



Florida Department of Transportation

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JIM BOXOLD
SECRETARY

January 28, 2015

Mayor James H. Tulley, Jr.
City of Titusville
P.O. Box 2806
Titusville, Florida 32781-2806

Subject: Northern Extension to the Indian River Lagoon Scenic Byway, Corridor Extension Concurrence

Dear Mayor Tulley:

After careful consideration and based upon the recommendation of the Florida Scenic Highway Program Scenic Highway Advisory Committee (SHAC), I concur that the Northern Extension has met the requirements of the Florida Scenic Highway Program necessary for inclusion as part of the existing Indian River Lagoon Scenic Byway.

The extension limits have been established as an approximate 38 mile corridor that incorporates the upper limits of the Indian River Lagoon north of the City of Titusville as depicted on the attached map. The documentation that your group has submitted demonstrates that this extension contains intrinsic resources that are of great value to the State of Florida and make a positive contribution to the Indian River Lagoon Scenic Byway's corridor story.

You will be receiving a list of recommendations/comments on your extension document from the SHAC through the Florida Department of Transportation's District Five office. Please consider these recommendations/comments as you finalize your extension document and move forward as a part of the Indian River Lagoon Scenic Byway Coalition.

I offer my personal congratulations to you and the membership of the Coalition for your diligence and work quality in completing your extension document. Thank you for caring about Florida's precious resources and working so hard to ensure their enjoyment for years to come.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Boxold".

Jim Boxold,
Secretary

CC: Noranne Downs, Garry Balogh, Jeff Caster, Tim Ford
JB/jc



Indian River Lagoon National Scenic Byway

Northern Extension - Proposed Route Location Map

November 2014

City of Titusville

"Gateway to Nature and Space"

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November 20, 2014

Mr. Garry Balogh
Scenic Highway Coordinator
Florida Department of Transportation, District V
719 South Woodland Blvd
Deland, Florida 32720

RE: Northern Extension of the Indian River Lagoon Scenic Byway

Dear Mr. Balogh:

A scenic byway is a "win/win" arrangement for the travelers who use it and the communities that adjoin it. Travelers are treated to an uncommonly exciting, educational, or entertaining trek. Communities profit by having an additional tool available to support local economic development initiatives.

The City of Titusville (applicant) and its partners in cooperation with the Indian River Lagoon Scenic Byway Corridor Management Entity (Coalition) are pleased to submit this Application that expresses our interest in seeking to extend the Indian River Lagoon Scenic Byway (IRLSB) to the north of the City of Titusville. A completed Designation Application to formalize this request is attached. As proposed, this extension will continue the existing 195-mile Byway northward from its current northern terminus in the Titusville area to include the northern reaches of the Indian River Lagoon. Once approved, the IRLSB will completely encircle the Lagoon. This extension is 38 miles in length and will include the following roads;

- A. Max Brewer Memorial Parkway (SR 406) from SR 402 to Kennedy Parkway North
- Kennedy Parkway North from Playalinda Beach Road (SR 402) to A. Max Brewer Memorial Parkway (SR 406)
- SR 3 (Courtenay Parkway N, Shiloh Rd, Kennedy Parkway) from A. Max Brewer Memorial Parkway (SR 406) to US 1
- US 1(SR 5) from A. Max Brewer Memorial Parkway (SR 406) to SR 3

This extension will pass through both Brevard and Volusia Counties and includes the City of Titusville along with the communities of Mims and Scottsmoor.

Mr. Garry Balogh
Scenic Highway Coordinator
November 20, 2014
Page 2

As part of this process, we have worked closely with the Coalition, local governments, agency partners, and local businesses. We have now received 20 letters supporting this extension, including a letter of support from the Coalition, and we are anticipating additional letters will be received during the designation phase.

We appreciate your consideration and approval of this Designation Application for the extension of the Indian River Lagoon Scenic Byway.

Sincerely;



James H. Tully Jr., Mayor
City of Titusville



Richard Stillwagon, Project Manager
City of Titusville

Cc: Mr. Tim Ford, Chair of IRLNSB Coalition



NORTHERN EXTENSION OF THE
INDIAN RIVER LAGOON SCENIC BYWAY
DESIGNATION APPLICATION PACKAGE



JANUARY 2015

Table of Contents

<i>Designation Application</i>	<i>iii</i>
<i>Responses to SHAC LOI Comments</i>	<i>iv</i>
<i>Executive Summary</i>	<i>v</i>
1. Background Conditions Analysis	1
1.1. Corridor Limits	1
1.2. Roadway Description	1
1.3. Traffic Conditions	5
1.4. Transportation Planning	5
1.5. Outdoor Advertising.....	11
1.6. Acquisition of Property Rights	11
1.7. Community Planning	11
1.8. Relationship to the Local Comprehensive Plan	12
2. Extension Resources Assessment	15
2.1. Corridor Assessment Survey	15
2.2. Universal Criteria Assessment	15
3. Consistency with Parent CME Operational Strategies	30
3.1. Corridor Vision & Mission.....	30
3.2. Goals, Objectives & Strategies	30
3.3. Action Plan.....	33
3.4. Specific Short- Term Applicant Efforts	34
4. Telling the Story	35
4.1. Byway Story	35
4.2. Primary Tools	35
4.3. Secondary Tools	35
5. References	36
<i>Appendix A. Corridor Impression Survey</i>	<i>37</i>
<i>Appendix B. Community Involvement Attendance</i>	<i>38</i>
<i>Appendix C. Community Support</i>	<i>39</i>
<i>Appendix D. Local Business Database</i>	<i>40</i>
<i>Appendix E. IRLNSB Goals and Objectives</i>	<i>41</i>

List of Figures

Figure 1. IRLNSB Northern Extension – Proposed Route Location Map 2
Figure 2. IRLNSB Location Map with Proposed Extension 3
Figure 3. St. Johns River-to-Sea Loop Regional Trails Map 7
Figure 4. North Brevard and Volusia County Regional Trails 8
Figure 5. Space Coast Saltwater Paddling Trail – Map 3 9
Figure 6. Space Coast Saltwater Paddling Trail – Map 4 10
Figure 7. IRLNSB Northern Extension Corridor Resources Map 16

List of Tables

Table 1. Current Billboards 11
Table 2. Northern Extension Action Plan 33

Responses to SHAC LOI Comments

A Scenic Highways Advisory Committee (SHAC) meeting was conducted on January 29, 2014. The purpose of this meeting, in part, was to review the Indian River Lagoon National Scenic Byway Northern Extension Letter of Intent (LOI). A synopsis of comments offered by the SHAC on the LOI and responses from the Applicant are provided below.

SHAC: Upon approval this extension will not be part of the National Scenic Byway designation currently in place for the original Indian River Lagoon Byway.

Applicant: Understood. The applicant has developed a goal focused on working as part of the Coalition to obtain national designation for this extension along with the Pineapple and Fellsmere extensions if/when the opportunity were to present itself at the federal level.

SHAC: The “history of the corridor” and the “byway story” are not exactly the same thing.

Applicant: Agreed. The corridor management plan (CMP) initiates the process of better defining the “byway story” (for the extension). Based on this SHAC comment the applicant has reviewed its corridor story discussion in an attempt to draw out possible themes that could be built into a corridor story (or stories) that the Coalition may adopt as part of their overall byway story. This effort will continue in greater detail upon designation as the applicant blends their efforts with those of the Coalition.

SHAC: Economic impact - The applicant needs to educate the local business community on the potential economic impact that a scenic highway designation can bring to a community.

Applicant: The applicant acknowledges that community education is an ongoing commitment. For this application the applicant implemented a grass roots initiative to canvas the community and meet with businesses for the purpose of introduction, education and support (byway & community). To aid this effort an “extension introduction package” was created and used by volunteers working in the community. The preliminary results of this networking are reflected in the community support in the form of letters that have been received as part of this designation effort but it remains important for those working in the community to be able to answer the key question; “what’s in it for me” to fully explain designation value. From an economic impact perspective the applicant looks to the Florida Scenic Highway Program to adopt modeling tools that will help predict and sell byway economics.

SHAC: Local Communities are encouraged to reference this extension in their local comp plans.

Applicant: A review of local comp plans along the extension route shows local government’s commitment to scenic highways. This is discussed in greater detail in the following corridor management plan.

SHAC: Confusion over which resources presented are part of the current designation and which are part of the extension.

Applicant: Because of the significance of several of the listed resources, the applicant acknowledges that there is some overlap of resources with existing byway documentation. An attempt has been made in this application to eliminate this overlap as much as possible and to clearly note when it occurs in the application text.

Executive Summary

The Florida Scenic Highways Program (FSHP) was established to showcase the outstanding cultural, historic, archaeological, recreational, natural and scenic resources that can be found along Florida's highway system. The program is intended to promote awareness of Florida's unique resources that are valued by the residents of Florida, and the millions of tourists who visit the state each year. The program focuses on community-based support and resource protection while seeking to promote regional economic benefits that may result from a corridor designation.

To receive a Florida Scenic Highway designation, an advocacy group must show that the resources along a nominated byway are significant, exceptional, distinctive, and worthy of inclusion into the statewide collection of designated byways. The applicant must also show the capacity to accomplish the goals they establish for themselves as a *voice for the corridor*.

The Indian River Lagoon National Scenic Byway Coalition (Coalition) has been a state designated scenic highway since 2000 and a National Scenic Byway since 2001. The City of Titusville (Applicant) and its partners recently approached the Coalition regarding a potential extension to the existing 195 mile Indian River Lagoon Scenic Byway. The Applicant is proposing a 38 mile addition that would extend the existing Byway northward from the City of Titusville and encompass the northern reaches of the Indian River Lagoon. This extension is located in both Brevard and Volusia counties and if approved, would be the third extension to the Indian River Lagoon National Scenic Byway (IRLNSB), providing a corridor that surrounds the Lagoon in its entirety. More importantly, this extension recognizes a number of previously unidentified partners and resources who provide a significant contribution to the overall story of the lagoon, enhancing the visitor experience currently being offered by the Coalition.

The Applicant received conceptual concurrence regarding the importance of the resources and the proposed route from the Florida Department of Transportation (FDOT) in January 2014, and has now developed the attached management plan for this extension to complete the final step in the approval process. As part of this effort, the applicant has worked to identify, research, and catalogue the extension's resources. Additionally, the applicant has implemented a community involvement plan that includes open listening forums, partnering discussions with large land managers along the extension and face to face meetings with potential business partners to solicit support and educate them on the merits of how a scenic highway designation can help their business and community.

The most important role for the applicant is to serve as a strong partner to the Coalition. Early on in the designation process, the applicant committed to seek the "Scenic" classification of designation to be consistent with the overall Byway designation along with adopting the Coalition's mission and vision. The applicant is also committed to identifying additional resources capable of supporting the overall mission of the Coalition and its operational needs. Additionally, the Coalition has provided a letter of support for this extension application.

As part of this designation effort the applicant has reviewed and concurs with the Coalition's goals, objectives and strategies. The applicant has offered slight modifications and adjustments to several of the Coalition's objectives to provide a consistent link to their efforts along the Byway extension. These minor modifications have been reviewed and concurred to by the Coalition and will be incorporated into the Coalition's Corridor Management Plan (CMP) during the next update cycle.

The applicant believes that the resources being added to the Byway's overall collection offer a richness that can only enhance the overall Byway story. Equally important is the applicant's commitment to support the Coalition through advocacy and enhanced volunteerism that supports this extension as part of the overall Byway.

1. Background Conditions Analysis

1.1. Corridor Limits

The Applicant and its partners, in cooperation with the Coalition, seek to extend the Indian River Lagoon Scenic Byway. This 38-mile (mi) extension will continue the existing 195-mi Byway northward from its current northern terminus in the City of Titusville to include the northern reaches of the Indian River Lagoon. This extension is located in both Brevard and Volusia counties and will include the following roadway segments:

- A. Max Brewer Memorial Parkway (SR 406) from SR 402 to Kennedy Parkway North;
- Kennedy Parkway North from Playalinda Beach Road (SR 402) to A. Max Brewer Memorial Parkway (SR 406);
- SR 3 (Courtenay Parkway North, Shiloh Rd, Kennedy Parkway) from A. Max Brewer Memorial Parkway (SR 406) to US 1;
- US 1 (SR 5) from A. Max Brewer Memorial Parkway (SR 406) to SR 3.

The attached location maps (**Figure 1** and **Figure 2**) present the proposed extension and its relationship to the Indian River Lagoon National Scenic Byway.

1.2. Roadway Description

Roadway geometry for the proposed extension includes:

- **US 1/SR 5:** US 1/SR 5 is a 4-lane divided highway with a broad grassed median throughout most of its length. As it approaches the City of Titusville, the roadway cross-section narrows but remains a 4-lane highway with a reduced median through its intersection with CR 406. Although this US 1 segment includes paved shoulders, there are generally no sidewalks or designated bike lanes available through its length. Sidewalks do appear for short stretches in the vicinity of the community of Mims (Kelly Road/Wiley Avenue) but are not present elsewhere for significant distances through the remainder of this segment. A recently constructed segment of bicycle/pedestrian trail runs parallel to US 1 just north of Titusville. This trail is part of the East Central Regional Rail Trail that is a component to the Coast to Coast Connector Trails network currently under development by the Florida Department of Environmental Protection (FDEP) Division of Recreation & Parks, FDOT and their local partners.



East Central Regional Rail Trail



Figure 1. IRLNSB Northern Extension – Proposed Route Location Map



Figure 2. IRLNSB Location Map with Proposed Extension



A. Max Brewer Bridge

CR 406 (A. Max Brewer Memorial Parkway): CR 406 is a 2-lane highway through its length. Within the City of Titusville CR 406 includes turn lanes and a local frontage road system to aid with traffic flow. The A. Max Brewer Bridge is a 2-lane structure that includes sidewalks and a wide outside lane to accommodate bicycles. These amenities extend east of the bridge to the entrance of Parrish Park. East of the park entrance and through its remaining length, CR 406 is a 2-lane highway with narrow shoulders and no sidewalks.

CR 402 (Playalinda Beach Road): CR 402 is a 2-lane road with narrow shoulders and no sidewalks through its entire length.

Kennedy Parkway North: The cross section for Kennedy Parkway North consists of a 2-lane highway with narrow shoulders and no sidewalks.

SR 3 (Courtenay Parkway North): Through its length SR 3 is a 2-lane highway with narrow shoulders, no bike lanes or sidewalks. This segment includes the Haulover Canal Bridge and associated local frontage road system adjacent to SR3 that provides access to the Blair's Cove Boat Ramp and nearby recreational areas.

The importance of assessing these existing engineering conditions is to document opportunities to enhance the byway experience for the good of the community. The region's current focus on trails as an alternative mode of transportation is consistent with the Applicant's support of modal options along the extension (this is also consistent with the Coalition's Byway Vision). Establishing partnerships can only strengthen the multi-modal advocacy voice in the community. This support is reflected in the applicant's goals (Goal 5).



Haulover Canal Bridge

1.3. Traffic Conditions

Traffic databases available through FDOT, Brevard and Volusia County traffic counts and Level of Service (LOS) information has been reviewed to better understand existing conditions along the proposed route. The review shows that the majority of non-interstate traffic in the region uses US 1/SR 5 when moving north and south along the coast between Brevard and Volusia counties. This heavy reliance on US1 is reflected in high Average Annual Daily Traffic (AADT) counts and marginal LOS. The AADT for the remainder of the extension’s network of roads appears to reflect specific destination-type trips to the resources available along the remote eastern portions of the extension (e.g., SR 3 and the Kennedy Space Center Complex).

Applicant discussions with United States Fish & Wildlife Service (USFWS) staff have documented their growing concern for the safety of those traveling the eastern-most segments of the extension. According to USFWS staff these concerns include:

- High vehicle speeds
- Lack of shoulders on roadways
- Elevated vehicle/wildlife incidents
- Vehicle accidents

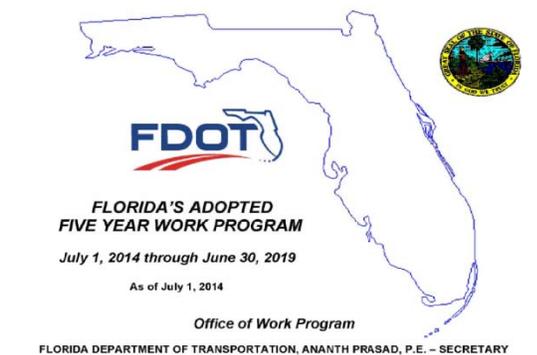
Future regional plans for the development of a trails network through the Refuge adds to these current safety concerns. In an effort to better assess and identify possible traffic safety solutions, the USFWS initiated a “road safety audit” for the main roads located within the refuge, most of which are part of the proposed extension. This audit brought together Federal Highway Administration (FHWA), FDOT, and other highway safety specialists to assess current conditions along with future plans in an attempt to identify potential solutions. This audit team is expected to release final recommendations in late 2014.

The applicant is also concerned about speed and accidents (e.g., auto, cyclists, and animals) along the extension. The visitor experience is clearly degraded if those visiting the Byway feel unsafe. The applicant firmly believes that an enhanced visitor experience is dependent upon safe conditions and visualizes serving as an advocate for highway safety and traffic calming (Goal 5).

1.4. Transportation Planning

A review of the FDOT Five-Year Work Program shows that the state is not planning any major improvements to the network of roads associated with this extension. A review of the annual Capital Improvement Plans for Brevard and Volusia counties also show no proposed major improvements to this roadway system. Additionally, discussions with the USFWS Refuge Manager reported that they are unaware of any major planned modifications to the extension segments located within the refuge system, although this could change based on recommendations developed as part of the current road safety audit referenced above.

It is important to note that there are ongoing efforts by state and regional transportation planners to construct a trails system that stretches across the central part of the state. Coordination with a number of Byway partners including FDOT, Volusia Transportation Planning Organization (VTPO) and the Space Coast TPO (SCTPO), along with FDEP Division of Recreation &



Parks has identified a series of trails projects designed to offer local and regional connectivity. From a statewide perspective this series of trails includes:

- East Central Florida Regional Rail Trail
- St Johns River to Sea Loop
- Coast to Coast Connector
- East Coast Greenway

Locally, Brevard and Volusia counties have been working to plan and construct several key components of the trails system. Specifically within the limits of the extension are the; North Brevard Space Coast Loop Trail, East Central Florida Rail Trail, and the Kennedy Space Center Loop Trail. **Figure 3** presents this regional trails plan, while **Figure 4** reflects local efforts. As noted earlier in this document, several completed sections of this trails network closely parallel the proposed extension. Ultimately, this trails network will parallel much of the extension, and will become a key contributor to the extension’s “visitor experience,” similar to the Florida Keys All-American Road and the Overseas Heritage Trail in Monroe County. Additionally, the Federal Transit Administration recently funded the Paul S. Sarbanes Transit in Parks Technical Assistance Center to investigate the diversification of user access to the Merritt Island Wildlife Refuge. The findings of this report document significant interest in the availability of offering multi-modal options within the Refuge.

