

US 17-92

CRA 2006 CORRIDOR STRATEGY
Casselberry/Winter Springs Sub-District

US 17-92 serves an important function as a **MAIN STREET and REGIONAL CONNECTION**, and can contribute more to the community **THROUGH LANDSCAPING...and INTERACT WITH THE PUBLIC realm it creates.**

Wedge Park

Opportunities for land purchase should be considered for additional parks and plazas that would contribute to creating a sense of community.



Lake Talmo

The Lake Talmo site is predominately built, with many individual owners. However, the assembly of parcels provides an opportunity for the redevelopment of many parcels. Its location is directly located on US 17-92 with access to the adjacent residential.



Lake Irene

The Lake Irene site is currently vacant, between existing single-family residential areas and an aging shopping center. Its strategic location near the intersection of US 17-92 and State Road 434 provides good regional access, and as surrounding properties redevelop they allow opportunities for connection without reliance on US 17-92 and 434.



Spring Hammock Median

The spring hammock area is a natural preserve located along the corridor and has been bisected by US 17/92. This concept only includes the median with native landscape plantings.

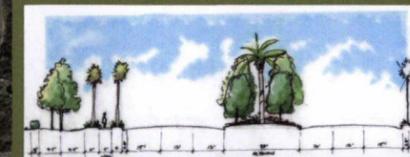


US 17-92 Streetscape Options

Option A for the Casselberry/Winter Springs Sub-District includes moderate median plantings, a five foot sidewalk, irrigation and street lighting. This covers a little more than 3 1/4 miles.



Option C includes lush median plantings, a five foot sidewalk, irrigation and street lighting. This covers a little more than 3 1/4 miles.



ACTION PLAN

Tools	Suggested Action/Strategy	Timing	Lead Organization
marketing	Develop a retail marketing plan targeting 2 audiences: <i>Developer:</i> To promote available sites and market support to retail developers. <i>Retailer:</i> To promote available retail space and market support to appropriate retailers	MT	CRA Coordinator
	Attract a greater array of convenience goods and services, such as drug stores, food stores and fitness centers, to support the growing residential and office populations.	MT	CRA Coordinator
financial incentives	Improve the current Façade program • Create a better process for business owners to better utilize the program, review the Apopka CDBG façade grant	ST	CRA Coordinator
	Expand existing rehabilitation tax credit program to include the newly created mixed use district areas and achieve the following: • Retention of the scale of existing buildings that have been identified as reorganize in the three lens strategy Encourage the development of new retail centers to strengthen the convenience goods and services trade as identified in the three lens strategy as redevelop	LT	CRA Coordinator
investment	Opportunities for land purchase should be considered for additional parks, plaza's that would contribute to creating a sense of community	O	RPA, CRA Coordinator
urban design	Concurrent efforts for streetscape with FDOT, PD& E study	O	CRA, Public Works, Unincorporated Seminole County
	Work with FDOT on streetscape within the corridor as illustrated in the implementation section	LT	CRA, Public Works, Unincorporated Seminole County
	Additional street network opportunities that provide alternate routes from 17-92	LT	City and County Public Works and Transportation Engineering
zoning	Reduce the number of used car lots in favor of interim uses that support retail by implementing newly adopted regulations of motor vehicle sales and rental lots by implementing distance requirements for these uses	ST	Current Planning Cities: Lake Mary, Winter Springs, Casselberry Unincorporated Seminole County
	Create a streamlined process for applicants adhering to the framework principles of the corridor strategy	ST	CRA, Current Planning Cities: Lake Mary, Winter Springs, Casselberry Unincorporated Seminole County
	Allow for shared parking facilities, reduction of parking required and modifications to landscape standards for parcels that are making improvements to the property. Standard provisions to LDC should be flexible for reinvestment in the corridor. Complete redevelopment would not need this	ST	Current Planning Cities: Lake Mary, Winter Springs, Casselberry Unincorporated Seminole County
	Create an amortization schedule for non compliant signs, provide a range of dates to commit to the new standards that are flexible for the business owners	MT	Current Planning Cities: Lake Mary, Winter Springs, Casselberry Unincorporated Seminole County
	Establish build to lines that require buildings to front US17-92 and limit parking lots in the front of the buildings.	MT	Current Planning Cities: Lake Mary, Winter Springs, Casselberry Unincorporated Seminole County
	Enhance the landscape requirements	MT	Current Planning Cities: Lake Mary, Winter Springs, Casselberry Unincorporated Seminole County
	Increase the height standards in areas that are buffered from single-family residential utilizing the methodology provided in the implementation section	MT	Current Planning Cities: Lake Mary, Winter Springs, Casselberry Unincorporated Seminole County
	Implement Corridor wide Signage standards that prohibit pole signs, limit the amount of signage permitted	MT	Current Planning Cities: Lake Mary, Winter Springs, Casselberry Unincorporated Seminole County
comprehensive planning	Undertake a land use and urban design study for the corridor	O	RPA
	Adopt the Corridor Strategy Plan	ST	City Commission, County Commission
	Implement a new land use category that allows for mix use development in strategic areas along the corridor with an increase of height and intensity at appropriate locations	ST	Long Range Planning Cities: Lake Mary, Winter Springs, Casselberry, Unincorporated Seminole County
	Study the corridor to identify opportunities and strategies for converting some of the large land holdings from auto related uses to community oriented retail (drugstores, café's, etc.) to serve the adjacent residential areas and proposed residential	MT	Long Range Planning Cities: Lake Mary, Winter Springs, Casselberry, Unincorporated Seminole County
Designate US 17-92 as a concurrency exception area	MT	Long Range Planning, Cities: Lake Mary, Winter Springs, Casselberry, Unincorporated Seminole County	

O - Ongoing
ST - Short Term (immediately or within one year)
MT - Mid Term (within one and three years)
LT - Long Term (within three and five years)

History

US 17-92 is one of the most significant commercial corridors in Seminole County. It is the County's "Main Street," the only at-grade roadway that traverses the entire County on its north-south axis. The physical, economic and functional condition of the US 17-92 corridor has a great effect on the citizens of several communities.

