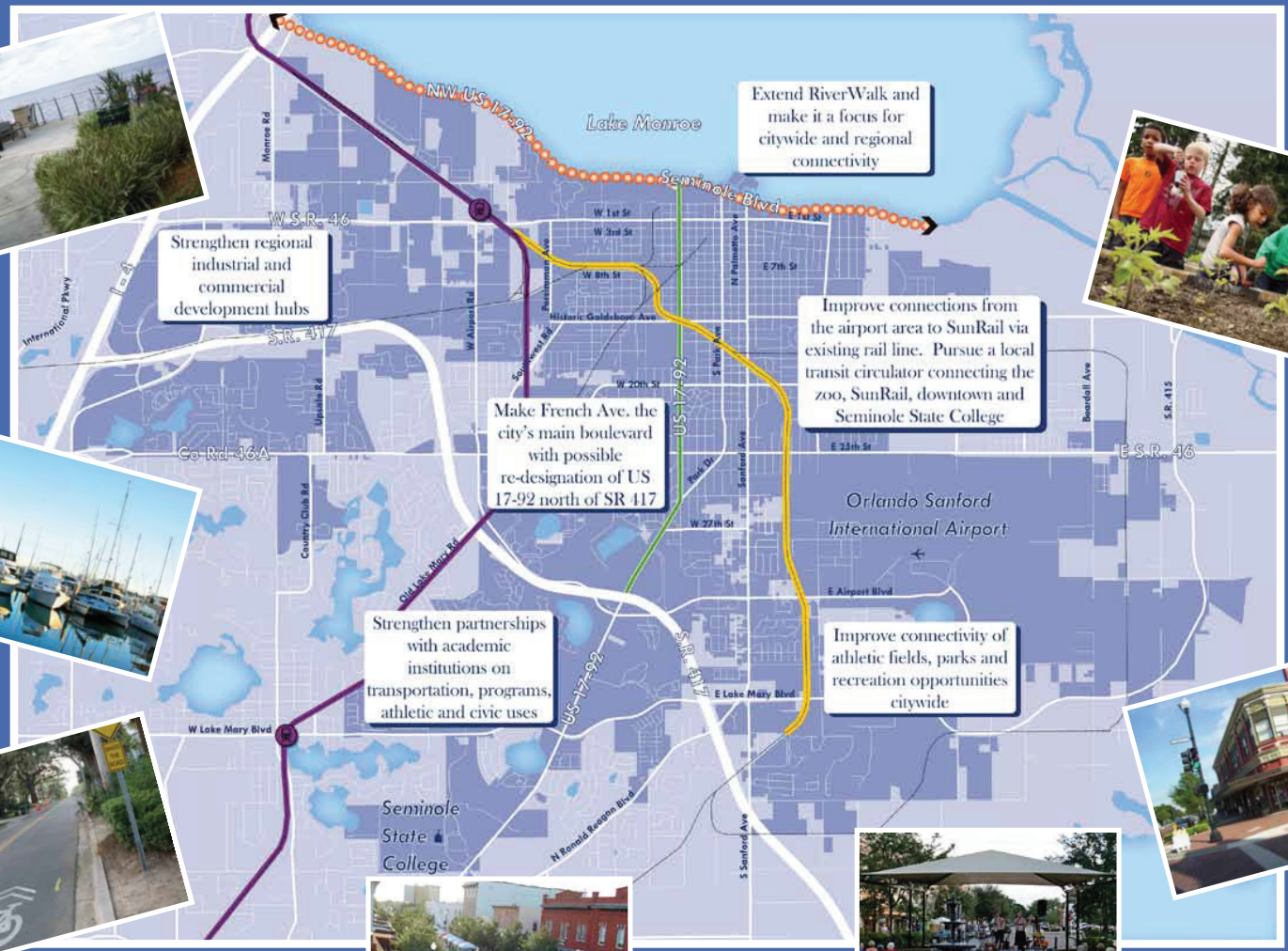
## 1. Unify Downtown & the Waterfront

- Enhance transportation connections between the downtown Sanford area and Lake Monroe
- Provide increased commercial and recreational opportunities along the waterfront
- Increase public events located near the shore
- Redevelop Marina Island to increase public use and entertainment options
- Increase the diversity of the downtown housing stock

## 2. Improve Connectivity

- Establish and support a cohesive bicycle route network that connects municipal assets with local neighborhoods
- Improve transit facilities to better link and access the Central Florida Zoo and Botanical Gardens, the SunRail station, downtown, and Seminole State College

- Collaborate with Lynx, Seminole County, and community institutions to establish an improved transit network
- Highlight the French Avenue corridor as the gateway entrance into the City by redesignating US 17-92, north of the SR 417 toll road
- Create a public bicycle and pedestrian trail around the edges of Lake Monroe



## 3. Promote the Distinct Culture

- Market the City as a destination for music, art, performing arts, and food diversity
- Promote events that are inclusive of all parts of the City and that reflect its historic riverfront character

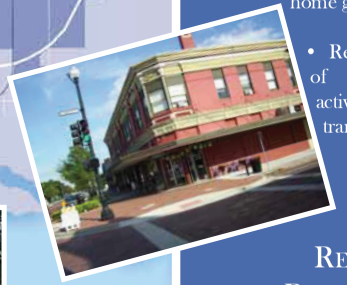
## 4. Build Capacity for Civic Leadership

- Increase opportunities for public involvement for residents from all walks of life
- Encourage new residents and young families to participate in public discussions and in leadership

- Improve communication with local community institutions in matters related to transportation, public health, recreation, and the performing arts