Lastly, the multi-modal experience offered by this extension includes the Space Coast Saltwater Paddling Trail, a component of the Florida Circumnavigational Saltwater Paddling Trail that passes along the western shoreline of the Indian River Lagoon (**Figure 5** and **Figure 6**). This paddling trail is a tourism hot-spot for those seeking a slightly different perspective on multi-modal travel in the region.

As part of their regional transportation planning efforts the VTPO is completing a series of corridor implementation studies intended to assess the County’s key transportation facilities. US 1 was selected by the VTPO to be analyzed as part of this study. Although only a small portion US 1 in Volusia County is included as part of the proposed extension, it is important to note that this VTPO assessment was undertaken with an eye toward identifying opportunities that support enhanced multi-modal mobility along the US 1 corridor. This study is in its early stages but preliminary recommendations include multi-modal options that support the region’s need to offer transportation alternatives to its citizens.

Finally, approval of this extension is timely. Partnering opportunities between regional trails and Byway supporters are significant. Each of the alternative modes of transportation highlighted above is focused on the same transportation corridor. Partnering with these organizations strengthens the argument for timely extension approval.



Bike Florida presents the St. Johns River-to-Sea Loop

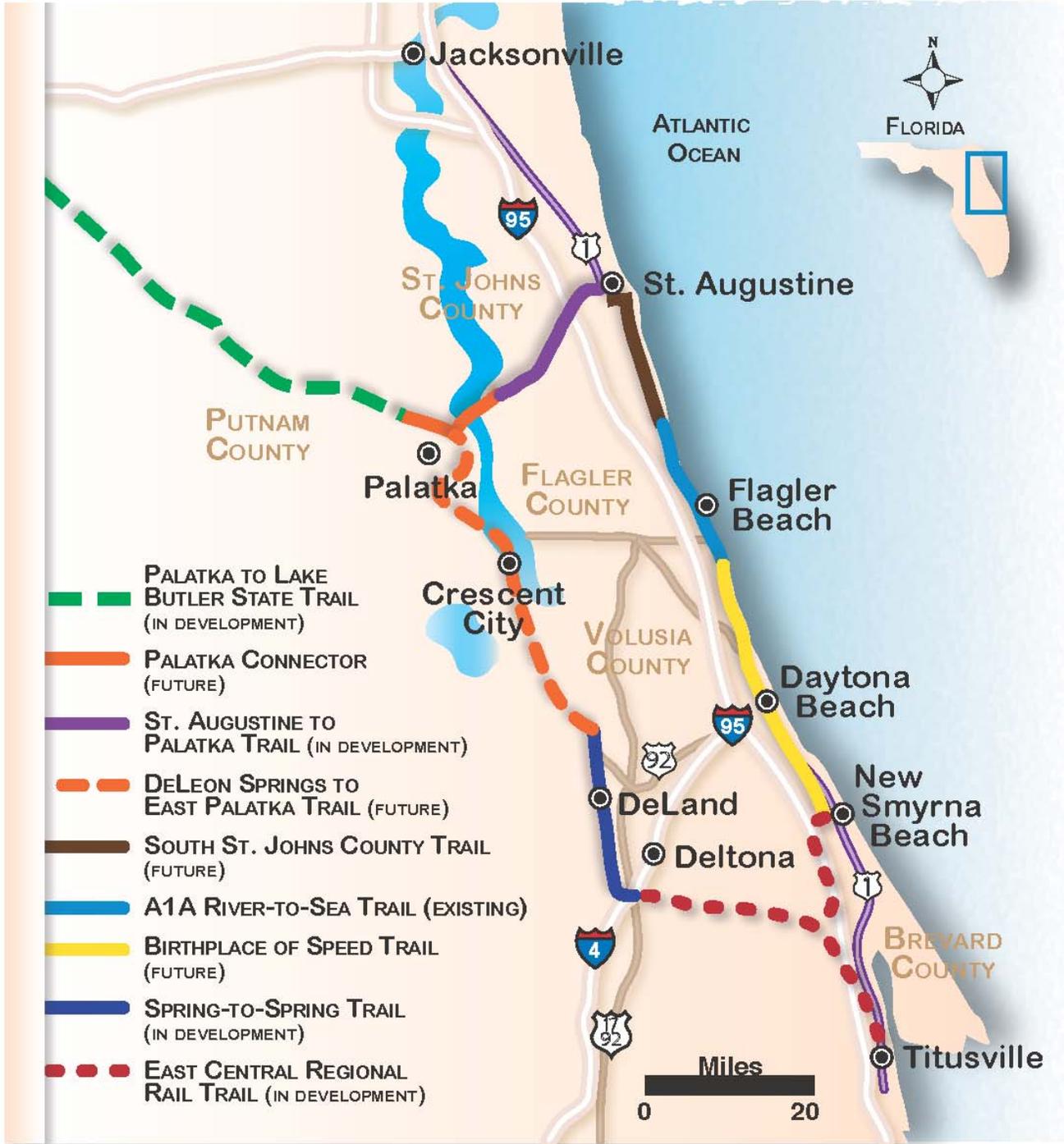


Figure 3. St. Johns River-to-Sea Loop Regional Trails Map

**North Brevard - Space Coast Loop Trail
East Central Florida Regional Rail Trail and
Kennedy Space Center Loop Trail**

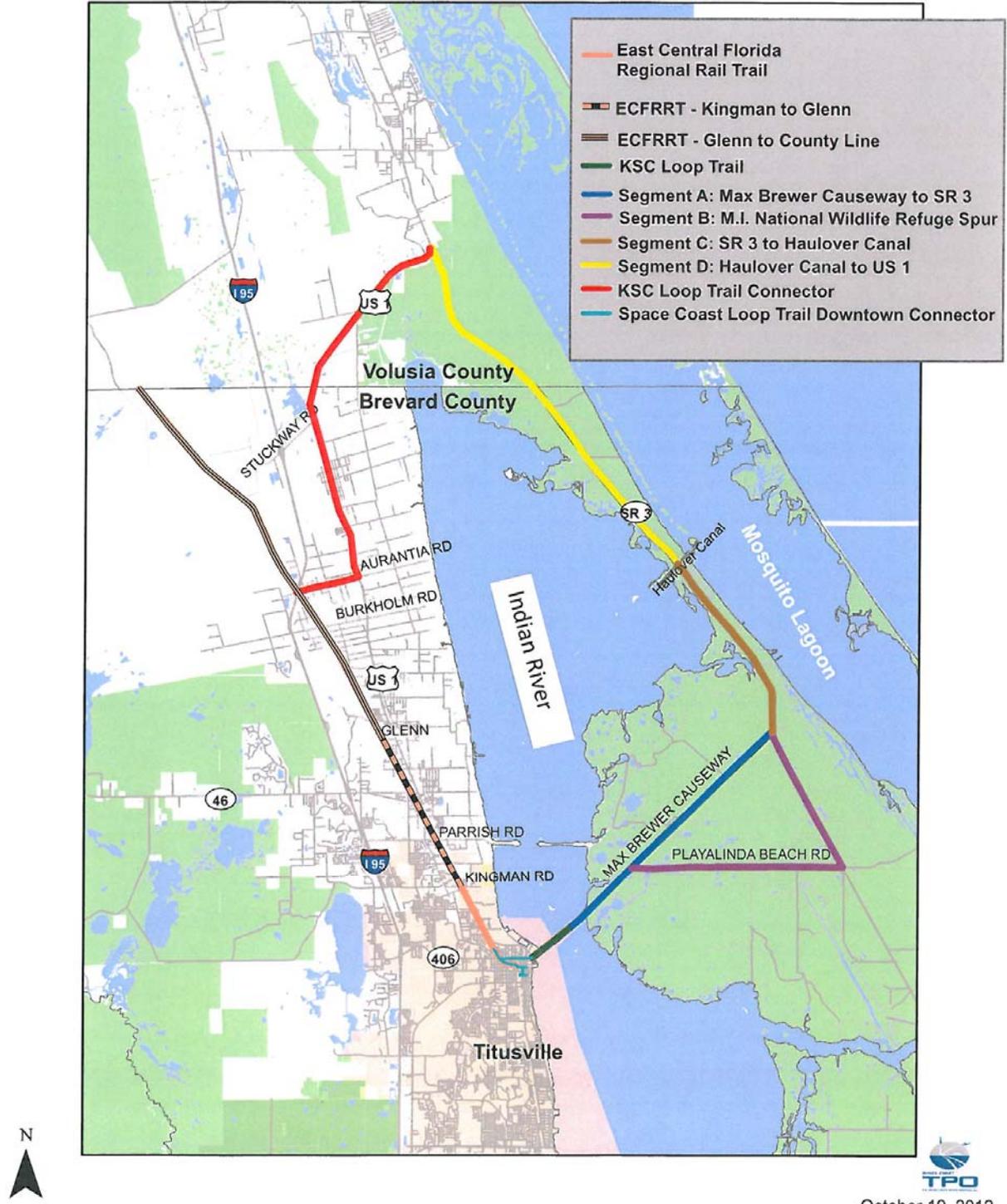


Figure 4. North Brevard and Volusia County Regional Trails

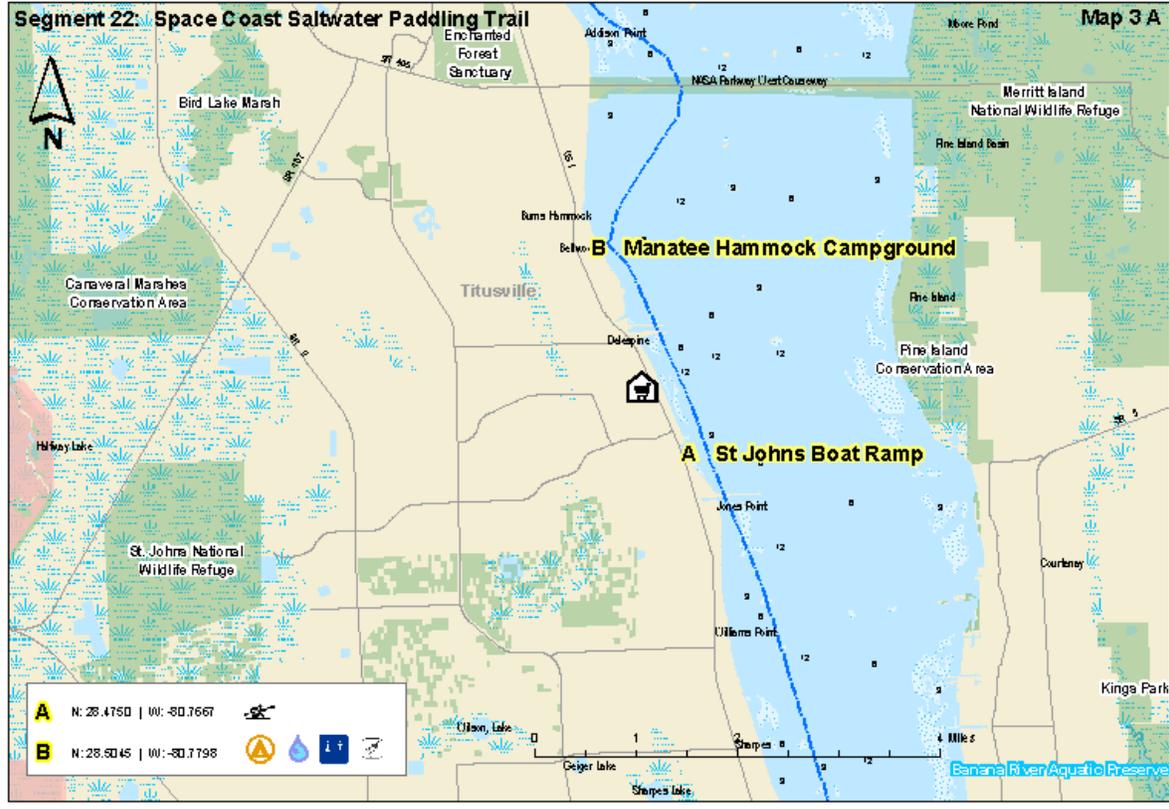
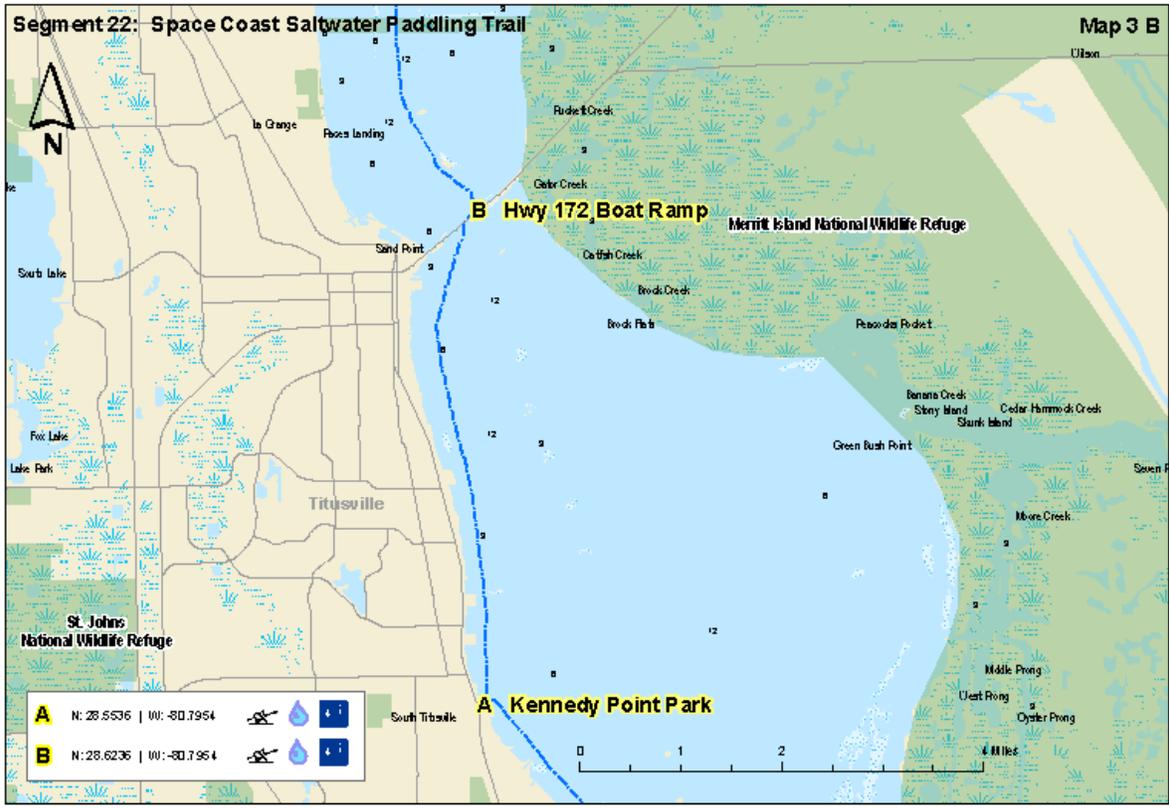


Figure 5. Space Coast Saltwater Paddling Trail – Map 3



Figure 6. Space Coast Saltwater Paddling Trail – Map 4

1.5. Outdoor Advertising

As required by the FSHP manual a field review of the byway extension intended to locate existing billboards was completed in July 2014. The results of this review included the following billboards listed in Table 1.

Table 1. Current Billboards

Billboard Reference	Route Number	Location	North Face	South Face
1a and 1b	US 1/SR 5	Intersection of US 1 / SR 5 and 406 heading north	Cancer Center	Cancer Center
2a and 2b	US 1/SR 5	Intersection of US 1 / SR 5 and 406 heading north	Morgan and Morgan Law	Fischercars.com
3a and 3b	US 1/SR 5	Intersection of US 1 / SR 5 and 406 heading south	Forever Home	Healing at home nurses, therapists
4	US 1/SR 5	Intersection of Grant Line Rd to Spring St	Sunoco	NA

The applicant is aware of FDOT's outdoor advertising policy for scenic highways. As outlined in Section 2.12 of the FSHP manual, Section 1046(c) of the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) added a new subsection (s) to 23 USC 131 which precludes outdoor advertising on designated scenic highways and/or byways. Once this extension has been designated, the FDOT Outdoor Advertising Office is precluded from issuing new permits for outdoor advertising signs within the control zone for any byway segments that are a part of the state highway system. The applicant understands that existing signs do not become nonconforming as a result of this scenic highway designation although other conditions (e.g., land use) may cause a change to the sign's conformity status. The applicant, working with the parent byway commits to work closely with the FDOT Outdoor Advertising Office to ensure that an inventory of the existing billboards (Goal 2) is performed by the State soon after designation.

Additionally, the City of Titusville, Brevard and Volusia counties also have sign ordinances in place that should help to protect the extension from additional billboard clutter.

1.6. Acquisition of Property Rights

The Applicant is aware that all property acquisitions involving the use of federal financial assistance, that are part of the implementation of this designation, must comply with the Federal Uniform Relocation and Real Property Acquisition Act of 1970 (Title 49, Part 24). Currently, no right-of-way acquisition activities are anticipated by the applicant. If future needs arise, right-of-way activities will be closely coordinated with the appropriate governmental agencies to ensure that all acquisition is in compliance with the federal act.

1.7. Community Planning

A review of land use, especially future land use is important for understanding the region's vision for growth and development. Land use categories that are compatible with the development of a regional

trails corridor and this scenic highway designation along US 1 will encourage development that can take advantage of these types of amenities. The Applicant commits to support land use policy that encourages resources like trails and scenic highways and the types of uses they spur (Goal 5).

1.7.1. Brevard County

The communities on Mims and Scottsmoor are both located along US 1 in unincorporated Brevard County. **Mims** has approximately 9,000 residents (2010 Census) and is surrounded by historic citrus industry operations. The East Central Regional Rail Trail passes through Mims as it approaches US 1 from the west and then runs parallel to US 1 south toward the City of Titusville. The community of **Scottsmoor** is also located near the Brevard/Volusia county line. This unincorporated community is home to more than 1,600 residents (2010 Census). Like Mims, remnants of the region's citrus industry surround the community. Based on Brevard County future land use maps, the northern reaches of the County, including Mims and Scottsmoor, are designated as *rural and low density residential* with some limited *agriculture use* along US 1.

1.7.2. Volusia County

There are no incorporated communities within the Volusia County portion of this extension. Future land use for this portion of Volusia County reflects the importance of the lagoon's resources and includes *environmental* and *conservation* designations along with some *agriculture use* along US 1.