The US 17-92 Corridor is an important road and an important place in Seminole County. It is one of the three "target areas" for economic development as identified in the Seminole County Economic Development Strategic Plan. It is the main roadway that connects the entire central part of the County, and it is an underutilized community resource that can enhance the visual image, the economic performance and the livability of Seminole County. It is a place where redevelopment can be accomplished and encouraged.

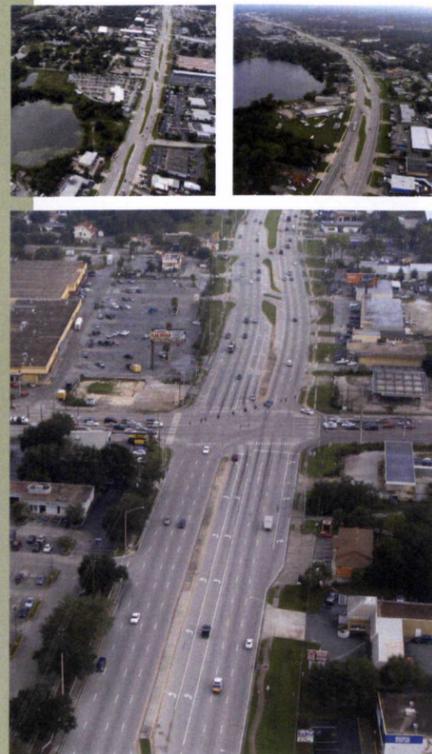
The US 17-92 Corridor Redevelopment Plan, adopted by the County and the participating cities in 1997, contains goals and objectives related to land use planning, infrastructure and services, land development regulations, economic development, housing and aesthetic design. The updated master plan for the CRA for each Sub-District within the CRA has been underway with the Fern Park Subdistrict in 2004, to the remaining Sub-Districts in 2006—Casselberry/Winter Springs, Lake Mary/Sanford and Historic Sanford.

Corridor Strategy Plan

The Corridor Strategy Plan for each Sub-District focused on both private and public investment for the corridor identifying key locations for redevelopment and key areas for additional public investment. The Map identifies the suggested improvements by public investment dollars and potential private investment. The framework principles were established to identify the sub-districts strengths, limitation and opportunities which provide a framework for the corridor strategy. The action plan identifies specific opportunities and constraints for redevelopment of the corridor.

Purpose

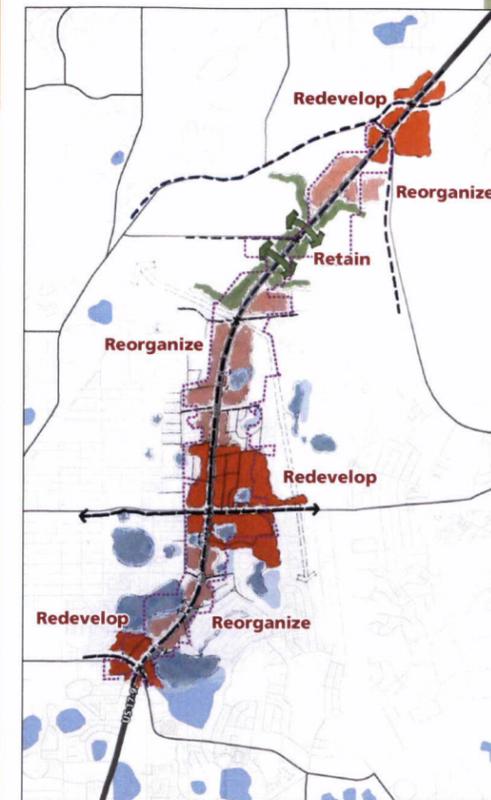
The purpose of this study is to identify the problems and obstacles to redevelopment in the Casselberry/Winter Springs Sub-District and to create a Redevelopment Strategy based on a collective vision for the area. The plan will identify redevelopment opportunities and public investment for the Community Redevelopment Agency (CRA), County and the participating cities within the Sub-District.



US 17-92

CRA 2006 CORRIDOR STRATEGY
Casselberry/Winter Springs Sub-District

US 17-92 is considered to be **ONE OF THE MOST SIGNIFICANT commercial CORRIDORS** in Seminole County...



The mission for the CRA is to **REALIZE** the full **ECONOMIC** and **FUNCTIONAL POTENTIAL** of the US 17-92 corridor ...and **ENHANCE THE COMPETITIVENESS**.

Redevelopment Plan

The objective of a redevelopment plan is to improve the character of the built environment by creating a strategy. The strategy includes looking at the existing fabric of the built environment, its physical context and the obstacles that impede redevelopment. A redevelopment plan should not prescribe one way to change an entire area, but focus on an approach that identifies areas within the corridor that may need a different strategy within the overall plan. The three lens strategy suggests viewing the study area in three different ways: **retaining** existing fabric and revitalizing it, **reorganizing** current development to allow it to function more effectively in its context, and **redeveloping** key areas. A three-lens strategy evaluates an area by physical constraints, market conditions and availability of land to redevelop in a way that will serve as a catalyst for the entire corridor.

