



PRESS RELEASE

FOR IMMEDIATE RELEASE
June 30, 2016

RESPONSE TO COMMUNITY INPUT ABOUT THE SANFORD DOWNTOWN / WATERFRONT CATALYST SITE

SANFORD, FL – The Sanford Waterfront Partners (SWP) in conjunction with Littlejohn, Inc. (Littlejohn) recently posted a link on several media outlets for the community to share their thoughts on the proposed development. The survey style link was tailored to solicit the community's views and comments regarding the preliminary master plan presented to the City of Sanford City Commission and general public at the June 13th Regular Commission Meeting. The SWP have compiled the following summary of responses to answer the "Top 10" trending concerns:

1. The overall intent of the development project is to energize and revitalize downtown, which will positively impact the economic growth of the City of Sanford. People will want to come to the newly developed waterfront retail shops, restaurants and cafes. The new residences and bustle of leisure spending activity will be beneficial to the existing small businesses in the downtown area that provide local products and services.
2. The current architectural rendering of the tower overlooking the lake, as well as, all of the commercial, mixed-use and residential buildings are conceptual drawings created for the master plan only. These concept designs illustrate a range of ideas for approaching the development. Our team of award-winning architects and designers intend to create a final design for all the buildings that will be sensitive to the historic style, charm and context of downtown Sanford.
3. Rooftop amenities are being explored as options to incorporate into the final design. We want our designs to take advantage of the lake view as best as possible, as well as, be inviting places for people to have alternative options for gathering socially.
4. Understanding that the waterfront is a beautiful and a huge asset to Sanford, our architectural designs will not infringe on the view of the lake. The appropriate

orientation, configuration and height of the buildings will minimize any blocking to the waterfront views.

5. Although the control of midges, commonly known as “blind mosquitoes”, can be difficult, the SWP will look at control measures such as alternative outdoor lighting to reduce attraction at night, outdoor air circulation and reintroducing aquatic plants along the shoreline to help minimize the nuisance of midges along the waterfront. We also intend on working closely with County and City officials to manage this issue.
6. As it relates to the affordability of the residential units and commercial spaces, this project is more than a redevelopment plan for downtown. It’s really an economic and community development plan for the entire city that includes a comprehensive focus on downtown. The intent is to attract young urban professionals and people entering new stages in their life that are looking for live-work-play options in a small, vibrant historic downtown that offers close proximity to dining, shopping, entertainment and outdoor recreation.
7. The emphasis on pedestrian-friendly streets and a walkable community will make downtown Sanford a celebrated destination, create a sense of place and promote economic development. Streets, plazas, parks and waterfronts will be fun, festive, secure, convenient, efficient, comfortable and welcoming places for the public to browse the neighborhood.
8. As we work to achieve pedestrian-friendly streets and a walkability community, it is important to recognize how parking strategies influence pedestrian-oriented design. Keeping in mind that flexibility and innovative thinking is a key factor for the creating economic growth, several ideas that have worked in other urban renewal projects are being considered as viable options for satisfying the parking needs. We will be working closely with the City, the County and our parking consultants to present the best parking solution.
9. Aesthetically pleasing security measures and crime prevention principles will be incorporated into the new design of the buildings and public spaces. The approaches being considered will enhance the quality of life for building occupants and the surrounding community and will be seamlessly incorporated within the new development.
10. In our marketing efforts for the new development, the emphasis for attracting new residents and new businesses to Sanford will be a quality-of-life difference with a “hometown feel”, live-work-play options, investment opportunities, accessibility to the beautiful Lake Monroe and St. Johns River, and geographic proximity to Orlando, theme parks and beaches, regional airports and medical center. This project will not be “just another cookie cutter development.”

About Sanford Waterfront Partners

www.facebook.com/SanfordWaterfrontPartners

About Torre Companies

<http://www.torrecompanies.com>

<https://www.facebook.com/Torrecompanies>

<https://twitter.com/torrecompanies>

About R.J. Heisenbottle Architects

www.rjha.net

www.facebook.com/RJHeisenbottleArchitects

<https://twitter.com/HeisenbottleArc>

About Dover Kohl & Partners

www.doverkohl.com

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About City of Sanford

Sanfordfl.gov

[City of Sanford Facebook page](#)

<https://twitter.com/OfSanford>

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