1.7.3. City of Titusville

The City of Titusville has a population of 45,600 (2010 Census) and is a small transitioning community that is approximately 21 square miles in size. Within the city limits future land use categories along US 1 are typical of an urban environment. *Downtown mixed* use dominates the inner core of the City and is also the designated land use category onto A. Max Brewer Causeway to near Parrish Park. Leading northward out of the downtown core along US 1, predominant future land use categories include *Commercial High/Low Density* and *Public* with small areas of *Industrial* located on the west side of the roadway. Along the shoreline of the lagoon adjacent land uses reflect the natural character of the lagoon including *Recreational*, *Educational* and *Conservation*. Additionally, there are small pockets of *Residential* interspersed between US 1 and the western shore of the lagoon.

1.7.4. National Parks System Area

The USFWS is the primary federal agency responsible for the conservation, protection and enhancement of the Nation's fish and wildlife populations and their habitat. As part of its mission, the USFWS administers the National Wildlife Refuge System, including the Merritt Island National Wildlife Refuge which was established by an agreement as an overlay of the National Aeronautics and Space Administration (NASA) John F Kennedy Space Center. The refuge covers a total of more than 140,000 acres. When Congress established the Canaveral National Seashore through the National Parks Service (NPS), the act transferred management responsibility of Playalinda Beach and approximately 1,000 acres of the Seashore to the NPS. At the same time approximately 34,350 acres in and around Mosquito Lagoon were designated as a joint management area between the NPS and the USFWS. These federal agencies offer an enhanced level of protection for the resources along much of the corridor.

1.8. Relationship to the Local Comprehensive Plan

In Florida, local government comprehensive plans combine planning and regulatory functions for the good of the community in which they serve. Essentially, the plan is the controlling law. Consequently, comprehensive plans are the primary mechanism by which local governments plan for and regulate land

use and development within their jurisdictions. A legally enforceable comprehensive land use plan allows local governments to exercise their enforcement powers and maintain community stability.

Based on current Florida law and judicial decisions, local government comprehensive plans are the most efficient means of ensuring community planning. Concluding a review of local comprehensive plans for communities along the extension, it appears that all local governments provide a comprehensive development plan level of protection for the intrinsic resources valued by the Florida Scenic Highways Program. What follows is a general survey of regulations in place for each of the local governments along the extension (all Policies, Objectives, Goals, etc., referenced below are those of the specific local agency). What the survey shows is local government's commitment to their resources and their committees, and a willingness to establish enforceable policies to support and protect those intrinsic resources.



1.8.1. Volusia County

Volusia County's Comprehensive Plan supports the diversity and visual opportunities present within the County. The Transportation Element of the Comprehensive Plan recognizes the need to coordinate local transportation planning with the Volusia County Metropolitan Planning Organization (VCMPO) (Objective 2.1.4).

The County has recognized four Scenic Highway Corridor Advocacy Groups over time and has adopted their visions and goals in pursuit of designations as a Florida Scenic Highway and a National Scenic Byway (Objective 2.1.4.9). Volusia County is committed to preserving and managing the aesthetic quality of the scenic corridors within the County (Objective 2.3.1). The County recognizes the importance of following the state and national procedures to achieve protection of scenic roads (Objective 2.3.1.6). The promotion and protection of all Scenic Byways will be enforced by recognizing and participating in voluntary community-based initiatives through the state and federal scenic highway programs (Objective 2.3.1.7).

Volusia County is also committed to maintaining their nine established County designated Scenic Corridors (Objective 2.3.2). The Recreation and Open Space Element states the County will follow regulations and standards designed to ensure protection and preservation of scenic value of designated routes (Policy 13.2.3.3). The County will provide adequate protection of the recreation and conservation areas (Objective 13.2.4). The Cultural Element of the Comprehensive Plan will recognize and continue to support the unique cultural resources of areas within the County (Objective 18.1.2). The Preservation Element states that Volusia County will provide an inventory of historic and archeological resources located within the County (Objective 17.1.1, Objective 17.1.1.2).

1.8.2. Brevard County



The Brevard County Comprehensive Plan notes the vision, goals and objectives of the Indian River Lagoon Scenic Highway under the Transportation Element (Objective 9.3). Additionally, the County promotes the need to maintain a roadway network that will enhance the social and natural environment (Objective 9.1).

Under the Conservation Element, Brevard County states their mission to prevent negative impacts of development to affect the Indian River Lagoon and its tributaries (Policy 3.3).

The Recreation and Open Space Element states the County will implement regulations that preserve scenic vistas within the County (Policy 1.9). Further, the Future Land Use Element states that Brevard County will protect the natural and historic resources within the County from impacts of development (Policy 4.5). Lastly, the County will also dedicate adequate public lands for parks and recreation (Objective 7).

1.8.3. City of Titusville

The City of Titusville recognizes the Indian River Lagoon as an economic development engine for the Community. The Future Land Use Element states that the City will ensure the protection of the natural, historic and recreational resources from impacts of development (Objective 1.4). Protection and preservation action will be implemented for the City's historical, archeological and architectural resources (Policy 1.4.3).



The Conservation Element discusses the need to preserve and enhance the quality of the natural environment within the City through protection of its resources (Goal 1). The Recreation and Open Space Element of the Comprehensive Plan states that the City of Titusville will preserve areas of open space and recreation for the City's current and future needs (Objective 3.1). The City will work to acquire or reserve these types of areas in order to preserve natural, geologic or historic resources (Strategy 3.1.1.5).



2. Extension Resources Assessment

The FSHP is designed to showcase outstanding, recreational, natural, scenic, historical, cultural and archaeological resources along Florida's highway system. To be designated as a Florida Scenic Highway a corridor must fall into one of two classifications: scenic or heritage. The IRLNSB is designated as a scenic corridor. Further, the applicant believes that this extension should hold this same "Scenic" classification of designation and plans to obtain "National Byway" status available at the local level.

2.1. Corridor Assessment Survey

According to the FSHP Manual, Corridor Assessment Survey (CAS) is a defined methodology that documents the corridor's unique features. The Applicant used the CAS process to identify and record the elements of the corridor's landscape that contribute to the nature of the roadway.

To complete this CAS, the applicant performed a Corridor Impression Survey of the corridor to note all positive (and negative) opinions of the resources present along the Byway. The results of this survey are documented in **Appendix A**, but in summary the survey was performed in late 2013 by a team of applicant representatives who drove each segment of the extension and noted all observations. Positive items of note included the newly constructed pedestrian trail along US 1, bird viewing along A. Max Brewer Causeway, water access around the extension, and the historical resources located in the Harry T. & Harriette V. Moore Memorial Park and Cultural Center. Very few negative impressions were identified as part of the assessment but several of note included a lack of highway landscaping along US 1, billboards, lack of highway shoulders throughout the extension and high vehicle speeds encountered on US 1 (as noted earlier, discussions with USFWS have identified high vehicle speeds on roadway segments within the Refuge also).

2.2. Universal Criteria Assessment

There are 10 criteria that need to be assessed to help establish a highway's eligibility for designation in the Florida Scenic Highways Program. These elements either relate directly to the corridor and its resources, or to the actions or plans necessary to ensure implementation and continued success. According to the manual, these elements must be met to achieve corridor (extension) designation.

2.2.1. Universal Criteria 1: Resources must be visible from the roadway.

All of the significant resources along the corridor are visible from the roadway either through proximity, access or signage. The Applicant has developed a Corridor Resources Map (**Figure 7**) to highlight the locations of many of the extension's key intrinsic resources. The map shows the depth and variety of contributing resources located along the proposed extension including significant examples in each of the six required program categories. The following is a sampling of some of the most recognized resources by category. All are visible from the proposed northern extension of the IRLNSB.



Figure 7. IRLNSB Northern Extension Corridor Resources Map

2.2.1.1. Scenic Resources

Scenic resources may include a combination of natural and manmade features that give remarkable character to the visual landscape. These resources are striking in appearance and provide a pleasing and memorable experience for all viewers.



- Mosquito Lagoon at the Apollo Visitors Center and Eldora Docks of Canaveral National Seashore
- Indian River Lagoon from the A. Max Brewer Parkway Bridge/Causeway and Parrish Park
- Manatee viewing at the Haulover Canal
- Salt Lake Wildlife Management Area
- Canaveral National Seashore at Playalinda Beach
- Cruickshank Trail



2.2.1.2. Recreational Resources

Recreational resources provide either active or passive outdoor recreation activities directly dependent upon the natural elements of the landscape. These activities may include boating, fishing, hiking, canoeing, kayaking, camping, biking, wildlife viewing, horse-back riding, diving, hunting and picnicking among many others.

- Merritt Island National Wildlife Refuge boat ramps (Bairs Cove, Beacon 42, and Bio Lab)
- East Central Florida Regional Rail Trail
- Harry T. & Harriette V. Moore Memorial Park & Cultural Center – Mims
- Black Point Wildlife Drive
- Cruickshank Trail
- Cuyler Park – Mims
- Mims Launch Ramp
- Sandler Educational Outpost
- Parrish Park – Scottsmoor
- Holder Park – Mims
- Chain of Lakes Recreation Park – Titusville
- Titusville Veterans Memorial Fishing Pier
- Shipyard Island Canoe Trail
- Boat Ramp at Scottsmoor Landing - Scottsmoor



2.2.1.3. Natural Resources

Natural resources that are indigenous and characteristic of Florida and its differing regions should show minimal evidence of exotic vegetation and adverse human disruption. Examples include wetlands, marshes, geologic features, forests, landforms, or topography, as well as bodies of water and vegetation.



- Mosquito Lagoon*
- Atlantic Ocean
- Canaveral National Seashore
- Great Florida Birding & Wildlife Trail*
- Indian River Lagoon*
- Sand Point Park – Titusville
- Ecological habitats found in the Merritt Island National Wildlife Refuge

**Resources previously referenced in the IRLNSB Corridor Management Plan*

2.2.1.4. Other Corridor Resources

As noted previously, the Applicant is requesting the “Scenic” classification of designation for this extension in order to remain consistent with the parent Byway’s classification. The Applicant would be remiss if other intrinsic resources in the areas of cultural, archaeological and historical were not briefly mentioned here. All are easily accessible from the corridor. These contributing resources, combined with the extension’s scenic resources, present the visitor a “richness of experience” that supplements the traveler’s experience offered by the parent byway.

- Clifton Colored School House (relocated to Chain of Lakes Park). Historical Marker remains
- Moore Heritage Festival of the Arts & Humanities – Mims
- Windover Archaeological Site – Titusville
- Ft. Ann/Camp Haulover historical encampments including Haulover Canal & access road
- Former site of citrus grove town Allenhurst along the Mosquito Lagoon
- LaGrange Community Church, Cemetery and Community Center – Titusville
- Turtle Mound Archaeological Mound-Titusville
- Harry T. and Harriette V. Moore Cultural Complex – Mims
- Oliver’s Camp Historical Marker – Titusville
- Blue Star Memorial Highway Marker
- Kennedy Space Center (including 12 National Register of Historic Places (NHRP) operations facilities)*
- 100-150 known archaeological sites in the vicinity of the corridor (some dating back to 3,000 BC). Five are listed on the NRHPs, 23 sites are considered eligible for listing
- Douglas Dummett – Dummett Grove Historic Marker
- Greater St James Missionary Baptist Church Congregation of Mims (Circa 1904)



**Resources previously referenced in the IRLNSB Corridor Management Plan*

2.2.2. Universal Criteria 2: The corridor must “tell a story” that relates to its intrinsic resources.

2.2.2.1. Early History

About 7,000 years ago, the last glaciers retreated, sea level increased, and the barrier island and lagoons in eastern Florida were created. Just inland from the barrier island, Paleo-Indians were the earliest inhabitants of the Indian River Lagoon region. The descendants of these peoples settled in the area and made their living off the vast resources of the Indian River Lagoon, the St. Johns River and the surrounding uplands. By 2,000 BC, the earliest Americans were making pottery and weapons of stone, shell, and animal teeth and still survived as hunter/gatherers. Eventually, distinct tribes known today as Ais and Timucuan formed and lived along the shores of the Indian River, leaving behind evidence including huge mounds of discarded shellfish, animal bones and fractured pottery.

The first contact between these early tribes and European explorers likely occurred in 1513 when Juan Ponce de Leon encountered Ais Indians in a village near Cape Canaveral (Cape). During this era, Spanish explorers were frequently shipwrecked along the Florida coast. These contacts brought great changes to the Ais culture and by the time a permanent Spanish settlement occurred in St. Augustine in 1565, the Ais were viewed as a threat to European settlements. Eventually, disease, warfare and malnutrition led to the demise of these early native cultures.



For nearly 300 years, during the 16th, 17th and 18th centuries, the Cape area was on the fringe of Spanish activity and neither Spanish settlements nor missions were known to have occurred in the area. Florida was established as a Territory in 1821 and by 1835 all plantations and settlements south of St Augustine and along the east coast of Florida were destroyed during the Seminole wars. However, the Second Seminole War stimulated the first substantial modern development of fortifications and transportation improvements on the Cape and led to the construction of Fort Ann during the period 1837-38. Located near present day Haulover Canal, Fort Ann was constructed and occupied by military personnel responsible for ensuring the safety of those living in the region.

What is known today as Brevard County was originally part of Mosquito County until Florida officially became a state in 1845. The county was first named St. Lucie and spread southward to Dade County. Several other boundary changes occurred until 1959 when Brevard attained its present-day boundaries. This Byway extension reaches into Volusia County which was established in 1854.



One of the few settlers of the Titusville area prior to the Civil War was Douglas Dummett. Mr. Dummett was one of the few planters to cultivate oranges and sold his first orange crop in 1828. His 1,700-tree orange grove was reported to be the largest in the state at that time and Dummett’s grove proved to be the forerunner of the citrus industry in Florida and the famous “Indian River Fruit” variety.

The year 1854 brought a significant event to the area: the narrow section of land between the Indian River and Mosquito Lagoon that had been used as a “haul over” for centuries was officially improved and opened. This was one of the first major man-made improvements to the inland waterway system that had served Florida travelers since pre-historic times. Further

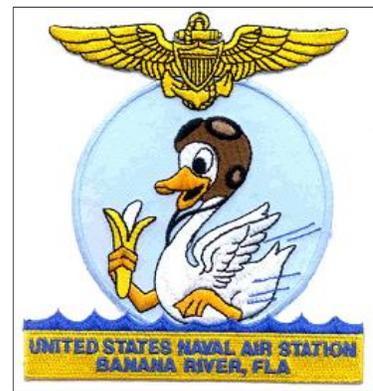
improvements to the canal began in 1885 and the work was completed by the U.S. Army Corps of Engineers in the 1930's. Today, Haulover Canal is a part of the Intercoastal Waterway and is used by thousands of vessels annually to travel between Mosquito Lagoon and Indian River on their trek along the east coast. Fishermen and paddlers also use the Canal in large numbers.

2.2.2.2. Old Time Florida

1920-1950s: By the late 1800s wealthy investors had begun to purchase large tracts of land on the Cape. In 1896, the lower portion of Mosquito Lagoon was the property of the Canaveral Shooting Club and the land was spared from development. Around the same period the Indian River Club acquired the marshes around Banana River and Banana Creek, providing similar protection to the properties that it owned. These efforts by hunt clubs and conservationists proved beneficial to the NASA, some 60 years later, when it acquired the largely undeveloped property for the Kennedy Space Center.

From 1930 to the end of 1950, the area was devoted to cattle grazing and citrus. Several small residential communities were established, but the ever present salt marsh mosquito remained a factor in limiting commercial and residential development on the Cape. In October of 1940, the Banana River Naval Air Station was activated and served as a base for patrol bombers that guarded shipping lanes along the Florida coast during World War II.

In 1949, President Harry S. Truman signed an executive order establishing a testing facility in this area to be shared by all three branches of the military. With the beginning of the space program in the early 1950s, the population of the region experienced a rapid period of growth.



2.2.2.3. Byway to the Stars

Shortly after World War II began, a period of rapid growth stimulated in part by the development of the United States space industry complex at Cape Canaveral had occurred. The quest for space use and exploration began in 1950 with the establishment of a missile testing range at Cape Canaveral. At that time, the United States federal government already owned the land surrounding the Cape Canaveral lighthouse. The expansion of space operations had an impact on the small communities that existed on the Cape. When the federal government purchased the land that is now the National Wildlife Refuge, there were a number of families that lived on and farmed the land. The citrus industry on the Cape was very successful with countless rows of citrus trees. Remnants of old foundations and canals, along with a number of the original citrus trees, are still visible at various locations, especially near Haulover Canal.

In 1958, NASA began operations at the Cape with a primary mission to launch communication, meteorological, and scientific satellites. NASA vaulted to the forefront of the space race when President John F. Kennedy announced plans to put a man on the moon before the end of the 1960s.



In 1963, the federal government acquired more than 140,000 acres north and west of the Cape on Merritt Island where a major support facility for the launch complex, the John F. Kennedy Space Center, would be developed. In total there have been hundreds of space launches from the complex over the years.

2.2.2.4. Modern Merritt Island Region

By 1962, NASA had purchased most of the northern portion on the Merritt Island barrier system. Sufficient lands to serve as safety and security buffer zones were acquired. In 1963, the USFWS entered into a cooperative agreement with NASA to establish the Merritt Island National Wildlife Refuge, where space operations have priority.

In 1975, Congress established the Canaveral National Seashore. This act transferred management responsibility of Playalinda Beach and approximately 1,000 acres in the upper reaches of the Cape to the National Park Service (NPS). At the same time approximately 35,000 acres in and around Mosquito Lagoon were designated as a joint management area between the NPS and the USFWS.



Aerial view of Kennedy Space Center - Cape Canaveral, Florida – May 1969

With an excellent long-term working relationship among NASA, the USFWS and the NPS, this unique area is a shining example of how nature and technology can peacefully coexist.

On the west side of the Lagoon along US 1, the communities of Titusville, Mims and Scottsmeer have continued to grow and thrive. The newly developed Regional Rail Trail should offer heightened opportunity for economic growth.

2.2.2.5. Today's Story

Since the 1960s, the region grew increasingly dependent on the space industry to fuel its economy. With the recent downturn in activity at NASA the community has been forced to reassess available opportunities to maintain their local economy.



Eco-tourism and niche markets like the FSHP have been viewed as ways to energize the community, draw visitors to the region and help boost the local economy. The Coalition will need to be a leader in working with community leaders and local businesses to show the value of a Florida Scenic Highway designation and how it can impact the region's economy.



The resources presented in this document serve to compliment the scenic and historic resources found along the current IRLNSB, but at the same time provide a uniqueness of solitude and beauty not often found elsewhere in the more populated reaches of the region, and to add to the overall Byway story.