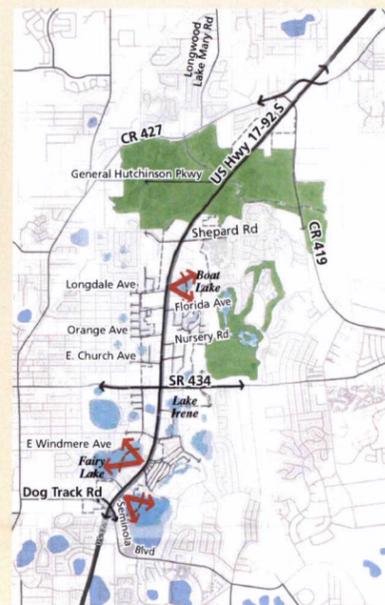
The greatest initial opportunities for redevelopment in the Casselberry-Winter Springs Sub-District are at the corridor's major intersections with US 17-92, namely Dog Track Road/Seminola Boulevard, State Road 434, and State Road 419/Silkwood Court. Presently the character of the area is largely determined by the nature of the development along US 17-92, although at these key corners land is especially underutilized.

The redevelopment of a site will require infrastructure improvements, master site plan designs and an access management strategy. Key sites could provide a guide to reinvestment through design elements and potential return of investment for the CRA.



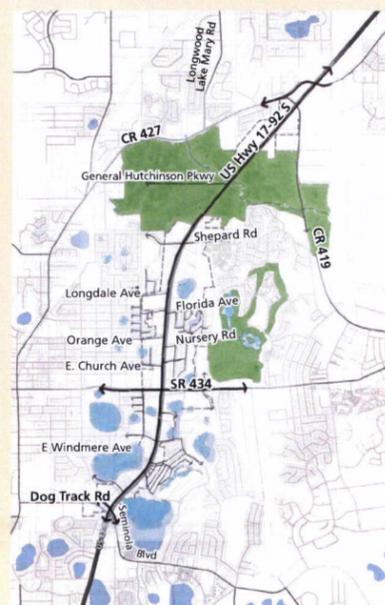
FRAMEWORK PRINCIPLES

The following principles were established to identify the sub-districts strengths, limitations and opportunities which provides a framework for the corridor strategy. The establishment of the framework principles is necessary to help create an overall corridor plan consistent with the input from the various stakeholders involved throughout the process.



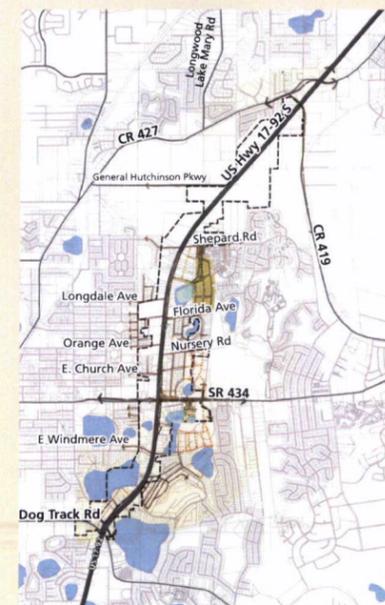
Celebrate Lakes and Public Views

The abundance of lakes throughout the US 17-92 CRA is one of the area's greatest assets. They offer amenities that improve real estate values, provide recreational opportunities, and contribute to the corridor's sense of place. It is important to preserve the views across lakes and public edges so that the lakes provide the greatest possible benefit to everyone within the community and those visiting the area.



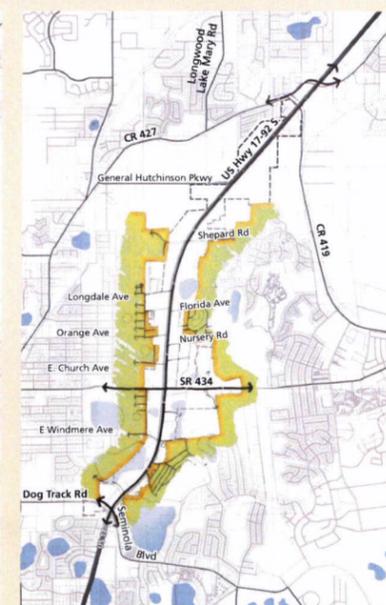
Enhance and Create Public Spaces

The Casselberry/Winter Springs Sub-District will benefit from public spaces. At present, no public spaces are located directly on US 17-92; Big Tree Park is located off of US 17-92. The most viable public spaces in the area are in the established neighborhoods of Longwood to the west of US 17-92.



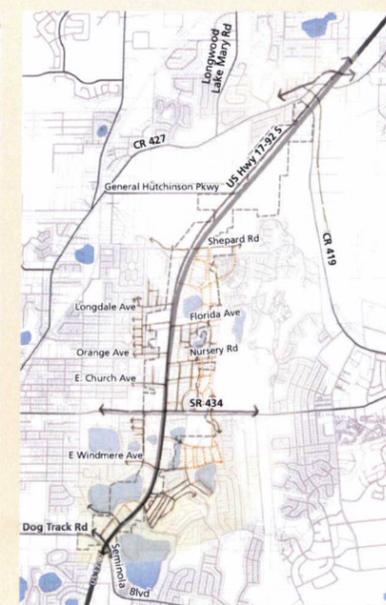
Add Residential Units

Within the actual CRA boundaries very little land use is residential in nature. While the regional importance of the road suggests that the land along it may be best used for commercial purposes, these commercial establishments need a strong residential population—with good access to the US 17-92 corridor—to thrive. This principle emphasizes the importance of this residential population and seeks to increase the availability of residential areas as identified in yellow.



