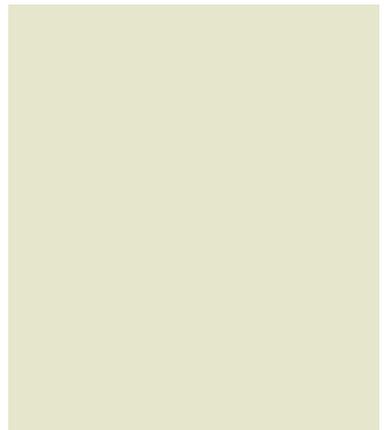


CHAPTER 7 . SUMMARY & CONCLUSION



Titusville - 'A Trail Town'

TITUSVILLE - 'A TRAIL TOWN'

The first step for Titusville is to organize a Trail Town Action Team and begin to call Titusville a “trail town”; and then strive to live up to that title. The steps in doing so have been outlined over the last several months, include both a business attraction strategy as well as visitor attraction strategy, and are outlined in this report.

Essential to a successful trail town is the recognition that the visitor is also a potential business owner or resident. With that understanding, the business attraction strategy integrates cleanly with tourism marketing.

The Top 20 projects are to be started immediately with the formation of the Trail Town Action Team. There are a variety of project types offering an opportunity for all community members to get involved.

Several of the Top 20 projects are ‘low hanging fruit’ and can be started in cooperation with existing Titusville organizations and with small budgets. An example project is promoting and hosting community bicycle rides along the trail and the trail-to-town route. This will get the public to begin to see Titusville from a cyclist’s view and get people on the street using the system.

The first infrastructure project recommended is to sign the gateways and the trail at the approaches to Titusville, quickly followed by constructing the trail-to-town route along Martin Street. The trail-to-town route includes the crossing signal at Diamond Street and Central Avenue. Many of the other marketing, business and promotional efforts could be developed simultaneously during this first year to complete the Top 20.

Successful Trail Towns increase economic opportunities for existing businesses, attract new businesses and investors; create safe routes for pedestrians and bicycles; provide for ‘Complete Streets’ in the community; promote outdoor recreation, healthier lifestyles and create a welcoming and friendlier community. People begin again to see each other face to face- outside of the car windshield- and begin to socialize with their neighbors, students, visitors, and tourists.

Social and Economic Benefits - A walk-able and bike-able community offers multiple transportation choices to all citizens regardless of age, ability, or socio-economic status; provides for healthier travel choices (walking and bicycling); and, increases access to employment centers and community resources.

Implementing the recommended trail town projects will improve Titusville’s public streets for walkers, cyclists, and motorists and create a safe and attractive corridor to welcome trail users and visitors to Titusville’s restaurants, shops, services and attractions.

Trail Towns also add value and benefit to the entire City:

- » Trail Towns are places with a high quality of life, where people want to live, work, and visit. Community redevelopment is focused on street corridors and community spaces: outdoor eateries, sidewalk cafes, town centers, and gardens spaces. Trail town projects add value and improve the safety, and the aesthetic to the streets.
- » Trail Town welcomes walkers, hikers, and cyclists by providing safe accommodations for travel and encouraging people to bike and hike for transportation and recreation.
- » Encouraging bicycling and walking is a simple way towards improving public health. With more people cycling and walking communities experience reduced traffic demands, improved air quality and greater physical fitness.
- » Building such a community can translate into a more connected, physically active, and environmentally sustainable community that enjoys increased property values, business growth, increased tourism, and more transportation choices for citizens.

Titusville already has the tree lined streets, handsome historic buildings, natural scenic beauty and access to a plethora of historical & cultural resources that make it attractive. Becoming a trail town and a bicycle friendly community will only add value to the City as a complete community and a great place to live, work, and play.

The Next Step

- » *Complete a detailed engineering plan for the bike route and the trail-to-town route*
- » *Design and install the gateway and wayfinding signs*
- » *Implement the marketing and business expansion plans*



The Mackin-McCollom team would like to thank all of the volunteers, agencies and public officials who provided ideas, guidance and leadership to this master plan project.

Titusville is poised to become a successful Trail Town, but to realize the benefits of such a designation, implementation must quickly follow. We urge the Titusville Trail Town Action Team to complete a detailed engineering plan for the bike route and trail-to-town route, gateway and wayfinding signs, and begin the marketing and business expansion plans. Momentum will continue to grow as these projects are completed.

We would welcome any future opportunities to work with Titusville in the implementation of the projects. We look forward to Titusville's success - as a complete community and vibrant trail town.

Sincerely,

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