2.2.2.6. Visitor Experience

Clearly this extension is rich in resources, with well-documented intrinsic value to the community, region, and nation. Their value to these stakeholders is well documented. The applicant hopes to enhance and broaden the value of these resources by bringing a Florida Scenic Highway designation to the area. The applicant and ultimately the Coalition are aware of the contribution that these resources bring to the byway and conversely the value that a Florida Scenic Highway designation could bring to the resources. Each side of this “visitor experience coin” results in enhanced opportunities for increased exposure of the Byway community and its resources to a broader spectrum of visitor. The potential for offering increased diversity, and therefore number of visitors, meets both the stated mission of the Coalition and the overall FSHP to provide enhanced economic development opportunities and offer a true visitor experience.

2.2.3. Universal Criteria 3: The roadway must be a public road that safely accommodates two wheel drive motor-vehicles.

The network of public roads comprising the IRLNSB Northern Extension accommodates two-wheel drive automobiles. The total length of this extension is 38 mi. Because of its proximity to the John F. Kennedy Space Center complex, access to several of the road segments may experience brief closures during space launch activities. In fact, CR 406 has a gate that can be closed to control public access during events at the complex. According to NASA, planners these controlled access events (including closure of gates) occur rarely and are of short duration. The public receives advanced warning of all closures.

2.2.4. Universal Criteria 4: The corridor must exhibit significant, exceptional and distinctive features of the region it traverses.

This proposed extension to the Indian River Lagoon National Scenic Byway is marked by a collection of scenic, natural and even man-made resources that are unique to the state of Florida and of significant national importance. Combined, these resources paint a picture of some of nature’s most spectacular accomplishments. While reviewing this Universal Criteria Analysis, one starts to appreciate that the Extension passes through some of the rarest and most **significant** natural communities remaining in coastal Florida. Merritt Island National Wildlife Refuge and the Canaveral National Seashore are located on a natural barrier island system that has been protected from development activity that is common



elsewhere in Florida and offers peace and tranquility for dozens of threatened and protected species, serving as a location to fish, bird or stroll a trail along Florida’s longest remaining expanse of pristine shoreline. Amazingly, these types of experiences can take place on the doorstep of America’s “Byway to the stars”. This extension’s proximity to the John F. Kennedy Space Center allows visitors to explore the world around them whether it is the manatees resting peacefully in Haulover Canal or rockets heading toward the heavens.

The Extension is a world unto itself and a significant addition to the IRLNSB offering a view of Florida’s natural past while allowing the visitor to look to the future; the extension could easily be a scenic highway on its own merit. Its **exceptional** resources offer a unique blend of resources that are consistent with the six intrinsic resource categories identified as significant in the FSHP Manual. As an extension to the

IRLNSB this region of the lagoon compliments and enhances the current 195 mi corridor. These resources are continuous and spectacular throughout its 38 miles. Several of the most **distinctive** are discussed here in greater detail:

- **Merritt Island National Wildlife Refuge:**

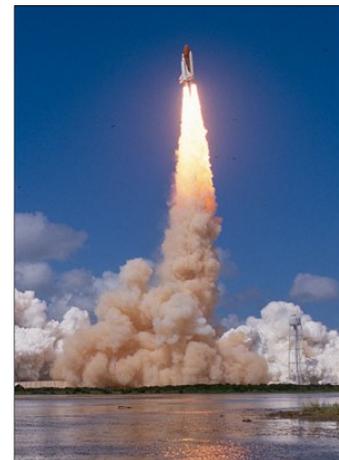
The refuge covers more than 140,000 acres and is one of the last extensive undeveloped barrier islands in the eastern United States. At its heart is the Indian River Lagoon that has more species of plants and animals than any other estuary in North America. A wide variety of habitats exist in the refuge including beach/dune systems, estuarine waters, wetlands and forested uplands. These diverse habitats support more than 1,000



species of plants and more than 500 species of fish and wildlife including ten federally listed threatened and endangered species that regularly occur in the refuge.

- **Canaveral National Seashore:** The Park's 24 miles of shoreline is the longest stretch of undeveloped public beach on the east coast of Florida and includes pristine, undeveloped beach, dunes and lagoon offering sanctuary to a blend of plants and animals. Year-round recreation includes fishing, boating, canoeing, surfing, swimming, hiking, camping, nature and historical trails.

- **Kennedy Space Center:** The John F. Kennedy Space Center is the primary base of operations for NASA where rockets are both launched and tracked. Most famously it is the launching site for man's first space flight, Apollo moon missions and the space shuttle program. The Kennedy Space Center's secondary function is as a public education facility, with exhibits and displays about the history of space flight and travel.



- **Mosquito Lagoon:** **Merritt Island National Wildlife Refuge** is composed of three major water bodies that are all part of the Indian River Lagoon system; the Indian River, Mosquito Lagoon and the Banana River. In many fishing circles, Mosquito Lagoon has been referred to as the "Redfish Capital of the World."



In many fishing circles, Mosquito Lagoon has been referred to as the "Redfish Capital of the World."

Numerous world records for redfish, as well as for spotted sea trout, have been established in the Lagoon's shallow waters. The Lagoon is unlike any other water body on the east coast of Florida. For 20 miles, lush seagrass covered flats where depths average less than three feet are enjoyed year-long by fisherman from around the world.

- **Parrish Park:** This urban district river park is situated on both sides of SR 402 at the A. Max Brewer Causeway. The 36-acre park provides convenient access to the Indian River for fishing, water sports, sunbathing and viewing NASA's rocket launches. Recreational amenities include picnic shelters, grill, restrooms, a boardwalk, a 100' fishing dock, and a boat ramp.



Both residents and tourists alike enjoy this site for windsurfing, sailing, jet-skiing, water skiing, canoeing, kayaking and boating.

- **Black Point Wildlife Drive:** Black Point Wildlife Drive is one of the most scenic drives in the region. Located within the Merritt Island Wildlife Refuge, visitors experience a natural Florida that few other locations in the state can offer.

This seven-mile drive provides one of the best wildlife viewing areas of the state. The drive includes 12 designated stops to where visitors can best experience the hundreds of species of birds, alligator, otters, bobcats, and more that inhabit this area.

- **Harry T. & Harriette V. Moore Memorial Park & Cultural Center:** Harry T. and his wife Harriette V. were the first true civil rights activists of the modern civil rights era in the State of Florida. Originally the home site of these two slain civil rights activists, the park is dedicated to the celebration of their lives, promoting awareness of their contributions to the early civil rights movement, and preserving African American history.



Located on the property of the original Moore family homestead is the newly opened 5,000 square feet Cultural Center. Programs offered at the Center include visual, literary and performing arts, museum and outreach exhibits.

- **Cuyler Park:** A neighborhood gathering place since 1913 in Mims, the Cuyler Park Community Center was built with Community Development Block Grant funding in 1989 to house a gymnasium, activity room, learning center, and a child care program and community room. On the grounds are active sport facilities and a playground. An additional 1.45 acres of land was acquired in 2001 increasing the park to 13.31 acres.



- **Great Florida Birding & Wildlife Trail:** The Great Florida Birding and Wildlife Trail is a program of the Florida Fish and Wildlife Conservation Commission. At its core is a network of 515 sites throughout Florida selected for their excellent bird watching, wildlife viewing or educational opportunities. This 2,000-mile, self-guided highway trail is designed to conserve and enhance Florida's wildlife habitats by promoting birding and wildlife viewing activities, conservation education and economic opportunity. Canaveral National Seashore is part of the eastern section of the trail.

The corridor also passes through several of the most unique towns that this portion of the state has to offer. Each has its own personality and story, but combined they reflect the long history of this region.

- **Scottsmoor:** Located at the northern-most reaches of Brevard County, Scottsmoor is where the Indian River originates. This unincorporated community is home to more than 1,600 residents whose main commerce is the citrus industry.

While Scottsmoor is relatively undeveloped compared to other communities in Brevard County, its history runs deep. The area was settled in 1821 by James Garvin, who acquired the land through the Spanish Land Grant. An outdoor enthusiasts dream, Scottsmoor has a horse arena and camping sites. Additionally, Parrish Park, the 5-acre neighborhood park in Scottsmoor is located west of U.S. 1.



- **Mims:** In 1876 the Mims brothers and their families moved from Georgia to what is now Mims. Caster Mims had been a railroad agent in Georgia and he and his brothers established orange groves in the area. The brothers eventually expanded their operations into nurseries, lumber, real estate and land development. When the post office was established in 1886, the name Mims was selected.
- **City of Titusville:** One account says that the name Titusville was established based on a game of dominoes between Colonel Titus and Captain Rice, the winner getting to name the town.



Another source indicates that Titus (as postmaster) unilaterally named the town after himself despite local opposition. However, the City of Titusville has a long interesting history based on the citrus industry and man’s desire to explore the stars. Titusville was featured in the May 2008 issue of Southern Living in an article titled “Best Exits Off I-95” (Exits 220 and 215). Exit 220 (SR 406) was noted for Titusville’s famous seafood eatery, Dixie Crossroads, and Exit 215 (SR 50) was highlighted for the Blue Heron Water Reclamation Plant and Wetlands as a popular site for bird watching located in the southern portion of Titusville on Deep Marsh Road.

2.2.5. Universal Criteria 5: The roadway generally should be more than one mile in length and if appropriate, provide access to the resources.

The length of the current extension is approximately 38 miles including state and local roads. This network traverses two counties (Brevard and Volusia) and passes through the City of Titusville as well as the communities of Mims and Scottsmoor. All resources identified are easily accessible from the corridor.



2.2.6. Universal Criteria 6: A majority of the corridor must exhibit scenic or heritage qualifying resources. For a Scenic classification, a majority of the corridor must exhibit natural, recreational, or scenic qualities. For a Heritage classification, a majority of the corridor must exhibit historic, archaeological, or cultural qualities. These resources should be as continuous as possible throughout the corridor for either classification.

The applicant has prepared a graphic identifying many of the qualifying resources (**Figure 6**) that forms the foundation for the extension. The reviewer can see that this extension includes qualifying resources for the Scenic classification (scenic, recreation and natural) along with supporting cultural, historic and archaeological resources.

Additionally, these resources are continuous along the extension, especially along the eastern segments where the Merritt Island Wildlife Refuge, Canaveral National Seashore and Kennedy Space Center are responsible for managing much of the land adjacent to the extension. US1, which forms the western leg of the extension, offers a balance between recreational and heritage resources. The East-Central Rail Trail, which runs parallel to US 1 offers local access to the region’s trails system. The multi-modal corridors analysis currently being developed for the US 1 corridor by Volusia County holds great promise for north-south non-motorized accessibility. These long range plans are balanced by the impact of local history presented at the Harry T. and Harriette V. Moore Historical & Cultural Complex in Mims. For the hungry traveler there is no better place to enjoy local southern heritage than Louis’s BBQ Shack in Mims for sweet tea and all the BBQ you can eat. Ultimately it’s the Lagoon and all that it has to offer as the economic development engine for the region. Boat access points surround the lagoon offering sight-seeing, fishing and various activities and experiences along this unique and pristine waterway. All of these resources and many others identified on the resource map contribute to the long term success of the region.

2.2.7. Universal Criteria 7: A Corridor Advocacy Group must be organized to support the scenic highway designation.

The applicant and a core group of community partners have been meeting informally for several months regarding this extension application. Initial representation from the community is included in Appendix B.

Mr. Richard Stillwagon, representing the City of Titusville (applicant) serves as the project manager for this application. Although much of this corridor is surrounded by government managed land, additional agency and local citizens’ representation has been involved based on the potential community benefits that a FSHP designation can offer to their community.



2.2.8. Universal Criteria 8: A Community Participation Program must be developed and implemented.

The applicant understands the importance of providing both timely and high quality communication to the local community regarding this byway extension effort. The applicant has adopted many of the tools included in the current IRLNSB Community Participation Program (CPP) (*Indian River Lagoon National Scenic Byway – Five-Year Corridor Management Plan Update, August 2011*). In accordance with the CPP, the applicant has sought out support for the extension from affected local municipalities, governmental agencies and the general public.

In developing this designation package the applicant has conducted a series of community informational sessions to educate, document comments and seek support. These briefings incorporated many of the meeting advertisement, meeting logistics and follow-up techniques included in the CPP. The applicant also conducted a series of elected official and agency briefings to provide information on the designation efforts, answer questions and address concerns.

Commitments of support have been received from the environmental and regulatory agency community which oversees most of the adjacent right-of-way along the Byway. The following agencies that manage over 140,000 acres along the extension have participated in recent Coalition meetings and provided community support in the form of letters for the designation:

- USFWS
- National Park Service (Canaveral National Seashore)

The results of these governmental coordination efforts are further documented in **Universal Criteria 9**.

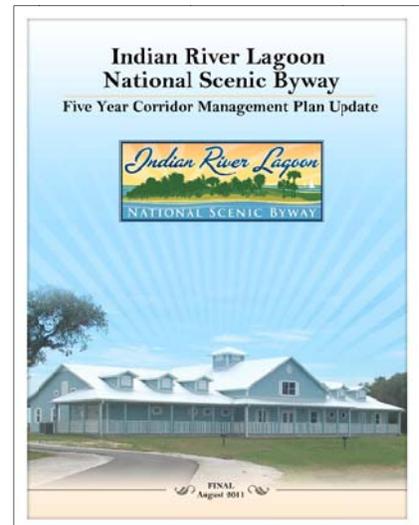
Additionally, the applicant has worked hard to develop partnerships with the community. Drawing on guidance provided in the IRLNSB CPP, the applicant conducted a series of informational meetings designed to inform the community of the proposed extension. Specific community participation events associated with this designation effort have included:



Project Kick-Off: A kick-off meeting was conducted at the USFWS Merritt Island National Wildlife Refuge Visitor Information Center on September 5, 2013. Several of the larger federal land management agencies were in attendance along with private citizens and representatives from the local historic society. Participants were provided information packages on the Florida Scenic Highways program, a description of the

application process, extension map and a project schedule. Questions were answered and partner support was sought.

Designation Status Update: The applicant conducted a follow-up community coordination meeting to update local advocates about the designation process. This March 5, 2014 community involvement meeting was held at the Harry T. & Harriette V. Moore Memorial Park & Cultural Center in Mims. The meeting was well attended by regional stakeholders and included participation of several business owners from the area. Comments made during the meeting noted the value of regional ecotourism and the need to identify opportunities that can boost the area's economy.





Individual Support Efforts: The applicant and project team have also implemented a one-on-one community information effort designed to seek out private and local business involvement. A target list of local community advocates and businesses was developed and prioritized. Informational packets were assembled explaining the FSHP, designation efforts, and Byway. Representatives from the extension then met individual businesses and local advocates to educate and seek support.

2.2.9. Universal Criteria 9: Strong local support must be demonstrated.

As discussed earlier, the FSHP is as much a tool to help support local economy as it is a program designed to preserve and protect Florida's intrinsic resources. In an effort to gain business community support for the designation, the Applicant has worked closely with the local Chambers of Commerce and individual businesses along the Byway to educate them on the potential value of having a scenic highway in their community.

As a result of the comprehensive community involvement program (Universal Criteria 8) implemented by the applicant the Northern extension designation effort has received strong local support. Support letters received are included in **Appendix C**, but in summary include the following:

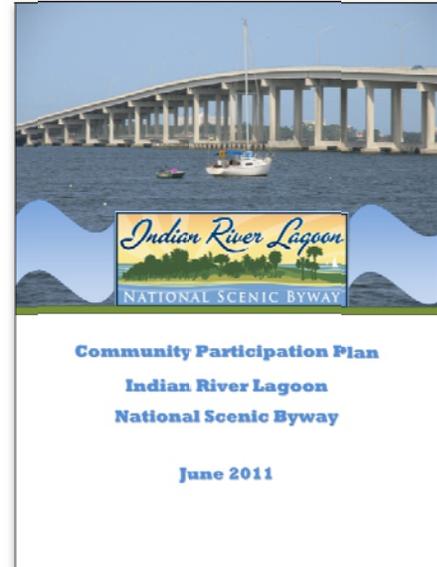
IRLNSB: The Coalition has endorsed this extension effort.

Land Management Agencies: All of the large Federal land management agencies with interests along the extension have provided letters of support. The USFWS has expressed a willingness to partner on future efforts including traffic calming, distribution of informational materials and the creation of a northern informational center for the entire IRLNSB.

Local Government: The City of Titusville has been an advocate for this extension for several years. Their support is reflected in their willingness to serve as the applicant for the designation. The Mayor of Titusville has offered all available city resources needed to obtain this designation. Each of the other local governments along the extension has provided their support in the form a resolution, proclamation or as a signatory on the actual extension application.

Non-Profits: The non-profit organization representing the Harry T. & Harriette V. Moore Memorial Park in Mims has provided a letter of support and a willingness to participate on future Byway events. There are several additional regional non-profit organizations that the applicant has identified for future partnering opportunities.

Local Business Community: Identifying local support for the designation effort is an ongoing effort. To date the applicant has been very successful in obtaining the local business community's support for this designation. Several supporting businesses (i.e. Dixie Crossroads Restaurant) are members of the local Chamber of Commerce and truly appreciate the need to develop this extension as a way to



attract visitors to the region. Others (i.e. Old Pineapple Inn) believe in strengthening the region's drawing power.

Many of the community supporters approached as part of this designation effort have expressed interest in establishing a longer term partnering commitment to the Coalition. Involvement by these new partners can only strengthen the Coalition's position as an advocate for the entire lagoon and its long term organizational sustainability.

Finally, the Applicant understands that the community involvement process and seeking community support is a continuous effort. In working with the Coalition, the Applicant has assisted in the development of a plan of action to identify additional partners once designation is received. This includes accessing the current Coalition database of local businesses contacts which have been refined to reflect the Titusville Area Business Community (**Appendix D**).



2.2.10. Universal Criteria 10: A Corridor Management Plan must be developed with the endorsement of local government(s) and a Corridor Management Entity (CME) created.

Although the current FSHP manual provides limited guidance on the development of a corridor management plan for a Byway extension, the applicant has embraced the Coalition's vision and mission statement. Additionally, the applicant has also reviewed the Coalition's goals, objectives and action plan. In general the applicant has adopted these implementation tools with several small modifications for extension-specific commitments to be addressed by the applicant and its supporters along the extension. These proposed modifications have been approved by the Coalition and are outlined in detail in the next section.