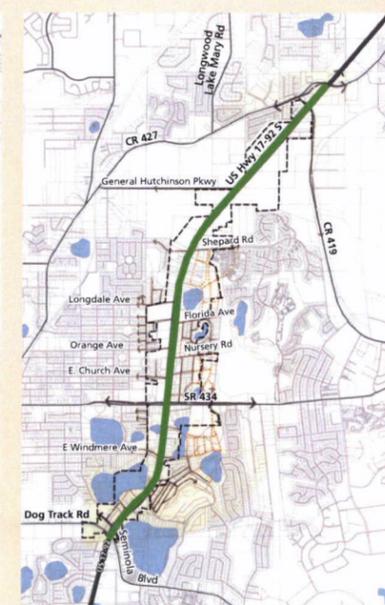
Define and Defend Residential Neighborhoods

Although most of the CRA area is non-residential, the areas immediately outside of its boundaries are mostly well-established residential neighborhoods. The town plat of Longwood directly west of US 17-92 is one of this Sub-District's examples. While redevelopment along US 17-92 benefits the entire region, it should not interfere with these established areas.



Create Alternative Routes to US 17-92

As emphasized in the discussion of traffic operations, US 17-92 is burdened with a "double duty" of serving regional and local trips. The traffic volumes on the road are due in no small part to the number of cars that are using it for day-to-day errands and simple trips. Creating travel alternatives to the road will allow would-be users to choose other routes, possibly avoiding US 17-92 altogether if they wish.



Make US 17-92 an Amenity

US 17-92 serves an important function as a main street and a regional connection. In the future, it can contribute more to the community an engaging streetscape that provides ample and safe space for all modes of transportation.

History

US 17-92 is one of the most significant commercial corridors in Seminole County. It is the County's "Main Street," the only at-grade roadway that traverses the entire County on its north-south axis. The physical, economic and functional condition of the US 17-92 corridor has a great effect on the citizens of several communities.

The US 17-92 Corridor is an important road and an important place in Seminole County. It is one of the three "target areas" for economic development as identified in the Seminole County Economic Development Strategic Plan. It is the main roadway that connects the entire central part of the County, and it is an underutilized community resource that can enhance the visual image, the economic performance and the livability of Seminole County. It is a place where redevelopment can be accomplished and encouraged.

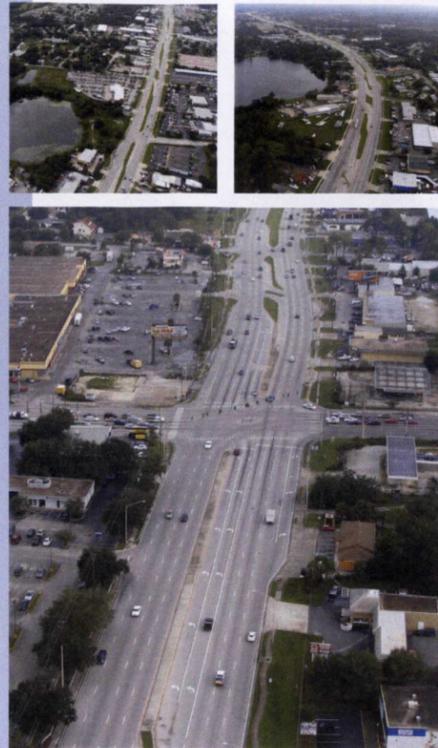
The US 17-92 Corridor Redevelopment Plan, adopted by the County and the participating cities in 1997, contains goals and objectives related to land use planning, infrastructure and services, land development regulations, economic development, housing and aesthetic design. The updated master plan for the CRA for each Sub-District within the CRA has been underway with the Fern Park Subdistrict in 2004, to the remaining Sub-Districts in 2006 - Casselberry/Winter Springs, Lake Mary/Sanford and Historic Sanford.

Corridor Strategy Plan

The Corridor Strategy Plan for each Sub-District focused on both private and public investment for the corridor identifying key locations for redevelopment and key areas for additional public investment. The Map identifies the suggested improvements by public investment dollars and potential private investment. The framework principles were established to identify the sub-districts strengths, limitation and opportunities which provide a framework for the corridor strategy. The action plan identifies specific opportunities and constraints for redevelopment of the corridor.

Purpose

The purpose of this study is to identify the problems and obstacles to redevelopment in the Historic Sanford Sub-District and to create a Redevelopment Strategy based on a collective vision for the area. The plan will identify redevelopment opportunities and public investment for the Community Redevelopment Agency (CRA), County and the participating cities within the Sub-District.



