
10. Street light improvement
11. Promote public transportation
12. Economic development
13. Retain schools and businesses
14. Height limit
15. Explore partnerships with adjacent cities

Workshop #3 date TBA, stay tuned!