3. Consistency with Parent CME Operational Strategies

Although the Coalition’s Goals are comprehensive and its Mission admirable, both the Applicant and the Coalition’s Board understand the current limitations of their organization including a small volunteer base and limited funding. The Coalition’s current goals speak in part to the creation of a number of educational tools. A speaker’s bureau, Byway brochures, informational kiosks and visitor’s centers are tools that the Coalition has actively pursued which will be supported by the applicant and its extension partners. Enhanced CME membership, Byway volunteers, partnerships and a heightened focus on advocacy are real efforts that the Applicant is committed to support. The Applicant offers extension-specific commitments below that contribute to the Byway’s mission and support both the “visitor experience” and “economic-value” tests that are so important to the region’s vitality.

3.1. Corridor Vision & Mission

A **Corridor Vision** explains the broad community aspirations for the corridor and is based on an ideal, yet attainable, situation. While the Corridor Vision seeks to describe the broad community aspirations, the **Corridor Mission Statement** defines the purpose of the CME. The Mission Statement ensures everyone is on the same page and can express the purpose of their byway efforts. The mission statement helps the general public understand why the byway was designated and what the CME is responsible for implementing.

The Coalition has established corridor vision and mission statements.

3.1.1. Vision Statement

The Indian River Lagoon National Scenic Byway promotes an environment where travelers are surrounded by a unique and diverse habitat with special places and breathtaking scenery that inspires a sense of calmness and creates unforgettable memories.

3.1.2. Mission Statement

The Mission of the Indian River Lagoon National Scenic Byway Coalition is to preserve, protect, and enhance the intrinsic resources of the Indian River Lagoon National Scenic Byway and to promote public access to and enjoyment of these resources.

In requesting this extension the applicant commits to adopt these statements. More importantly, the applicant commits to support these statements through extension-specific actions that bring tangible results while remaining consistent with the Coalition’s Mission and Vision. These actions will be further outlined in the following sections of this document.

3.2. Goals, Objectives & Strategies

A **goal** is a generalized statement that begins to focus and elaborate on specific concepts in the Corridor Vision. Goals do not identify explicit actions necessary to achieve the Vision, but instead begin to translate and organize the Vision into more specific end results. **Objectives** represent more measurable concepts or ideas for achieving the goals. They further articulate and define how the Vision will become reality. Objectives should be reasonable, measureable and capable of being accomplished by the Coalition.

The Coalition currently has a series of six goals that reflect the requirements of the established FSHP guidelines. As part of each of these goals, a series of objectives and implementing strategies have been established (**Appendix E**).

The Applicant has reviewed the Coalition's current Goals and Objectives and concurs with their importance in accomplishing the Byway's mission. As part of this extension application process, the Applicant has assessed the need for possible extension-specific additions to the current Goals and Objectives that serve the needs of the extension while remaining consistent with the Coalition's overall efforts. To accomplish this review the applicant has performed the following preliminary assessment:

- Field review of the extension.
- Community workshops: The Applicant has reached out to the local community through a series of workshops in an attempt to document local interests and needs.
- Corridor Impression Survey: As described in the FSHP manual, a corridor impression survey was completed for the extension. Results of this survey were summarized earlier in this document and tabulated in **Appendix A**.
- Business leader interviews.
- Review of the *Merritt Island National Wildlife Refuge Visitor Survey Results 2010/2011*: Working with its agency partners the applicant has reviewed previous regional visitor surveys to assess possible interests, needs and concerns from the byway visitor's perspective.

The conclusion to this "assessment" is the development of the following proposed **modifications** and extension-specific **commitments** to the Coalition's current Goals & Objectives. The applicant believes that these modifications and commitments support the Northern Extension needs while adding an enhanced "richness" to the overall efforts of the Coalition.

Goal 1: Protect and enhance the unique resources along the Byway (current goal).

Objective 1.2 Protect and enhance the Byway's heritage resources (current objective).

- Applicant Comment: The Applicant supports the current strategies associated with this objective. Specifically the Applicant commits to support northern Brevard heritage preservation organizations and their efforts to educate the community on the region's historical resources. The Applicant proposes no modifications to the Coalition's current Goal 1 language.

Goal 2: Provide a high-quality experience for the Byway traveler (current goal).

Objective 2.3 Develop corridor-specific interpretation systems that meet the varying needs of the users of the corridor (current objective).

- Applicant Comment: Based on the USFWS visitor survey that noted the importance of enhanced corridor interpretative opportunities, the applicant commits to support the placement of informational kiosks at strategic locations around the extension. The applicant will work with its partners to site, prepare informational materials and seek funding for kiosks consistent with the Coalition's current educational kiosk program. Additionally, the applicant commits to work with the agency management staff for the Merritt Island National Wildlife Refuge and Canaveral National Seashore to ensure that byway informational materials are displayed at their visitor information facilities.

Objective 2.7 Support the establishment a “Northern Gateway Informational Facility” for the Byway (new objective).

- Strategy 2.7.1 Work with agency and local government partners to identify available options for facilities capable of serving as a host visitor center at the northern limits of the Byway.
- Strategy 2.7.2 Identify facility ownership and/or management options and requirements for use.
- Strategy 2.7.3 Develop a management plan to open and staff the facility.
- Strategy 2.7.4 Identify and procure Byway materials needed to identify and stock the visitor center.
- Strategy 2.7.5 Establish a volunteer point of contact to ensure Byway materials are provided and displayed.

Objective 2.8 Work with the FDOT Outdoor Advertising Office to conduct a billboard inventory along the extension (new objective).

- Strategy 2.8.1 Upon designation, contact the FDOT District Five Outdoor Advertising office to schedule a field review of current billboards along the state maintained segments of the extension.
- Strategy 2.8.2 Monitor field activities periodically to ensure no new billboards are proposed along the extension.
- Strategy 2.8.3 Report all billboard activities to the FDOT District Five Outdoor Advertising Office for follow-up.

Objective 2.9 Work with the FDOT District Scenic Highway Coordinator (DSHC) to draft and implement a FSHP Signing Plan for the Extension (new objective).

- Strategy 2.9.1 Upon designation, request FSHP Signage be located, purchased and installed.
- Strategy 2.9.2 Work with the DSHC and local officials as needed to ensure the timely installation along both state and county roads based on the FDOT approved signing plan.
- Strategy 2.9.3 Monitor and report lost and/or damaged signs to the DSHC.

Goal 4 Ensure the long term success of the Advocacy Group (current goal).

Objective 4.1 Support applications for National Scenic Byway designation for the Fellsmere, Pineapple Avenue and Northern extension (modified objective).

- Strategy 4.1.1 Advocate for funding of the National Scenic Byways Program.
- Strategy 4.1.2 Monitor the National Scenic Byways program for the opening of future nomination cycles.
- Strategy 4.1.3 Work with the DSHC to identify requirements for application.
- Strategy 4.1.4 Assist Coalition membership in development of a designation application.

Objective 4.6 Create a corridor marketing plan to increase membership, attract financial support and educate those not familiar with the designation (modified objective).

- Applicant Comment: The Applicant supports the current strategies associated with this objective and commits to take a leadership role in identifying and recruiting Northern Extension advocates and potential partners needed to help ensure the Coalition's long term sustainability.

Goal 5: Promote safe, multi-modal access to the byway and its resources (current goal).

Objective 5.2 Identify needed highway safety improvement and implement reasonable engineering solutions (i.e. traffic calming, pedestrian crossings, etc.) (current objective)

- Strategy 5.2.4 Support ongoing efforts by the USFWS and its agency partners to identify pedestrian/vehicle safety solutions along segments of the extension located within the purview of the USFWS and its agency partners **(new strategy)**.
- Strategy 5.2.5 Support ongoing efforts to establish clear highway enforcement protocol for segments of the extension that lie within the purview of the USFWS and its agency partners **(new strategy)**.

Objective 5.4 Partner with regional trails managers (trails, walkways, bikeways) to ensure local access and connectivity (current objective).

- Applicant Comment: The Applicant supports the current strategies associated with this objective and commits to take a leadership role for the Coalition in supporting ongoing regional trails efforts.

3.3. Action Plan

A Byway Action Plan is a prioritized list of activities and tasks to be accomplished to help achieve goals and objectives. In developing the following Northern Extension Action Plan the applicant first assessed the current Coalition Action Plan to ensure consistency and then considered potential extension-specific additions to the overall plan.

While the Applicant supports the Coalition’s adopted Action Plan, they were careful to not over commit limited resources by adding additional extension-specific actions to the Coalition’s overall plan. As noted in the Goals, Objectives & Commitments section above and reflected in **Table 2**, the Applicant will focus its available resources on the following extension-specific actions.

Table 2. Northern Extension Action Plan

Goal/Objective Reference	Action	Lead Party	Time Frame
1/1.2	Support the North Brevard Heritage Foundation and its efforts to educate the community on the region’s historical resources.	Applicant in cooperation with the Heritage Foundation	Ongoing
2/2.3	Applicant will work with its partners to site, prepare informational materials and seek funding for kiosks consistent with the Coalition’s educational kiosk program	Applicant in cooperation with USFWS	Ongoing
2/2.9	Work with the FDOT to develop a sign plan for the Northern extension	Applicant in cooperation with FDOT	Immediate
4/4.1	National Scenic Byway designation for the Fellsmere, Pineapple Avenue and Northern extension.	FDOT in cooperation with the applicant	Long-term
4/4.6	Increase membership, attract financial support and educate those not familiar with the designation	Applicant in cooperation with Northern extension advocates	Ongoing
5/5.4	Support ongoing regional trails efforts.	Applicant	Ongoing

3.4. Specific Short- Term Applicant Efforts

The Action Plan analysis required by the FSHP can be difficult to follow, track and consistently report accomplishments because of its potential for a long term timeframe. For those involved with the Coalition the following list of extension-specific commitments are being targeted for completion by the applicant within the first 18 months after designation.

- **Billboard:** Applicant will contact the FDOT Outdoor Advertising Office within two months of notice of designation to request a coordination meeting regarding the completion of an “existing billboard” survey.
- **Informational Materials:** The Applicant will meet with the USFWS Refuge Manager within four months of designation regarding the possible display of byway educational materials within Refuge facilities.
- **Signage:** Assist the FDOT in the development of a scenic highway sign plan for the extension.
- **Coalition Involvement:** The Applicant and Partners will maintain an active role in Coalition organizational efforts.

4. Telling the Story

A Scenic Byway is a road...but not just a road. It's a road with a story to tell. The Northern Extension and the entire IRLNSB showcase roads that have an important story to tell that is significant to both local residents and visitors. The area holds historic, natural, recreational and scenic qualities with local, regional and national significance. This application has touched upon the extension's natural beauty, its history and its significance in America's desire to explore space. It will be the responsibility of the Applicant to advocate for the preservation and protection of the Byway's resources, but equally important is the applicant's responsibility to ensure that this unique story is told in ways that educate and inform residents and visitors alike.

4.1. Byway Story

As noted by the SHAC in their review of the LOI, there is a difference between the history of the Byway and the Byway story. The history of the Indian River Lagoon is extensive and well-told by numerous historians (see Section 2.2.2 for the Byway Story). The Byway story is a work in progress and one that the Coalition takes great pride in developing. There are several stories that became very clear to the Applicant as this extension document was developed. The Applicant commits to work within the Coalition to help develop the following stories for the good of the extension, Coalition, Byway partners and the IRL Community. Although these stories are in their infancy at this time, upon designation the Applicant commits to focus Byway story development in the following areas:

- **Trails:** The IRLNSB is located at the eastern limits of a series of regional recreational trails. The Applicant commits to assist in the development of the trails story and its interaction with the Byway.
- **Eco-Tourism:** The northern reaches of the IRL provides a unique experience for eco-tourists from all over the world. The Applicant commits to partner with those that seek to build an eco-tourism based economy in the area in order to showcase these resources to travelers.

4.2. Primary Tools

- Updates to IRLNSB brochure to include the Northern Extension.
- IRLNSB website map update.
- Partner with Refuge to display Byway informational materials.
- Coalition donor information packet to be distributed to local businesses at Chamber meetings and through individual one-on-one discussion.
- Partner with City of Titusville to recognize the Northern extension in City informational materials.

4.3. Secondary Tools

- Informational kiosk installed at Merritt Island Refuge Visitor Center, and the communities of Mims and, Scottsmoor.
- Partner with Refuge Manager to identify and support the establishment of a Northern Extension Byway Visitors Center.
- Develop an individual Northern Extension brochure.

5. References

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Appendix A.

Corridor Impression Survey

Appendix A. Indian River Lagoon - Northern Extension Corridor Impression Survey

Route Number	Segment	Positive	Negative
US 1/SR 5	Intersection of US 1/ SR 5 and 406 heading north to Cancer Center	Crosswalks	No sidewalks
		American flags on light posts	Minimal grass
		New pavement small section	Vegetation in median sparse
			Roadway pavement and striping very worn out
			Cancer Center Billboard (at entrance of Center)
			Morgan & Morgan Law Billboard (before intersection at Norwood Ave)
			"I found a forever home" Billboard (right before intersection of Buffalo Rd)
			Parrish Medical Center Billboard (right before intersection of Silver Star Rd before Jess Parrish Ct)
US 1/SR 5	Cancer Center on US 1/SR 5 heading north to intersection of Jess Parrish Rd		Small pieces of litter
		Sidewalk begins	
	Intersection of Jess Parrish Rd to Dairy Rd intersection	Vegetation along side of road more full	Litter in median
			No sidewalks
	Dairy Rd intersection to intersection with Cuyler	South-bound side new pavement	
		Vegetation in median	
			Some litter
			Litter in median
			Wide sandy shoulder
			No sidewalks
		Fruit market	
			Large old white building in bad shape (left side)
	Intersection of Cuyler to intersection of Wiley Ave	Gold and RV Resort	
		BBQ	
		Catfish Cabin	
		Moore Memorial Park	
			No sidewalks
			Fence on left side
		Daniels Bait & Tackle	
		Sidewalks begin	
	Wiley Ave intersection to intersection of Grant Line Rd	Small businesses	Litter
		Fresh pavement & paint	
			Sidewalks end
		Gateway Masonic Lodge	
		Lots of vegetation along roads	
		Sign for library	
		Motel	
Intersection of Grant Line Rd to Spring St		Sunoco Billboard (before intersection with Auratina Rd at Kangaroo Gas Station)	
		No sidewalks	
		Some fences	
	Lots of trees and vegetation		
	Unpaved side streets		
	BJ's Foods		
	Few houses and fences		
	Type of fruit farm		
		North Brevard Salvage Yard	
	Sign for Scottsmoor		
Intersection of Spring St to Emmanuel Lane (school bus stop)		No sidewalks	
	Few houses and fences	Towing company	
	Shelbe Acre Campground		
	Scottsmoor Meeting Hall (sign)		
	Parrish Park Scottsmoor (sign)		
	First Baptist Church Scottsmoor (sign)		
	Few houses		
		No sidewalks	
Emmanuel Lane (school bus stop) to intersection of SR 3	Entering Volusia County sign		
	Can only be on southbound	Grass in median dead	
	Clean median and shoulder		
	Lots of vegetation along roads		
	Few side streets and intersections		
CR 406 (A. Max Brewer Memorial Pkwy)	CR 406 beginning at intersection of CR 402 heading northeast to intersection of Kennedy Pkwy N		
		Lots of vegetation	
		Entrance 1 of Black Point Wildlife Dr	
		Entrance 2 of Black Point Wildlife Dr	
Kennedy Pkwy N from CR 402 heading northwest	Kennedy Pkwy N from CR 402 heading northwest to intersection of CR 406 (A. Max Brewer Memorial Pkwy)	Vegetation	
SR 3/Courtenay Pkwy N from intersection of Kennedy Pkwy heading north	SR 3/Courtenay Pkwy N from intersection of Kennedy Pkwy heading north to intersection of US1/SR 5		
		Lots of vegetation	
		Some small side road intersections	
		Several frontage streets	
		Short bridge	
		Entrance to Manatee Watching Deck	
		Becomes Shiloh Rd./Kennedy Pkwy in Volusia County	

Appendix B.

Community Involvement Attendance



**Indian River Lagoon National Scenic Byway
Northern Extension Kickoff Meeting - 9/5/13
Sign-in Sheet**



Print Name	Company/Organization	Telephone Number	Email Address
1. Mike Palozzi	Shaw E&C	813-612-3621	michael.palozzi@cbl.com
2. Marsha Cantrell	Brevard Co. Parks & Rec./IRLNSB Secretary	321-633-2046	marsha.cantrell@brevardparks.com
3. Mary Williams	Brevard Co. Parks & Rec.	321-633-2046	mary.williams@brevardparks.com
4. Afri Fancon	City of Titusville	321-269-6379	aphidalin.fancon@titusville.com
5. Richard Stillwagon	City of Titusville	321-383-5699	richard.stillwagon@titusville.com
6. Robert Day	IRLNSB Board	321-783-8299	radaze32931@yahoo.com
7. Steven Gilmore	NASA	321-867-8207	steven.gilmore@nasa.gov
8. David Thorpe	NASA	321-867-2530	david.b.thorpe@nasa.gov
9. Elisa Kropat	Merritt Island National Wildlife Refuge	321-861-2364	elisa_kropat@fws.gov
10. Jim Tulley	City of Titusville	321-383-5802	mayor@titusville.com
11. Garry Balogh	FDOT District 5	386-943-5393	garry.balogh@dot.state.fl.us
12. Layne Hamilton	USFWS	321-861-2278	layne_hamilton@fws.gov
13. Kathe Brewer	StandOut Swag	321-634-2333	kathe@standoutswag.com
14. Leigh Holt	Space Coast TPO	321-690-6890	leigh.holt@brevardcounty.us
15. William R. Klein	Titusville Environmental Council/Brevard County Volunteer	321-607-6517	klein_william_r@hotmail.com
16. Marlys Breckle	FNPS Master Gardner	321-607-6517	marlysb@brevardcounty.us
17. Tim Ford	City of Palm Bay & IRLNSB Chair	321-409-7187	fordt@pbfl.org



Indian River Lagoon National Scenic Byway
 Northern Extension Kickoff Meeting - 9/5/13
 Sign-in Sheet



Print Name	Company/Organization	Telephone Number	Email Address
1. Mike Palozzi	Shaw E&Z	813 612 3621	Michael.Palozzi@BDO.com
2. Marsha Cantrell	Brev-Co Park & Rec	321-633-2046	Marsha.Cantrell@brevardpark.com
3. Mary Williams	Brev-Co Park & Rec	321-633-2046	mary.williams@brevardpark.com
4. Afi Fancon	City of Titusville	321-269-6379	aphidalina.fancon@titusville.com
5. Rick Cannon	City of Titusville	321.983.5699	rickd.stillman@titusville.com
6. Robert Day	IRE Scenic Byway Board	321 1783-8899	RADAR@32931@qcast.com
7. STEVEN GUMORE	NASA	321-867-8207	STEVEN.GUMORE@NASA.GOV
8. David Thorpe	NASA	321-867-2530	David.b.Thorpe@NASA.GOV
9. Elisa Kropat	Menitto Island Nur	321-861-2364	elisa-kropat@fias.gov
10. JIM TULLEY	TITUSVILLE	321-383-5802	mayor@titusville.com
11. GARRY BALOGH	FDOT	386-943-5393	GARRY.BALOGH@FLDOT.STATE.FL.US
12. Layne Hamblin	USFWS	321-861-2278	layne.hamblin@fws.gov
13. Kathie Bremer	StandOut Swag	321.634.2333	Kathie@StandOutSwag.com
14. Leigh Bell	SCIFD Volunteer Council	321-690-6890	leighbell@brevardcounty.us
15. William R Klein	Titusville Environmental Council Volunteer Brevard County	321-607-6517	Klein_william_r@hotmail.com



Indian River Lagoon National Scenic Byway
 Northern Extension Kickoff Meeting - 9/5/13
 Sign-in Sheet



Print Name	Company/Organization	Telephone Number	Email Address
16. Marlys Breckle	FNPS Morton Landener	321 609-6517	marlysjrb@gmail.com
17. Tim Ford	CITY OF PALM BAY IRLNSB PRES. BC Parks + Rec.	321-409-7187	fordt@pbfl.org
18. Marsha Cantrell	IRLNSB Secretary	321-633-2046	marsha.cantrell@brevardparks.com
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Appendix C.