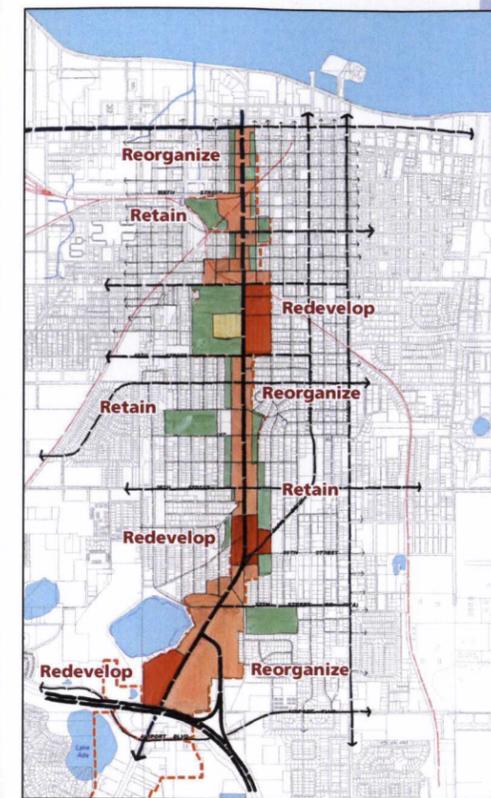
US 17-92 is considered to be **ONE OF THE MOST SIGNIFICANT commercial CORRIDORS** in Seminole County...



US 17-92

CRA 2006 CORRIDOR STRATEGY

Historic Sanford Sub-District



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Redevelopment Plan

The objective of redevelopment is to improve the character of the built environment. This is accomplished with a strategy that includes looking at the existing fabric of the built environment, its context and the obstacles that impede redevelopment. A redevelopment plan should not prescribe one way to change an area, but focus on an approach that identifies areas within the corridor that may need a different strategy within the overall plan. Such an approach views the study area from three different lenses: **retaining** existing fabric and revitalizing it, **reorganizing** current development to allow it to function more effectively in its context, and **redevelopment** of key areas.

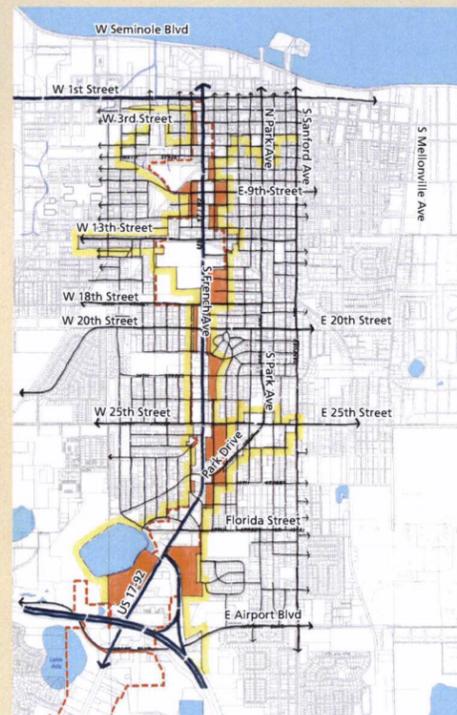
The conceptual plan illustrated here demonstrates the use of Sanford's traditional street grid to reorient the intersection of US 17-92 and Park Drive around a central square. This adds public space to the sub-district and increases the development opportunity by adding lots at corners and facing open space and reducing the amount of land dedicated to road rights-of-way. The strategic location in the Historic Sanford sub-district marks a change in the US 17-92 corridor, and recognizing this change through a redevelopment effort that affirms the character of Sanford's traditional urban fabric will establish a precedent for how large-scale change in the rest of the sub-district can occur.

It is important to note that the Park Drive redevelopment is a long-term endeavor that requires coordination of the City of Sanford, the US 17-92 CRA, and the Florida Department of Transportation. The proposed return of investment detailed in the following table may vary depending on the nature of development pursued, but this concept is intended to represent an opportunity to transform the entrance into historic Sanford into a stronger symbol of the community's character and identity as well as increasing the value and yield of development in this section of the US 17-92 corridor.



FRAMEWORK PRINCIPLES

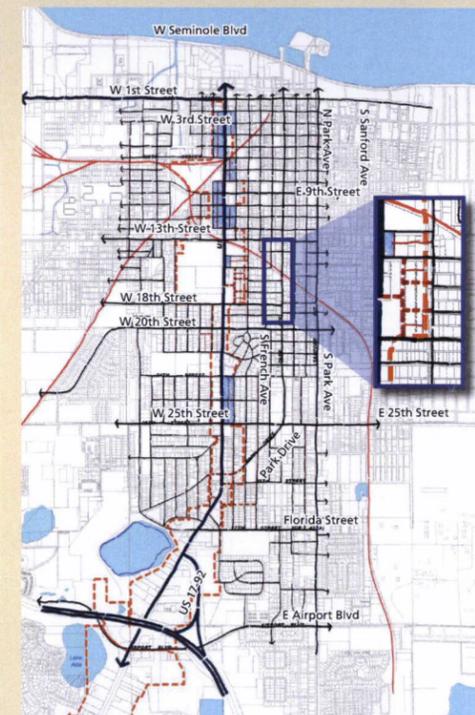
The following principles were established to identify the sub-districts strengths, limitations and opportunities which provides a framework for the corridor strategy. The establishment of the framework principles is necessary to help create an overall corridor plan consistent with the input from the various stakeholders involved throughout the process.



Define and Defend Residential Neighborhoods

Although most of the CRA area is non-residential, the areas immediately outside of its boundaries are mostly residential, and in well-established neighborhoods. While redevelopment along US 17-92 benefits the entire region, it should not interfere with these established areas.

As mentioned above, the existing residential neighborhoods in the older parts of Sanford are well established and one of the city's greatest assets. It is important to preserve their character and design for redevelopment that incorporates them into the commercial and mixed uses of the corridor.