## 5. Redevelop and Revitalize Disadvantaged Communities

- Redevelop vacant, low-income housing developments in Goldsboro and Georgetown to promote a mixture of housing types
- Perform community health assessments prior to new development reviews or comprehensive plan changes
- Increase accessibility to healthy and fresh foods through food cooperatives, farmers markets, and home gardens



- Reduce the occurrence of health risks by active lifestyles and transportation access

## 6. Update the Regulatory and Policy Framework

- Modernize the City of Sanford's Comprehensive Plan and Land Development Code documents to reflect the proposals made by Imagine Sanford
- Refocus the City's development strategy
- Revise zoning codes and developer incentives to increase mixed-use downtown development
- Diversify residential zoning around the SunRail station

# IMAGINE SANFORD

RECOGNIZE THE PAST • KNOW THE PRESENT • ACHIEVE THE FUTURE

## VISION STATEMENT

As a community with a uniquely diverse and historic character, Sanford will thrive by creating a place-based economy* that supports an open, highly connected community with a vibrant, entrepreneurial ethic. That economy will be centered on authentic and accessible gathering places, quality neighborhoods, attractive focal points and corridors, and a functional multimodal transportation network that supports economic activities serving the region and sustaining the community. Its waterfront and historic downtown give the City of Sanford its identity. Its neighborhoods and institutions give the City its character and sense of purpose. Its transportation network and hubs offer the economic opportunity to make Sanford a desirable destination for all as a place to live and thrive.

Through broad-based dialogue in various forums over the past year, the community defined the values of Character, Culture, Connections and Commerce to guide the development of the City of Sanford Vision and Strategic Plan. Together those values foster a place-based economy* for Sanford that reflects its authentic and historic character, good transportation accessibility, distinctive cultural presence and its function as a regional destination.

*Place-based economic development is guided by the premise that a local economy must be developed as an appropriate response to the opportunities and limitations of a particular place.

## KEY ACTION ITEMS

The items provided below outline a few of the actions the City needs to take to help shape Sanford's future.

| THEME | ACTION ITEM |
|---|---|
| Unify Downtown & the Waterfront | Develop and deliver a targeted marketing strategy and brand building upon the City's unique cultural character: music, art, performing arts, foodies, historic river town, etc. |
| Unify Downtown & the Waterfront | Provide destinations along the waterfront - restaurants, retail, and entertainment. Create plazas and public spaces where people can enjoy being outdoors in a vibrant community environment. Strengthen wayfinding and streetscape programs to ensure visibility and access. |
| Unify Downtown & the Waterfront | Redevelop Marina Island into a waterfront destination. Provide additional day slips at the marina to encourage day boaters. Begin holding more water-based events such as sailing regattas on Lake Monroe. |
| Improve Connectivity | Improve connections to transit - connect the downtown, SunRail station, and airport. Establish a local circulator transit system that provides higher frequency connections between SunRail, downtown, Seminole State College, and other points. |
| Improve Connectivity | Re-route (re-designate) US 17-92 from north of SR 417 to allow French Avenue to function as a welcoming community gateway. |
| Improve Connectivity | Develop a bicycle and pedestrian master plan - identify gaps and barriers in the network, and define strategies and treatments for safe, convenient and comfortable access to destinations citywide. The master plan should include connections to regional facilities and identify programs focusing on education, encouragement, and enforcement. |
| Build Capacity for Civic Leadership | Establish regular dialogue with community institutions, including Seminole State College, Orlando Sanford International Airport, Central Florida Zoo and Botanical Gardens, and Central Florida Regional Hospital to work collaboratively on shared projects, with particular emphasis on transportation, community health, recreation and athletic events, and the performing arts. |
| Redevelop & Revitalize Disadvantaged Communities | Work closely with community leaders, neighborhood residents and institutional partners on targeted redevelopment efforts (HUD properties) to improve housing quality and character, add lighting and streetscape features to improve safety and livability. |
| Update Regulatory & Policy Framework | Revise zoning codes citywide. Allow/facilitate upper floor residential uses in downtown. Encourage multi-family housing options elsewhere in the downtown area. Create regulatory policies for property maintenance and form-based codes for new development. |

IMAGINE SANFORD

# CITYWIDE VISION & STRATEGIC PLAN

August, 2013

## INTRODUCTION

Imagine Sanford is a community-based vision supported by a strategic plan that will shape Sanford's future. The vision emerged through engagement with City staff, the Community Visioning and Strategic Plan Steering Committee, government officials, community-based organizations and from institutions such as the Central Florida Zoo and Botanical Gardens, Orlando Sanford International Airport and Seminole State College. An extensive community engagement process helped to define the vision and strategic plan, starting with shared community values endorsed by the City Commission, a citywide vision for Sanford's future, and specific strategies, steps and time frames to achieve the vision.

The six themes presented on the inside panels will guide the City of Sanford's specific initiatives citywide, and form the basis of a strategic plan to be adopted by the City Commission. The six themes reflect the consensus of the Imagine Sanford Steering Committee, input from diverse community organizations and the public throughout the year-long process. The bullet points listed inside for each theme reflect a range of identified strategies and are not meant to be inclusive of all vision elements.

## BACKGROUND CONTEXT

Sanford is a historic city with an attractive lakefront and vibrant historic downtown. It has a distinctive culture and character and is renowned for its performing and cultural arts. A clear and well defined vision can shape a community's future. With a strategic plan in place, the City is embarking on a path toward economic sustainability, equity and a high quality of life. Imagine Sanford and all of its possibilities.

## FOR MORE INFORMATION

please visit the website WWW.IMAGINESANFORD.COM

or contact Thomas George, Deputy City Manager at (407) 688-5086 or thomas.george@sanfordfl.gov

SANFORD FLORIDA -1877-