Community Support

RESOLUTION 2014- 99

A RESOLUTION OF THE COUNTY COUNCIL OF VOLUSIA COUNTY, FLORIDA, SUPPORTING THE DESIGNATION OF THE NORTHERN EXTENSION TO THE INDIAN RIVER LAGOON NATIONAL SCENIC BYWAY; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, a corridor management entity, known as the Indian River Lagoon National Scenic Byway Coalition, Inc. (Coalition) has been formed for the purpose of advocating for the implementation of the Indian River Lagoon National Scenic Byway (IRLNSB), as provided for in Section 335.093, Florida Statutes and 23 U.S.C. Section 162, as a Florida Scenic Highway; and

WHEREAS, the Coalition is proposing a scenic highway designation for a northern extension (attached Exhibit A) of their existing byway that would carry it partially into Volusia County; and

WHEREAS, the following roadway segments located in Volusia County are included in the extension: SR 3 from its juncture with US 1 (SR 5) southward to the Volusia/Brevard County Line, and US 1 (SR 5) from its juncture with SR 3 southward to the Volusia/Brevard County Line; and

WHEREAS, the purpose of the scenic highway designation is to protect, enhance, preserve and maintain the intrinsic resources of the designated corridor, while utilizing the resources for appropriate economic development, recreation and tourism interests; and

WHEREAS, it is believed that significant benefits of additional economic development, recreational enjoyment, resource conservation, aesthetic enhancement and public education can result from the scenic highway designation; and

WHEREAS, the local government agrees to include required Corridor Management Plan elements that are relevant to those sections of the extension located within Volusia County which will delineate the implementation of goals, objectives and strategies, into the Comprehensive Plan; and

WHEREAS, the designation as a Florida Scenic Highway does not impose regulatory authority, state or federal restrictions on land use along the byway by virtue of the designation.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNTY COUNCIL OF VOLUSIA COUNTY, FLORIDA, IN OPEN MEETING DULY ASSEMBLED IN COUNTY COUNCIL CHAMBERS IN THE THOMAS C. KELLY ADMINISTRATION CENTER, DELAND, FLORIDA, THIS 3rd DAY OF JULY, A.D. 2014, AS FOLLOWS:

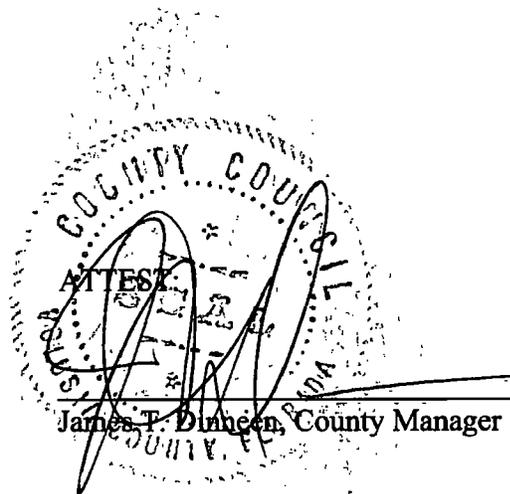
SECTION I: The County Council of Volusia County supports the designation of the Northern Extension of the Indian River Lagoon National Scenic Byway as a Florida Scenic Highway with recognition that said designation will serve a useful purpose to advance our natural, recreational, scenic and historic appreciation of these highways and educate our public as to the continuing importance of these roadways.

SECTION II: The support of this scenic highway designation is compatible with Resolution 2013-158 supporting the development of commercial space launch facilities.

SECTION III: A copy of this Resolution shall be sent to the Florida Department of Transportation.

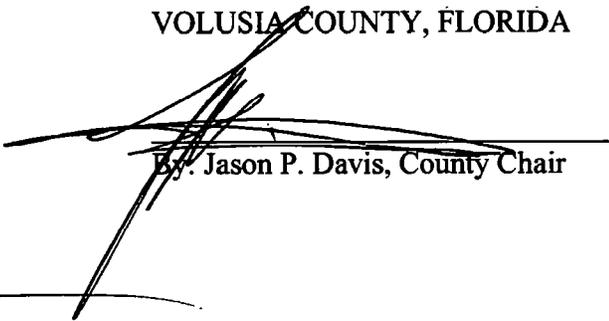
SECTION IV: This Resolution shall take effect immediately upon this adoption.

DONE AND ORDERED IN OPEN MEETING



James T. Dinning, County Manager

COUNTY COUNCIL
VOLUSIA COUNTY, FLORIDA



By: Jason P. Davis, County Chair



Exhibit A to Resolution 2014-99
Indian River Lagoon National Scenic Byway
 Northern Extension - Proposed Route Location Map
 November 2013

City of Titusville

"Gateway to Nature and Space"

555 SOUTH WASHINGTON AVENUE
TITUSVILLE, FLORIDA 32796-3584
POST OFFICE BOX 2806 (32781-2806)



OFFICE OF THE MAYOR
(321)-383-5802
Fax (321)-383-5704
www.titusville.com

March 26, 2013

Mr. Tim Ford, President
Indian River Lagoon National Scenic Byway Coalition, Inc.
P.O. Box 560902
Rockledge, FL 32956-0902

Mr. Ford:

I am writing to request that the Indian River Lagoon National Scenic Byway board initiate the process of extending the Byway through the Florida Scenic Highways program. The City of Titusville is located at the northern limit of the current Indian River Lagoon (IRL) National Scenic Byway. However, the lagoon extends an additional 12 miles to the north of Titusville and includes some of the region's most pristine natural resources and historical elements including Merritt Island National Wildlife Refuge, Canaveral National Seashore and a number of local parks and recreational facilities. I believe that for the Byway to truly encircle the lagoon, its limits should be extended to embrace these and other resources that are located within the northern reaches of the IRL north of the City of Titusville.

I understand that the Coalition has supported several previous Byway extensions designed to further highlight the region's diversity of resources. We in Titusville believe that a northern extension of the Byway to completely encircle the Indian River Lagoon should be considered for the same purpose. To that end, the City is seeking the Coalition's support in recommending to FDOT that a byway extension of approximately 35 miles around the northern reaches of the IRL be investigated for inclusion in the Indian River Lagoon National Scenic Byway. The resources of this area deserve the advantages afforded by a Florida Scenic Highways designation while the economic challenges faced by the region can only be helped with a designation.

The Florida Scenic Highways Program was established to showcase outstanding cultural, historic, archaeological, recreational, natural and scenic resources that can be found along Florida's highway system. The program is intended to promote an awareness of Florida's unique resources that are valued by the residents of the state and millions of tourists who visit Florida each year. The City of Titusville has been an active partner in the Indian River Lagoon National Scenic Byway Coalition (Coalition) since its inception in 1998. We support the Florida Scenic Highways Program mission of resource preservation, community education, and the promotion of regional economic benefits that result from a scenic highway designation. The City's vision is similar in that we seek out community development tools that help build our economy without sacrificing our history or the region's precious environmental resources.

We remain committed to the Coalition and its efforts to preserve and protect the resources of the Byway and we look forward to discussing this request in greater depth with the Coalition if needed.

Sincerely

A handwritten signature in black ink, appearing to read "James H. Tulley, Jr.", written in a cursive style.

James H. Tulley, Jr.
Mayor

City of Titusville

"Gateway to Nature and Space"

555 SOUTH WASHINGTON AVENUE
TITUSVILLE, FLORIDA 32796-3584
POST OFFICE BOX 2806 (32781-2806)



OFFICE OF THE MAYOR
(321)-383-5802
Fax (321)-383-5704
www.titusville.com

December 4, 2013

Mr. Garry Balogh, District Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Boulevard
Deland, Florida 32720

Dear Mr. Balogh:

The City of Titusville was recently informed about the opportunity to extend the limits of the Indian River Lagoon National Scenic Byway northward from its existing terminus in Titusville. This byway extension would allow for the entire lagoon to be surrounded by a Florida Department of Transportation sponsored scenic highway. The City of Titusville recognizes the importance of the Indian River Lagoon's environmental and economic impact to the region and the State. This unique resource should be protected and experienced for today's residents and future generations. I believe that extending the limits of the Indian River National Scenic Byway is one way to make a positive contribution to the character of the area.

On behalf of the City of Titusville, I offer our full support for this designation effort. I look forward to working with the Florida Department of Transportation, the Indian River Lagoon National Scenic Byway Coalition, and local advocacy groups in the region in bringing this designation to fruition.

Please let us know how the City can assist in facilitating the implementation of this important program.

Sincerely,

A handwritten signature in blue ink, which appears to read "James H. Tulley, Jr.".

James H. Tulley, Jr.
Mayor

Cc: City Council
Mark Ryan, City Manager



BOARD OF COUNTY COMMISSIONERS

Parks and Recreation Administration

2725 Judge Fran Jamieson Way
Building B, Room 203
Viera, Florida 32940

November 15, 2013

Mr. Garry Balogh
District 5 Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Boulevard
Deland, FL 32720

Subject: Indian River Lagoon National Scenic Byway Northern Extension

Dear Mr. Balogh:

The Indian River Lagoon National Scenic Byway extension from the City of Titusville north will allow the entire lagoon to be surrounded by a Florida Department of Transportation sponsored scenic highway. The extension will make a positive contribution to the overall character of the Indian River Lagoon Byway.

The Parks and Recreation Department looks forward to working with the Florida Department of Transportation, the Indian River Lagoon National Scenic Byway Coalition, the City of Titusville, and the local advocacy groups within our community in bringing this designation to fruition.

Very truly yours,

Marsha Cantrell
Parks Support Services Manager

MC

Susan Adams, Mayor
Jason Nunemaker, City Manager

cultivate. nurture. grow..



Fellsmere

September 5, 2014

Mr. Garry Balogh, District Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Boulevard
Deland, Florida 32720

Dear Mr. Balogh:

We were recently made aware of the opportunity to extend the limits of the Indian River Lagoon Scenic Byway northward from the City of Titusville. This byway extension would allow for the entire lagoon to be surrounded by a Florida Department of Transportation sponsored scenic highway. The City of Fellsmere is proud to work with the unique resources available for visitors to experience in this part of the lagoon. We believe this extension will help facilitate positive economic progress for a direct benefit to the citizens of Brevard and Volusia County along with adding additional assets to the overall character of the Indian River Lagoon Scenic Byway.

On behalf of the City of Fellsmere, we offer our full support for this designation effort. We look forward to working with the Florida Department of Transportation, the Indian River Lagoon National Scenic Byway Coalition, City of Titusville and local advocacy groups in our community once designation is achieved.

Please let us know how the City of Fellsmere can assist in facilitating the implementation of this program.

Sincerely,

Susan P. Adams
Mayor



Florida Department of Transportation

RICK SCOTT
GOVERNOR

605 Suwannee Street
Tallahassee, FL 32399-0450

ANANTH PRASAD, P.E.
SECRETARY

February 10, 2014

The Honorable James Tulley
Mayor, City of Titusville
P.O. Box 2806
Titusville, Florida 32781-2806

Subject: Indian River Lagoon National Scenic Byway, Northern Extension Concurrence

Dear Mayor Tulley:

After careful consideration and the recommendation of the Florida Scenic Highways Program (FSHP) Scenic Highways Advisory Committee (SHAC), I concur that the Indian River Lagoon National Scenic Byway – Northern Extension has met the *eligibility* requirements of the FSHP necessary for inclusion as part of the existing Indian River Lagoon National Scenic Byway (IRLNSB).

The extension limits have been established as an approximate 38 mile corridor circling the upper reaches of the Indian River Lagoon as depicted in the attached map. Your application demonstrates that this extension contains the intrinsic resources that are of great value to the State of Florida and make a positive contribution to the IRLNSB's corridor story. Please remember that to be fully vested in the FSHP you must incorporate your current extension efforts into the byway's overall Corridor Management Plan (CMP) for SHAC approval in a timely manner. You will be receiving a list of recommendations/comments on your extension application from the SHAC through the Florida Department of Transportation's District 5 office. Please address these recommendations/comments as part of the CMP update process and continue to work closely with the District Office in your efforts. The FSHP staff looks forward to assisting you during these efforts.

I offer my personal congratulations to you and the membership of the Corridor Management Entity (CME), for your diligence and work quality in completing your *extension application*. Thank you for caring about Florida's precious resources and working so hard to ensure their enjoyment for years to come.

Sincerely,

A handwritten signature in blue ink, appearing to read "Ananth Prasad", written over a light blue circular stamp.

Ananth Prasad, P.E.
Secretary

CC: Noranne Downs, Garry Balogh, Richard Stillwagon, Tim Ford, Jeff Caster
AP/jc



2725 Judge Fran Jamieson Way, Bldg. B
Viera, Florida 32940
Telephone: (321) 690-6890
Fax: (321) 690-6827
www.spacecoasttpo.com

November 21, 2013

Mr. Garry Balogh, District Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Boulevard
Deland, Florida 32720

Dear Mr. Balogh:

The Space Coast Transportation Planning Organization (SCTPO) fully supports extending the limits of the Indian River Lagoon National Scenic Byway (IRLNSB) to include the entire Indian River Lagoon. Extending northward from the City of Titusville to include all of the Kennedy Space Center, Merritt Island National Wildlife Refuge, Cape Canaveral National Seashore, and the Harry T. and Harriette V. Moore Memorial Park supports a top priority of the SCTPO.

This proposed northern loop of the IRLNSB is extremely important to the emerging eco-tourism industry in the Titusville area. The development of this loop is also significant for the State of Florida because of its contributions and connections to regional, state, and national projects including:

- East Coast Greenway: A multi-state trail from Maine to Miami.
- St. Johns River to Sea Loop: A five-county, 260 mile trail from St. Augustine to Titusville.
- Coast-to-Coast Connector: A multi-county, east to west coast trail from Pinellas to Brevard County.
- America's Great Outdoors: The East Central Florida Regional Rail Trail, which goes north from Titusville, is one of 100 projects, two in each state, selected by the Department of Interior to establish a 21st century conservation and recreation agenda.

Sincerely,

A handwritten signature in blue ink, appearing to read "R. Kamm", with a long horizontal flourish extending to the right.

Robert S. Kamm
Director



**United States Department of the Interior
FISH AND WILDLIFE SERVICE**

Merritt Island National Wildlife Refuge
P. O. Box 2683
Titusville, Florida 32781
(321) 861-0667, (321) 861-1276 FAX



In Reply Refer to:
FWS/R4/RF/MINWR

September 5, 2013

Mr. Garry Balogh, District Highway Coordinator
Florida Department of Transportation
719 W. Woodland Blvd.
Deland, FL 32720

Dear Mr. Balogh:

The U.S. Fish and Wildlife Service fully supports the proposed extension of the Indian River Lagoon National Scenic Byway eastward from the City of Titusville, through the Merritt Island National Wildlife Refuge, north to U.S. 1 and back south to Titusville. This byway extension would allow for the entire lagoon to be surrounded by a Florida Department of Transportation (FDOT) sponsored scenic highway.

Merritt Island National Wildlife Refuge provides recreational opportunities for over 1 million visitors annually and supports more than 1,000 species of plants and 500 species of fish and wildlife, including a variety of waterfowl, shorebirds, and neotropical migratory birds. Ten federally-listed threatened and endangered species regularly occur on the refuge. Because the refuge overlays the Kennedy Space Center, the proposed extension of the byway will provide an opportunity to highlight this unique partnership of nature and technology.

We look forward to working with the FDOT, the Indian River Lagoon National Scenic Byway Coalition, City of Titusville and local advocacy groups to extend the byway around the headwaters of the Indian River Lagoon.

Please contact me at 321-861-2278 if we can assist in the implementation of this proposal.

Sincerely

Layne L. Hamilton
Project Leader



United States Department of the Interior



NATIONAL PARK SERVICE
Canaveral National Seashore
212 South Washington Ave.
Titusville, Florida 32796

D30

March 20, 2014

Mr. Garry Balogh, District Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Boulevard
Deland, Florida 32720

Dear Mr. Balogh:

The National Park Service fully supports the extension of the Indian River Lagoon National Scenic Byway. This byway extension would allow for the entire lagoon to be surrounded by a Florida Department of Transportation sponsored scenic highway.

Canaveral National Seashore is one of two national seashores in Florida, and is entrusted to preserve and protect the natural and cultural resources found within its 58,000 acres and to provide for the enjoyment of these resources. Over one million visitors per year enjoy the 24 miles of beach from Titusville's Playalinda Beach to New Smyrna Beach's Apollo Beach. Cultural resources include historic and archeological sites, including the Seminole Rest Historic site located on the Indian River Lagoon in the city of Oak Hill.

We look forward to working with the Florida Department of Transportation, the Indian River Lagoon National Scenic Byway Coalition, the City of Titusville and local advocacy groups dedicated to moving this project forward.

Please contact me at 321-267-1110 if we can assist in furtherance of this endeavor.

Sincerely,

Myrna I. Palfrey
Superintendent

TAKE PRIDE[®]
IN AMERICA 



June 9, 2014

Mr. Garry Balogh, District Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Boulevard
Deland, Florida 32720

Re: Indian River Lagoon Scenic Byway

Dear Mr. Balogh:

As an essential and growing stakeholder in the future development and preservation of the area in and around both the Kennedy Space Center and the Indian River Lagoon, Space Florida is pleased to offer its support to efforts to extend the Indian River Lagoon Scenic Byway (IRLSB) beyond Titusville into Volusia County to fully encircle the northern reaches of the Lagoon.