Create Alternative Routes to US 17-92

US 17-92 is burdened with a 'double duty' of serving regional and local trips. Sanford is unique throughout the corridor in already enjoying a strong street network in its older areas, particularly north of Park Drive. While some sections of the network have been changed and degraded over time, it remains well intact and provides access points and alternative routes to US 17-92. Strengthening this network and the array of alternatives that it provides is an important guiding principle in the process, but design concepts for redevelopment were able to enjoy the advantages that the network already in place offered.



Make US 17-92 an Amenity

Although US 17-92 serves an important function as a main street and a regional connection, it can contribute more to the community through landscaping that provides ample and safe space for all modes of transportation, and buildings that define its space and interact with the public realm that it creates. Sanford has strong opportunities for making US 17-92 an urban boulevard on a scale compatible with existing development due to the relatively narrow right-of-way (85 feet) through the portion of the sub-district north of Park Drive.



Changes to US 17-92's streetscape and driveway access standards can raise the profile of the street and make it an amenity for the surrounding area.

US 17-92

CRA 2006 CORRIDOR STRATEGY Historic Sanford Sub-District

US 17-92 serves an important function as a MAIN STREET and REGIONAL CONNECTION, and can contribute more to the community THROUGH LANDSCAPING...and INTERACT WITH THE PUBLIC realm it creates.

Park Drive

The conceptual plan illustrated here demonstrates the use of Sanford's traditional street grid to reorient the intersection of US 17-92 and Park Drive around a central square. This adds public space to the sub-district and increases the development opportunity by adding lots at corners and facing open space and reducing the amount of land dedicated to road rights-of-way. The strategic location in the Historic Sanford sub-district marks a change in the US 17-92 corridor, and recognizing this change through a redevelopment effort that affirms the character of Sanford's traditional urban fabric will establish a precedent for how large-scale change in the rest of the sub-district can occur.

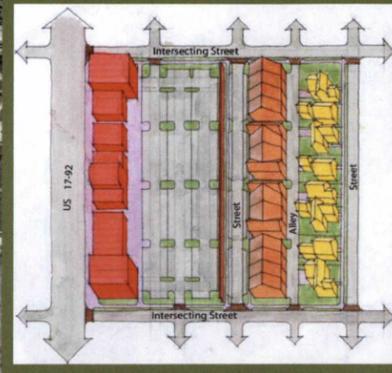
It is important to note that the Park Drive redevelopment is a long-term endeavor that requires coordination of the City of Sanford, the US 17-92 CRA, and the Florida Department of Transportation. The proposed return of investment detailed in the following table may vary depending on the nature of development pursued, but this concept is intended to represent an opportunity to transform the entrance into historic Sanford into a stronger symbol of the community's character and identity as well as increasing the value and yield of development in this section of the US 17-92 corridor.



Alley Restoration

As described in the discussion of redevelopment phases, restoring the mid-block alleys allows greater opportunities for access configuration to new and existing development alike.

Alleys complete the network by allowing service access and facilitating the transition from more intense commercial land uses to the established single-family neighborhoods of historic Sanford.



Lighting

Changes to US 17-92's streetscape and driveway access standards can raise the profile of the street and make it an amenity for the surrounding area.



ACTION PLAN

Tools	Suggested Action/Strategy	Timing	Lead Organization
marketing	Develop a retail marketing plan targeting 2 audiences: <i>Developer:</i> To promote available sites and market support to retail developers. <i>Retailer:</i> To promote available retail space and market support to appropriate retailers	MT	CRA Coordinator
	Attract a greater array of convenience goods and services, such as drug stores, food stores and fitness centers, to support the growing residential and office populations.	MT	CRA Coordinator
financial incentives	Improve the current Façade program • Create a better process for business owners to better utilize the program, review the Apopka CDBG façade grant	ST	CRA Coordinator
	Expand existing rehabilitation tax credit program to include the newly created mixed use district areas and achieve the following: • Retention of the scale of existing buildings that have been identified as reorganize in the three lens strategy Encourage the development of new retail centers to strengthen the convenience goods and services trade as identified in the three lens strategy as redevelop	LT	CRA Coordinator
investment	Opportunities for land purchase should be considered for additional parks, plaza's that would contribute to creating a sense of community	O	RPA, CRA Coordinator, City of Sanford
urban design	Work with FDOT on streetscape within the corridor as illustrated in the implementation section	LT	CRA, Public Works
	Restoration and completion of mid-block alleys parallel to US 17-92 and throughout the CRA sub-district	ST, O	Public Works and Transportation Engineering
zoning	Reduce the number of used car lots in favor of interim uses that support retail by implementing newly adopted regulations of motor vehicle sales and rental lots by implementing distance requirements for these uses	ST	City of Sanford Current Planning
	Create a streamlined process for applicants adhering to the framework principles of the corridor strategy	ST	CRA, City of Sanford Current Planning
	Allow for shared parking facilities and a reduction in parking requirements for properties redeveloping or reorganizing their configuration using alleys as the basis for parking entry.	ST	City of Sanford Current Planning
	Require cross-access easements for new development applications	ST	City of Sanford Current Planning
	Establish appropriate height standards in areas that are buffered from single-family residential utilizing the methodology provided in the implementation section	ST	City of Sanford Current Planning
	Create an amortization schedule for non-compliant signs and provide a range of dates to commit to the new standards that are flexible for the business owners.	MT	City of Sanford Current Planning
	Establish build-to lines that require buildings to front US 17-92 and limit parking lots in the front of the buildings.	MT	City of Sanford Current Planning
	Enhance the landscape requirements	MT	City of Sanford Current Planning
comprehensive planning	Implement corridor-wide signage standards that prohibit pole signs, limit the amount of signage permitted	MT	City of Sanford Current Planning
	Undertake a land use and urban design study for the corridor	O	RPA
	Adopt the Corridor Strategy Plan	ST	City Commission, County Commission
	Create a new Future Land Use classification for urban mixed use or revise compatible zoning districts to include mixed use and residential uses in General Commercial Future Land Use	ST	City of Sanford Long-Range Planning
	Study the corridor to identify opportunities and strategies for converting some of the large land holdings from auto related uses to community oriented retail (drugstores, café's, etc) to serve the adjacent residential areas and proposed residential	MT	City of Sanford Long-Range Planning
Include US 17-92 in a concurrency exception area	MT	City of Sanford Long-Range Planning and Transportation Planning	