Space Florida is eager to cooperate with local municipalities, counties and regional organizations to further showcase this remarkable demonstration of nature and spaceflight thriving together. It is a relationship cited often as the landmark example of healthy collaboration between high technology activity and healthy, accessible environmental preservation. This legacy is one we must build upon and which will require continued prudence and vigilance in the years to come.

Our long association with the Florida Department of Transportation will only deepen as we embrace this new opportunity to work in cooperation with the Indian River Lagoon National Scenic Byway Coalition, the Cities of Titusville, Mims and Oak Hill, as well as the local advocacy groups in our community on this campaign.

We look forward to working with partners old and new as this process unfolds.

Sincerely,

Frank A. DiBello
President & CEO
Space Florida

sf 14-357-dk-fad

SPACE FLORIDA



GREATER PALM BAY CHAMBER OF COMMERCE

4100 Dixie Highway NE Palm Bay, FL 32905

Phone (321) 951-9998 • Fax (321) 473-8904

www.greaterpalmbaychamber.com

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Wellcare
Peninsula Title
City of Palm Bay

August 29, 2014

Mr. Garry Balogh, District Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Boulevard
Deland, Florida 32720

Dear Mr. Balogh:

We were recently made aware of the opportunity to extend the limits of the Indian River Lagoon Scenic Byway northward from the City of Titusville. This byway extension would allow for the entire lagoon to be surrounded by a Florida Department of Transportation sponsored scenic highway. The Greater Palm Bay Chamber of Commerce is proud to work with the unique resources available for visitors to experience in this part of the lagoon. We believe this extension will help facilitate positive economic progress for a direct benefit to the citizens of Brevard and Volusia County along with adding additional assets to the overall character of the Indian River Lagoon Scenic Byway.

On behalf of the members and board of directors we offer our full support for this designation effort. We look forward to working with the Florida Department of Transportation, the Indian River Lagoon National Scenic Byway Coalition, City of Titusville and local advocacy groups in our community once designation is achieved.

Please let us know how The Greater Palm Bay Chamber can assist in facilitating the implementation of this program.

Sincerely,

Victoria Northrup
President & CEO
Greater Palm Bay Chamber of Commerce



September 5, 2014

Mr. Garry Balogh, District Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Boulevard
Deland, Florida 32720

Dear Mr. Balogh:

We were recently made aware of the opportunity to extend the limits of the Indian River Lagoon Scenic Byway northward from the City of Titusville. This byway extension would allow for the entire lagoon to be surrounded by a Florida Department of Transportation sponsored scenic highway. Our organization is proud to work with the unique resources available for visitors to experience in this part of the lagoon. We believe this extension will help facilitate positive economic progress for a direct benefit to the citizens of Brevard and Volusia County along with adding additional assets to the overall character of the Indian River Lagoon Scenic Byway.

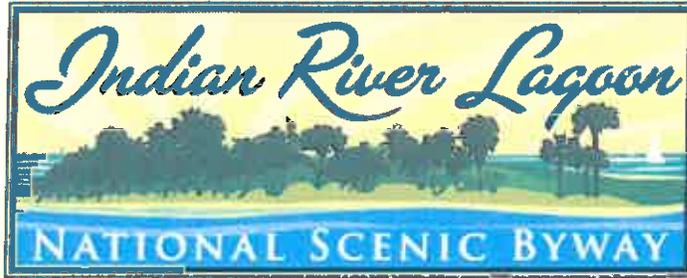
On behalf of the Sebastian River Area Chamber of Commerce we offer our full support for this designation effort. We look forward to working with the Florida Department of Transportation, the Indian River Lagoon National Scenic Byway Coalition, City of Titusville and local advocacy groups in our community once designation is achieved.

Please let us know how our organization can assist in facilitating the implementation of this program.

Sincerely,

A handwritten signature in black ink that reads "Beth L. Mitchell". The signature is written in a cursive style with a large, prominent "B" and "M".

Beth L. Mitchell
President/CEO
Sebastian River Area Chamber of Commerce
700 Main Street, Sebastian, FL 32958
772-589-5969



Garry Balogh, Scenic Highways Coordinator
Florida Department of Transportation – District V
719 South Woodland Boulevard
Deland, Florida 32720

November 1, 2013

Dear Mr. Balogh:

The Indian River Lagoon National Scenic Byway Coalition was recently approached by the City of Titusville to assess our interest in a possible northern extension to our 195 mile byway. As proposed by the City, this extension would surround the northern reaches of the lagoon and connect with the current byway in the vicinity of Titusville. As you know, the City of Titusville is a founding member and long-time supporter of the Coalition's mission. As a result of this request, we have had several discussions with the City's project manager to ensure their commitment to developing the extension request, and their continuing commitment to the long term success of the Coalition.

We have asked the City to update the Coalition as to the status of the extension request process and be allowed to review all draft documents before final submittal to the State's Scenic Highways Advisory Committee so that we may ensure the details proposed will be consistent with the Coalition's overall mission.

We fully support the proposal from the City of Titusville and their partners to seek designation for a northern extension of the byway. If approved, the Coalition will enthusiastically adopt the information pertaining to this extension into our current Corridor Management Plan. We look forward to the addition of new Coalition members including local businesses, private citizens, local government and the federal agencies that have management responsibilities for much of the land adjacent to this extension.

I thank you for your continued support of the Indian River Lagoon National Scenic Byway Coalition and all of its partners.

Tim Ford, President
Indian River Lagoon National Scenic Byway Coalition, Inc.

Cc: Richard Stillwagon, Project Manager
City of Titusville



Harry T. & Harriette V. Moore Cultural Complex, Inc.

P. O. Box 817, Mims, FL 32754

March 25, 2014

Mr. Garry Balogh, District Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Boulevard
Deland, Florida 32720

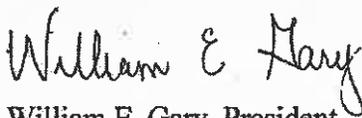
Dear Mr. Balogh:

We were recently made aware of the opportunity to extend the limits of the Indian River Lagoon Scenic Byway northward from the City of Titusville. This byway extension would allow for the entire lagoon to be surrounded by a Florida Department of Transportation sponsored scenic highway. Our Harry T. & Harriette V. Moore Cultural Complex, Inc. Board of Directors is proud to work with the unique resources available for visitors to experience in this part of the lagoon area. We believe this extension will help facilitate positive economic progress for a direct benefit of the citizens of Brevard and Volusia County along with adding additional assets to the overall character of the Indian River Lagoon Scenic Byway.

On behalf of the Moore Cultural Complex Board of Directors, we offer our full support for this designation effort. We look forward to working with the Florida Department of Transportation, the Indian River Lagoon National Scenic Byway Coalition, City of Titusville and local advocacy groups in our community once designation is achieved.

Please let us know how our Board can assist in facilitating the implementation of this program.

Sincerely,


William E. Gary, President



The Old Pineapple Inn
1736 Pineapple Avenue
Melbourne, Florida 32935

February 19, 2014

Mr. Garry Balogh, District Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Boulevard
Deland, Florida 32720

Dear Mr. Balogh:

As a business owner located on the Pineapple Avenue Extension of the Indian River Lagoon National Scenic Byway, I was recently made aware of the ongoing efforts to extend the limits of the byway northward from the City of Titusville. This byway extension would allow for the entire lagoon to be surrounded by a Florida Department of Transportation sponsored scenic highway.

All businesses located throughout this area will substantially benefit economically from this extension and this designation will make a positive contribution to the overall character of the Indian River Lagoon Byway. With the recent downturn in Brevard County's economy that was the result of reductions in the space industry, projects like these help to bring visitors to the region and contribute to ongoing efforts to rebuild the economy in our area.

On behalf of the William H. Gleason House (The Old Pineapple Inn, Bed & Breakfast,) I offer my full support for this designation.

Sincerely,

Celeste M. Henry, Innkeeper
William H. Gleason House
The Old Pineapple Inn, Bed & Breakfast
1736 Pineapple Avenue
Melbourne, Florida 32935



Dixie Crossroads, Inc.

Serving Cape Canaveral's Finest Seafood

October 1, 2014

Mr. Garry Balogh, District Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Boulevard
Deland, Florida 32720

Dear Mr. Balogh:

As a locally owned company in Brevard County, I am providing this letter as evidence of support for the extension of the Indian River Lagoon National Scenic Byway. Extending our scenic highway to include the northern areas of the Lagoon will encompass more of two national treasures than the original configuration included. Canaveral National Seashore and the Merritt Island National Wildlife Refuge are crown jewels in our nation's collection of public lands and should be incorporated as much as possible into the fabric of the Indian River Lagoon Scenic Highway. The northern extension will include two very popular recreational areas within the wildlife refuge: Haulover Canal and the Black Point Wildlife Drive.

The owners and staff of Dixie Crossroads Restaurant have promoted the wildlife refuge and seashore for decades. In fact, many of our patrons dine with us because they have come to visit them. There is a growing core of outdoor providers here that includes entrepreneurs who offer access to kayaking, wildlife photography, wildlife observation and fishing. Promotion of the northern extension of the corridor will further efforts to improve our local economy and create even more opportunity for our citizens and local businesses.

I strongly believe that this northern extension of the Indian River Lagoon National Scenic Byway will help stimulate and facilitate economic progress that will have direct benefit to the citizens of Brevard and Volusia County, and help build community pride through identification and sharing of our unique and scenic corridor.

On behalf of the Dixie Crossroads Restaurant, I offer my full support for this designation.

I appreciate your efforts in recognizing the "Northern Extension" as a Florida Scenic Highway.

Sincerely,
Laurilee Thompson
Co-owner Dixie Crossroads Restaurant

Restaurant: 1475 Garden Street, Titusville, Florida 32796
Phone: 321.268.5000

Messer Construction Corp.

4795 Fay Blvd. Cocoa, FL 32927

PHONE: (321) 632-0074 FAX: (321) 639-8783

October 2, 2014

Mr. Garry Balogh, District Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Boulevard
Deland, Florida 32720

Dear Mr. Balogh:

As a locally owned company in Brevard County, I am providing this letter as evidence of support for the extension of the Indian River Lagoon National Scenic Byway. Extending our scenic highway to include the northern areas of the Lagoon acknowledges the important features and intrinsic resources of the corridor and will further efforts to improve our local economy and create opportunity for our citizens and local businesses.

I strongly believe that this northern extension of the Indian River Lagoon National Scenic Byway will help stimulate and facilitate economic progress that will have direct benefit to the citizens of Brevard and Volusia County, and help build community pride through identification and sharing of our unique and scenic corridor.

On behalf of the Messer Construction Corporation, I offer my full support for this designation.

I appreciate your efforts in recognizing the "Northern Extension" as a Florida Scenic Highway

Sincerely,

Greg Messer



LAW OFFICE OF
KATHLEEN S. MACMAHON, P.A.
WWW.KMGLAWFIRM.COM
KATHY@KMGLAWFIRM.COM

KATHY MACMAHON
ATTORNEY

P.O. Box 1
TITUSVILLE, FL 32781
321-222-7964

SENT VIA EMAIL ONLY TO: Garry.Balogh@dot.state.fl.us.

October 2, 2014

Mr. Garry Balogh, District Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Boulevard
Deland, Florida 32720

Dear Mr. Balogh:

As a locally owned business in Brevard County, I am providing this letter as evidence of support for the extension of the Indian River Lagoon National Scenic Byway. Extending our scenic highway to include the northern areas of the Lagoon acknowledges the important features and intrinsic resources of the corridor and will further efforts to improve our local economy and create opportunity for our citizens and local businesses.

I strongly believe that this northern extension of the Indian River Lagoon National Scenic Byway will help stimulate and facilitate economic progress that will have direct benefit to the citizens of Brevard and Volusia County, and help build community pride through identification and sharing of our unique and scenic corridor.

On behalf of the my law firm, I offer my full support for this designation.

I appreciate your efforts in recognizing the "Northern Extension" as a Florida Scenic Highway.

Sincerely,

Kathleen S. MacMahon, Esq.

October 10, 2014

Mr. Garry Balogh, District Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Boulevard
Deland, Florida 32720

Dear Mr. Balogh:

We were recently made aware of the opportunity to extend the limits of the Indian River Lagoon Scenic Byway northward from the City of Titusville. This byway extension would allow for the entire lagoon to be surrounded by a Florida Department of Transportation sponsored scenic highway. Space Coast Kayak Anglers is proud to work with the unique resources available for visitors to experience in this part of the lagoon. We believe this extension will help facilitate positive economic progress for a direct benefit to the citizens of Brevard and Volusia County along with adding additional assets to the overall character of the Indian River Lagoon Scenic Byway.

On behalf of the SCKA we offer our full support for this designation effort. We look forward to working with the Florida Department of Transportation, the Indian River Lagoon National Scenic Byway Coalition, City of Titusville and local advocacy groups in our community once designation is achieved.

Please let us know how our membership can assist in facilitating the implementation of this program.

Sincerely,

A handwritten signature in blue ink, appearing to read "Chris [unclear]", is written below the word "Sincerely,".

October 11, 2014

Mr. Garry Balogh, District Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Boulevard
Deland, Florida 32720

Dear Mr. Balogh:

As a locally owned company in Brevard County, I am providing this letter as evidence of support for the extension of the Indian River Lagoon National Scenic Byway. Extending our scenic highway to include the northern areas of the Lagoon acknowledges the important features and intrinsic resources of the corridor and will further efforts to improve our local economy and create opportunity for our citizens and local businesses.

I strongly believe that this northern extension of the Indian River Lagoon National Scenic Byway will help stimulate and facilitate economic progress that will have direct benefit to the citizens of Brevard and Volusia County, and help build community pride through identification and sharing of our unique and scenic corridor.

On behalf of Kayaks By Bo Inc., I offer my full support for this designation.

I appreciate your efforts in recognizing the "Northern Extension" as a Florida Scenic Highway

Sincerely,



Thomas A. Altif, President
Kayaks By Bo, Inc.
3 Indian River Avenue #505
Titusville, Florida 32796

October 11, 2014

Mr. Garry Balogh, District Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Boulevard
Deland, Florida 32720

Dear Mr. Balogh:

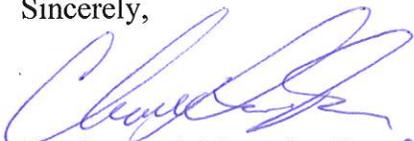
As a locally owned company in Brevard County, I am providing this letter as evidence of support for the extension of the Indian River Lagoon National Scenic Byway. Extending our scenic highway to include the northern areas of the Lagoon acknowledges the important features and intrinsic resources of the corridor and will further efforts to improve our local economy and create opportunity for our citizens and local businesses.

I strongly believe that this northern extension of the Indian River Lagoon National Scenic Byway will help stimulate and facilitate economic progress that will have direct benefit to the citizens of Brevard and Volusia County, and help build community pride through identification and sharing of our unique and scenic corridor.

On behalf of KBB Outfitters, LLC, I offer my full support for this designation.

I appreciate your efforts in recognizing the "Northern Extension" as a Florida Scenic Highway

Sincerely,



Charles Levi, Managing Partner
KBB Outfitters, LLC
410 S. Hopkins Avenue (US 1)
Titusville, Florida 32796



*The Nation's First Memorial & Museum
to Honor Law Enforcement Officers Killed
in the Line of Duty*



AMERICAN POLICE HALL OF FAME & MUSEUM

October 14, 2014

Mr. Garry Balogh, District Scenic Hwy. Coordinator
Florida Department of Transportation
710 W. Woodland Boulevard
Deland, FL 32720

Re: Indian River Lagoon Scenic Byway

Dear Mr. Balogh:

We are aware of the opportunity to extend the limits of the Indian River Lagoon Scenic Byway. This extension would allow for the entire lagoon to be surrounded by a Florida Department of Transportation sponsored scenic highway. The Police Hall of Fame in Titusville is proud to work with the unique resources available for visitors to experience in this part of the lagoon. We believe this extension will help facilitate positive economic progress for a direct benefit to the citizens of Brevard and Volusia Counties along with adding additional assets to the overall character of the Indian River Lagoon Scenic Byway.

On behalf of the Police Hall of Fame, we offer our full support for this designation effort. We look forward to working with the Florida Department of Transportation, the Indian River Lagoon National Scenic Byway Coalition, City of Titusville and local advocacy groups in our community once designation is achieved.

Thank you and please let us know how the Police Hall of Fame can assist in facilitating the implementation of this program.

Sincerely,

Barry Shepherd, CEO

BES/bms

6350 Horizon Dr.
Titusville, FL 32780
(321) 264-0911
Fax: (321) 264-0033
www.apfh.org
policeinfo@apfh.org



WWW.CAPTMARKWRIGHT.COM

October, 22, 2014

Mr. Garry Balogh, District Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Boulevard
Deland, Florida 32720

Dear Mr. Balogh:

As a locally owned company in Brevard County, I am providing this letter as evidence of support for the extension of the Indian River Lagoon National Scenic Byway. Extending our scenic highway to include the northern areas of the Lagoon acknowledges the important features and intrinsic resources of the corridor and will further efforts to improve our local economy and create opportunity for our citizens and local businesses.

The Black Point wildlife drive and Haulover Canal areas of the Merritt Island Wildlife Refuge are especially active with visitors seeking interaction with nature. Fishing, eco-tours and bird watching are some of the largest draws to this

region and likely our best option for economic gain with very little to no additional negative impact on our natural resources.

I strongly believe that this northern extension of the Indian River Lagoon National Scenic Byway will help stimulate and facilitate economic progress that will have direct benefit to the citizens of Brevard and Volusia County, and help build community pride through identification and sharing of our unique and scenic corridor.

On behalf of Captain Mark Wright, I offer my full support for this designation.

I appreciate your efforts in recognizing the “Northern Extension” as a Florida Scenic Highway

Sincerely,

Mark K. Wright

Owner: Captain Mark Wright
905 Cristobal Drive
Titusville, Fl. 32780



October 16, 2014

Mr. Garry Balogh,
District Scenic Highway Coordinator
Florida Department of Transportation
719 W. Woodland Boulevard
Deland, Florida 32720

Dear Mr. Balogh:

As a non-profit economic development organization in Brevard County, the North Brevard Economic Development Zone is providing this letter as evidence of support for the extension of the Indian River Lagoon National Scenic Byway. Extending our scenic highway to include the northern areas of the Lagoon acknowledges the important features and intrinsic resources of the corridor and will further efforts to improve our local economy and create opportunity for our citizens and local businesses.

The Zone strongly believes that this northern extension of the Indian River Lagoon National Scenic Byway will help stimulate and facilitate economic progress that will have direct benefit to the citizens of Brevard and Volusia County, and help build community pride through identification and sharing of our unique and scenic corridor.