O – Ongoing
ST – Short Term (immediately or within one year)
MT – Mid Term (within one and three years)
LT – Long Term (within three and five years)

US 17-92

CRA 2006 CORRIDOR STRATEGY Lake Mary/Sanford Sub-District

US 17-92 serves an important function as a MAIN STREET and REGIONAL CONNECTION, and can contribute more to the community THROUGH LANDSCAPING...and INTERACT WITH THE PUBLIC realm it creates.

Big Lots Shopping Center

The shopping center at the southwest intersection of US 17-92 and Lake Mary Boulevard provides an opportunity to define one of the main intersections of the Sub-District and directly connect it to Lake Minnie, which is not accessible from the existing development.



County Services Campus



Seminole County's existing complex of service facilities offers a large site already under County ownership. Its immediate access to US 17-92 and adjacency to the Seminole Community College (SCC) campus make it a symbolic center to the Lake Mary-Sanford Sub-District as well as an important place in the entire county. Redevelopment of this site to better orient the internal streets to an intersecting grid both offers access to the College from the existing access points as well as facilitating access for commuters and visitors to the County buildings themselves.

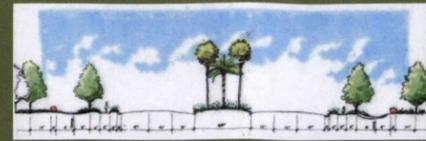
Bob Dance Properties

The existing Bob Dance auto dealership between County Road 427 and US 17-92 is for sale, leaving the site open for redevelopment opportunity. The proximity to the County five points services campus and existing residential areas with access to CR 427 makes this a strategic location for commercial and office development.



US 17-92 Streetscape Option

This option includes dense median plantings, a five foot sidewalk, irrigation and street lighting. This covers a little more than 3 1/4 miles.



Sunland Park



Create Alternative Routes to 17-92



ACTION PLAN

Tools	Suggested Action/Strategy	Timing	Lead Organization
marketing	Develop a retail marketing plan targeting 2 audiences: <i>Developer:</i> To promote available sites and market support to retail developers. <i>Retailer:</i> To promote available retail space and market support to appropriate retailers	MT	CRA Coordinator
	Attract a greater array of convenience goods and services, such as drug stores, food stores and fitness centers, to support the growing residential and office populations.	MT	CRA Coordinator
financial incentives	Improve the current Façade program • Create a better process for business owners to better utilize the program, review the Apopka CDBG façade grant	ST	CRA Coordinator
	Expand existing rehabilitation tax credit program to include the newly created mixed use district areas and achieve the following: • Retention of the scale of existing buildings that have been identified as reorganize in the three lens strategy Encourage the development of new retail centers to strengthen the convenience goods and services trade as identified in the three lens strategy as redevelop	LT	CRA Coordinator
investment	Opportunities for land purchase should be considered for additional parks, plaza's that would contribute to creating a sense of community	O	RPA, CRA Coordinator
urban design	Work with FDOT on streetscape within the corridor as illustrated in the implementation section	LT	CRA, Public Works, Unincorporated Seminole County
	Additional street network opportunities that provide alternate routes from 17-92	LT	City and County Public Works and Transportation Engineering
zoning	Commit to concentrating County facilities at the Five Points complex to maximize opportunities for redevelopment of that site, to increase the market for retail, restaurants and other convenience uses, and to increase the market for residential development	ST, LT	Seminole County Commission
	Reduce the number of used car lots in favor of interim uses that support retail by implementing newly adopted regulations of motor vehicle sales and rental lots by implementing distance requirements for these uses	ST	Current Planning Cities: Lake Mary, Unincorporated Seminole County
	Create a streamlined process for applicants adhering to the framework principles of the corridor strategy	ST	CRA, Current Planning Cities: Lake Mary, Sanford, Unincorporated Seminole County
	Allow for shared parking facilities, reduction of parking required and modifications to landscape standards for parcels that are making improvements to the property. Standard provisions to LDC should be flexible for reinvestment in the corridor. Complete redevelopment would not need this	ST	Current Planning Cities: Lake Mary, Sanford, Unincorporated Seminole County
	Create an amortization schedule for non-compliant signs, provide a range of dates to commit to the new standards that are flexible for the business owners	MT	Current Planning Cities: Lake Mary, Sanford, Unincorporated Seminole County
	Establish build-to lines that require buildings to front US17-92 and limit parking lots in the front of the buildings.	MT	Current Planning Cities: Lake Mary, Sanford, Unincorporated Seminole County
	Enhance the landscape requirements	MT	Current Planning Cities: Lake Mary, Winter Springs, Casselberry Unincorporated Seminole County
comprehensive planning	Increase the height standards in areas that are buffered from single-family residential utilizing the methodology provided in the implementation section	MT	Current Planning Cities: Lake Mary, Sanford, Unincorporated Seminole County
	Implement Corridor wide Signage standards that prohibit pole signs, limit the amount of signage permitted	MT	Current Planning Cities: Lake Mary, Sanford, Unincorporated Seminole County
	Undertake a land use and urban design study for the corridor	O	RPA
	Adopt the Corridor Strategy Plan	ST	Lake Mary City Commission, Sanford City Commission, Seminole County Commission
	Implement a new land use category that allows for mix use development in strategic areas along the corridor with an increase of height and intensity at appropriate locations	ST	Long Range Planning Cities: Lake Mary, Sanford, Unincorporated Seminole County
Study the corridor to identify opportunities and strategies for converting some of the large land holdings from auto related uses to community oriented retail (drugstores, café's, etc.) to serve the adjacent residential areas and proposed residential	MT	Long Range Planning Cities: Lake Mary, Sanford, Unincorporated Seminole County	
Designate US 17-92 as a concurrency exception area	MT	Long Range Planning Cities: Lake Mary, Sanford, Unincorporated Seminole County	