On behalf of the Zone, please accept our support for this designation, and thank you for your efforts in recognizing the "Northern Extension" as a Florida Scenic Highway.

Sincerely,

A handwritten signature in black ink, appearing to read "George Mikitarian". The signature is fluid and cursive, with a large initial "G" and "M".

George Mikitarian,
Chairman

Appendix D.

Local Business Database

**Appendix D.
Titusville Area Business Community**

COMPANY	ADDRESS	CITY	ZIP	PHONE	WEBSITE
A Day Away Kayak Tours		Titusville	32780	321-268-2655	www adayawaykayaktours.com
Best Western Space Shuttle Inn	3455 Cheney Highway	Titusville	32780	321-269-9100	
Blue Heron Fishing Charters	510 Alabama Avenue	Merritt Island	32953	321-432-3716	www.blueheronfishingcharter.com
Carrabba's Italian Grill	60 Palmetto Avenue	Merritt Island	32953	321-453-7045	
Casa Coquina Bed & Breakfast	4010 Coquina Ave.	Titusville	32780	321-268-4653	www.casacoquina.com
Dixie Crossroads	1475 Garden Street	Titusville	32796	321-268-5000	www.dixiecrossroads.com
Fairfield Inn and Suites	4735 Helen Hauser Blvd.	Titusville	32780	321-385-1878	www.marriott.com/TXfl
Florida Biplanes & Helicopters, Inc.	475 Manor Drive	Merritt Island	32952	321-392-4125	www.floridabiplanes.com
Hampton Inn	4760 Helen Hauser Blvd.	Titusville	32780	321-383-9191	www.titusville.hamptoninn.com
Jet Ski & Boat Rentals of Cocoa Beach	1872 E Merritt Island Causeway	Merritt Island	32952	321-453-8900	www.cocoabeachjetskirentals.com
Kennedy Space Center & Tours	SR 405	Titusville	32899	866-737-5235	www.kennedyspacecenter.com
Space Coast River Tours	Kelly Park, 2550 Banana River Dr.	Merritt Island	32953	321-652-1052	www.spacecoastrivertours.com
U.S. Space Walk of Fame Museum	4 Main Street	Titusville	32796	321-264-0434	www.spacewalkoffame.com
Victory Casino Cruises	180 Christopher Columbus Dr.	Cape Canaveral	32820	321-799-0021	www.VictoryCasinoCruises.com
Willow Lakes RV & Golf Course	2852 Willow Lakes Ln.	Titusville	32796	321-269-7440	www.willowlakes.com
Bellwood Palms Motel	7503 US 1	Titusville	32780	321-267-7774	
Manatee Hammock Campground	7275 S. US 1	Bellwood	32780	321-264-5083	http://www.nbbd.com/godo/prec/ManateeCamp/
Pizzoni's Pizza	3045 Columbia Blvd, Suite A107	Titusville	32780	321-268-8009	http://www.pizzonis.com/
VietRiver	1817 S Washington Avenue	Titusville	32780	321-600-0880	www.vietriver.com
Kim's Donuts	1800 S Washington Avenue	Titusville	32780	321-269-1402	
Bapa's Bistro	4715 Helen Hauser Blvd.	Titusville	32780	321-383-0200	http://www.bapasbistro.com/
Dogs R Us	4200 S Washington Avenue	Titusville	32780	321-269-9050	
Titusville Playhouse	301 Julia Street	Titusville	32781	321-268-3711	
Greenwood Gallery	1520 Garden Street	Titusville	32781	321-268-3362	
Spaceport USA	405 NASA Parkway	Titusville	32780	321-452-2121	
Titusville Police Athletic League (PAL)	835 Sycamore Street, Suite 2	Titusville	32780	321-268-8771	
YMCA of Brevard County	2100 S. Park Avenue	Titusville	32780	321-385-9622	
Titusville Sailing Club	10 A. Max Brewer Casueway	Titusville	32796		
North Brevard Historical Museum	301 S Washington Avenue	Titusville	32780	321-269-3658	
The Historic 1891 Pritchard House	424 S Washington Avenue	Titusville	32780		
American Police Hall of Fame & Museum	6350 Horizon Dr	Titusville	32780	321-264-0911	www.aphf.org

Appendix E.

IRLNSB Goals and Objectives

**Indian River Lagoon National Scenic Byway
Five Year Corridor Management Plan Update
Updated Goals & Objectives**

January 2011

Goal 1: Protect and enhance the unique resources along the byway.

Objective 1.1 Protect and enhance the byway's natural resources.

- Strategy 1.1.1 Coordinate with property managers along the byway to evaluate whether the Scenic Byway designation can help leverage funding that enables them to achieve their enhancement goals.
- Strategy 1.1.2 Engage property managers and community organizations in collaborative or cooperative volunteer efforts to enhancing natural lands (e.g. exotics removals, native plantings, etc.) along the byway.
- Strategy 1.1.3 Support land acquisition plans (e.g. CARL, EEL) within the region to protect key resources.
- Strategy 1.1.4 Update the comprehensive inventory of intrinsic resources completed in June of 2000 from the Corridor Management Plan Document (Intrinsic Resource Assessment) using best available information that identifies and documents the Byways unique resources.

Objective 1.2 Protect and enhance the byway's heritage resources.

- Strategy 1.2.1 Identify and partner with governmental entities and community organizations interested in the protection, preservation and enhancement of heritage resources along the byway.
- Strategy 1.2.2 Support local partners in their efforts to obtain national/local heritage designations for prioritized resources along the corridor.
- Strategy 1.2.3 Support the efforts of Historic District's along the byway to enhance their visibility through the use of gateway elements, interpretation and streetscape treatments.
- Strategy 1.2.4 Work with municipalities to develop incentives that encourage adaptive re-use of historic structures and promote preservation along the byway.

Objective 1.3 Protect and enhance the byways scenic resources.

- Strategy 1.3.1 Work with local municipalities to develop incentives that encourage scenic conservation within private development.
- Strategy 1.3.2 Advocate for enhanced “scenic overlook” access points throughout the corridor (reference 5.1.2).
- Strategy 1.3.3 Support local efforts to enhance areas along the corridor in which scenic views have been impaired (deteriorated/blighted).
- Strategy 1.3.4 Advocate for developing solutions to reduce visual impacts associated with transmission lines and other utility “annoyances”.

- Strategy 1.3.5 Work with local governments and regulatory or management agencies promoting enhancement of water quality and the aesthetics of the various drainage systems discharging to the Indian River Lagoon.

Objective 1.4 Enhance the byway’s recreational resources.

- Strategy 1.4.1 Work with local governments or other land managers to improve public access through conservation lands throughout the byway.
- Strategy 1.4.2 Work with local governments to provide increased recreational access to the Indian River Lagoon including providing additional passive recreation opportunities for disabled visitors.
- Strategy 1.4.3 Work with strategic partners to identify non-regulatory tools (i.e., grants, volunteer programs, etc.) and incentives to protect and enhance the intrinsic qualities of the byway.
- Strategy 1.4.4 Partner with local community crew organizations to advocate for making the water resources within the corridor a recognized rowing destination. Support local government efforts to implement necessary improvements to develop this recreational opportunity.

Objective 1.5 Emphasize the importance of natural landscape vistas along the byway.

- Strategy 1.5.1 Identify and work toward enhancement of existing tree canopy locations along the byway.
- Strategy 1.5.2 Support local advocates in the drafting of ordinances designed to protect natural vistas along the byway.
- Strategy 1.5.3 Work with advocates to support efforts to create or enhance natural vistas.

Objective 1.6 Support partnerships for community beautification programs.

- Strategy 1.6.1 Advocate for the implementation of beautification programs in areas where no program currently exists.
- Strategy 1.6.2 Support “Adopt-a-Highway” programs and encourage sponsorship or adoption of highway segments along the corridor.

Objective 1.7 Support implementation of the Indian River Lagoon Comprehensive Conservation Management Plan.

- Strategy 1.7.1 Partner with the Indian River Lagoon Program (National Estuary Program/SJRWMD) to publicize and promote implementation of the plan.
- Strategy 1.7.2 Ensure consistency between the goals of the IRL program and the scenic highway.
- Strategy 1.7.3 Advocate for continued funding of the IRL program.

- Strategy 1.7.4 Investigate potential collaborative efforts between NEP and IRLNSB to support corridor initiatives.

Goal 2: Provide a high-quality experience for the byway traveler.

Objective 2.1 Develop a Wayfinding Plan.

- Strategy 2.1.1 Work with local advocates to develop a database of corridor resources including those that may not be visually or directly connected to the byway.
- Strategy 2.1.2 Work with America's Byways Resource Center to identify successful tools for use in Byway Wayfinding efforts.
- Strategy 2.1.3 Seek funding and partnerships to develop and implement a consistent comprehensive Wayfinding master plan for the entire corridor.

Objective 2.2 Develop an interpretive plan that communicates the story of the byway's resources.

- Strategy 2.2.1 Designate "Special Places" by Ruth Stanbridge as the official interpretive guide for IRLNSB-Indian River. Identify funding sources to print additional copies of this document.
- Strategy 2.2.2 Work with regional organizations to identify funding to create a similar field guide for the remainder of the corridor.

Objective 2.3 Develop corridor interpretation systems that meet the varying needs of users of the corridor.

- Strategy 2.3.1 Develop a database of corridor resources (reference 2.1.1).
- Strategy 2.3.2 Identify funding for the creation of a visitors travel itinerary system that is versatile enough to be useful for multiple media (print/electronic) uses.
- Strategy 2.3.3 Interface system with corridor web site as downloadable document.
- Strategy 2.3.4 Create a GPS application tied to the IRLNSB web site as a downloadable electronic navigation tool.
- Strategy 2.3.5 Work with State and local parks, preserves or similar facilities with visitor centers to develop byway interpretation at these visitor centers.

Objective 2.4 Develop non-electronic corridor informational tools.

- Strategy 2.4.1 Ensure current informational tools (i.e., maps, brochures, etc.) are reviewed regularly and updated as needed.
- Strategy 2.4.2 Identify needs and create additional informational tools, as part of an overall marketing plan to ensure the byway traveler has a rewarding visit to the byway.

Objective 2.5 Develop non-regulatory planning tools to provide guidance for public and private development along the byway.

- Strategy 2.5.1 Support local municipalities and business advocacy groups in the development of best management practices and guidelines for landscape maintenance along the corridor.
- Strategy 2.5.2 Advocate for architectural guidelines that provide aesthetic guidance for new structures built along the byway so that future development compliments the established old Florida traditions and does not impact the corridor’s intrinsic resources.
- Strategy 2.5.3 Encourage the creation of “low impact development” principals and strategies to encourage green development practices along the byway.

Objective 2.6 Support the needs of the international traveler.

- Strategy 2.6.1 Work with Visit Florida and local Chambers of Commerce to identify current international traveler trends with relevance to the byway.
- Strategy 2.6.2 Include the information needs of the international traveler in the corridor wayfinding system.
- Strategy 2.6.3 Be sensitive to multi-lingual and cultural issues in any byway projects undertaken.

Goal 3: Leverage byway designation as a tool for economic development.

Objective 3.1 Encourage compatible and complimentary land development uses for the byway.

- Strategy 3.1.1 Work with municipalities and other advocacy groups to support overnight accommodations that enhance the byway experience (e.g. camping, bed & breakfast, hotels etc).
- Strategy 3.1.2 Support local government efforts to develop and implement downtown redevelopment and enhancement programs that complement byway goals and objectives.

Objective 3.2 Partner with local businesses to promote the byway.

- Strategy 3.2.1 Encourage byway “welcome stops” with appropriate local tourist-related businesses that display interpretative information and offer corridor information materials.
- Strategy 3.2.2 Develop promotional materials (e.g. restaurant placemats, fans) that local tourist related businesses can use to encourage byway use.
- Strategy 3.2.3 Develop informational materials (e.g. targeted brochures) that focus on special resource sectors (boating community, fishing community, marinas, land-based resources).

Objective 3.3 Promote unique recreational opportunities found along the byway.

- Strategy 3.3.1 Support all Indian River Lagoon birding marketing campaigns that highlight various “hot spots” found along the corridor.
- Strategy 3.3.2 Adopt a “mascot” as a spokes-figure for the corridor.
- Strategy 3.3.3 Work with other government/interest groups to promote special interests (fishing, hunting, boating, sailing, antiques etc).
- Strategy 3.3.4 Solicit special interest magazines to publish related tourism articles regarding the byway.
- Sponsor a byway-lead regional/statewide event utilizing the resources of the byway (e.g. geo-caching, boating, and cycling).

Objective 3.4 Develop community educational programs.

- Strategy 3.4.1 Develop a series of educational tours of the corridor targeted towards retirement communities with box lunch and speaker.

Goal 4: Ensure the long term success of the Advocacy Group.

Objective 4.1 Support applications for National Scenic Byway designation for both the Fellsmere and Pineapple Ave extensions.

- Strategy 4.1.1 Work with FDOT Scenic Highway Coordinator to identify requirements for application.
- Strategy 4.1.2 Develop designation update request package for submittal.

Objective 4.2 Consider requests for extensions to the national Scenic Byway that are consistent with and enhance the implementation of the goals and objectives of the Indian River Lagoon National Scenic Byway Coalition and enhance the visitor experience.

- Strategy 4.2.1 Work with FDOT Scenic Highway Coordinator to ensure that any proposed extensions are eligible for inclusion.
- Strategy 4.2.2 Develop a designation update request package for submittal.

Objective 4.3 Ensure the successful completion/submittal of FSHP end of year reports, Florida Department of State Incorporation and IRS filings.

- Strategy 4.3.1 Develop tracking spreadsheet that monitors due dates, fees and submittal requirements.

Objective 4.4 Maintain an organizational structure that assures the long term success of the advocacy group.

- Strategy 4.4.1 Establish a working committee that assesses organization needs on a yearly basis.
- Strategy 4.4.2 Committee to bring prioritized recommendations to Boards for consideration.

Objective 4.5 Establish working groups (committees) that focus on strategic planning for the group.

- Strategy 4.5.1 Each committees to establish mission statement.
- Strategy 4.5.2 Committees to meet on monthly basis.
- Strategy 4.5.3 Committees to establish prioritized needs and develop recommendation for implementation.
- Strategy 4.5.4 Committee reports to be standing item on Board meeting agendas.

Objective 4.6 Create a corridor marketing plan to increase membership, attract financial support and educate those not familiar with designation.

- Strategy 4.6.1 Identify funding to contract with specialists qualified to develop a marketing plan that showcases the region and its resources.
- Strategy 4.6.2 Based on recommendations seek funding to create the needed marketing materials.

Objective 4.7 Embrace the FDOT District Five Accreditation concepts.

- Strategy 4.7.1 Develop a Board Operations Manual consistent with FDOT District V “Accreditation” guidelines to help maintain organizational vitality and continuity.
- Strategy 4.7.2 Maintain a 1-Year and 3-Year operating budget.

Goal 5: Promote safe, multi-modal access to the byway and its resources.

Objective 5.1 Identify existing access points to the various resources along the corridor and improve access where needed.

- Strategy 5.1.1 Develop a database of current resource access points and identify areas lacking access.
- Strategy 5.1.2 Work with local municipalities to identify additional viewing locations (with safe pull-off access) along the byway.
- Strategy 5.1.3 Advocate for the establishment of a needs list and seek funding to provide enhanced access to corridor.

Objective 5.2 Identify needed highway safety improvements and implement reasonable engineering solutions (i.e., traffic calming, pedestrian crossings, etc.).

- Strategy 5.2.1 Partner with FDOT and local government to evaluate pedestrian safety along the corridor.
- Strategy 5.2.2 Work with FDOT, local government and the appropriate TPO/MPO to prioritize traffic and pedestrian safety issues and consider appropriate solutions.
- Strategy 5.2.3 Advocate FDOT to permit Context Sensitive Solutions for corridor improvements.

Objective 5.3 Ensure that the byway is properly recognized in regional planning documents.

- Strategy 5.3.1 Review the comprehensive plans for the two corridor extensions to ensure that FSH program requirements have been met.
- Strategy 5.3.2 Advocate for project funding in the TPO/MPO's long range transportation plan.
- Strategy 5.3.3 Promote inclusion of IRLNSB goals and objectives in local government comprehensive growth management plans, community redevelopment area (CRA) plans and similar planning documents.

Objective 5.4 Partner with regional trails managers (trails, walkways, bikeways) to ensure regional access, and connectivity.

- Strategy 5.4.1 Support trails, walkways, bikeways development initiatives throughout the corridor.
- Strategy 5.4.2 Meet with trails managers to encourage development of a "trails overlay" of the byway to identify critical linkages and weaknesses.
- Strategy 5.4.3 Meet with trails managers to collaborate/cooperate on achieving common goals and objectives.

Objective 5.5 Establish “Blueway” partners.

- Strategy 5.5.1 Meet with Blueway advocates identifying existing resources and needs.
- Strategy 5.5.2 Advocate for funding to enhance current blueway resources and additional needs.

Goal 6: Develop strong grassroots support for the byway

Objective 6.1 Provide decision makers with a clear understanding of the byway resources and the mission of the CME.

- Strategy 6.1.1 Ensure decision makers are on CME contact lists. Review the contact list annually to ensure the list is current.
- Strategy 6.1.2 Annual bus tour should consider involving newly elected officials with decision making authority over the resources.
- Strategy 6.1.3 Develop briefing materials (i.e., fact sheets, informational pamphlets, photo logs, etc.) to be provided to decision makers so they better understand the corridor resources and value to the community.

Objective 6.2 Get the word out to the community.

- Strategy 6.2.1 Identify and participate in local community events that increase visibility of the corridor.
- Strategy 6.2.2 Create a speakers bureau of members willing to speak on behalf of the corridor.
- Strategy 6.2.3 Develop educational materials consistent with the information needs of the community (e.g. electronic, printed, language) to be used as educational tools.
- Strategy 6.2.4 Partner with local chambers to ensure that educational materials produced are made available to the community as appropriate.
- Strategy 6.2.5 Seek out funding opportunities to support the development and distribution of corridor educational materials.

Objective 6.3 Develop and reestablish partnerships with organizations having similar mission and/goals along the byway.

- Strategy 6.3.1 Identify target organizations.
- Strategy 6.3.2 Implement cross-memberships and participation.
- Strategy 6.3.3 Support similar efforts through letters of support and advocacy when needed advocacy.

Objective 6.4 Increase participation in Byway events.

- Strategy 6.4.1 Create and maintain an existing membership list that offers a balance of interests including private, commercial, municipal and elected members.
- Strategy 6.4.2 Ensure notice of byway events is distributed to membership.

- Strategy 6.4.3 Create membership invitation package and identify rewards for membership.