O - Ongoing
ST - Short Term (immediately or within one year)
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History

US 17-92 is one of the most significant commercial corridors in Seminole County. It is the County's "Main Street," the only at-grade roadway that traverses the entire County on its north-south axis. The physical, economic and functional condition of the US 17-92 corridor has a great effect on the citizens of several communities.

The US 17-92 Corridor is an important road and an important place in Seminole County. It is one of the three "target areas" for economic development as identified in the Seminole County Economic Development Strategic Plan. It is the main roadway that connects the entire central part of the County, and it is an underutilized community resource that can enhance the visual image, the economic performance and the livability of Seminole County. It is a place where redevelopment can be accomplished and encouraged.

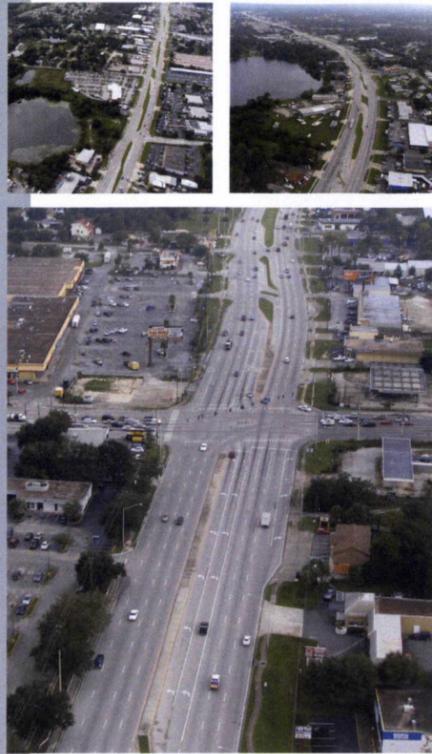
The US 17-92 Corridor Redevelopment Plan, adopted by the County and the participating cities in 1997, contains goals and objectives related to land use planning, infrastructure and services, land development regulations, economic development, housing and aesthetic design. The updated master plan for the CRA for each Sub-District within the CRA has been underway with the Fern Park Subdistrict in 2004, to the remaining Sub-Districts in 2006 -Casselberry/Winter Springs, Lake Mary/Sanford and Historic Sanford.

Corridor Strategy Plan

The Corridor Strategy Plan for each Sub-District focused on both private and public investment for the corridor identifying key locations for redevelopment and key areas for additional public investment. The Map identifies the suggested improvements by public investment dollars and potential private investment. The framework principles were established to identify the sub-districts strengths, limitation and opportunities which provide a framework for the corridor strategy. The action plan identifies specific opportunities and constraints for redevelopment of the corridor.

Purpose

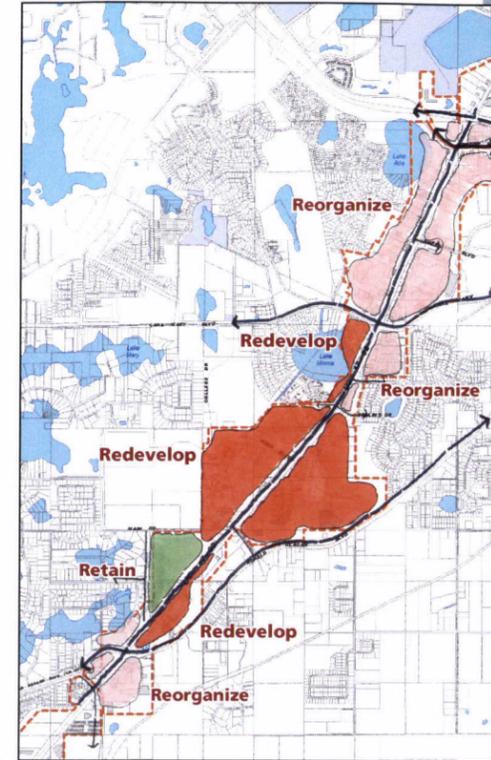
The purpose of this study is to identify the problems and obstacles to redevelopment in the Lake Mary/Sanford Sub-District and to create a Redevelopment Strategy based on a collective vision for the area. The plan will identify redevelopment opportunities and public investment for the Community Redevelopment Agency (CRA), County and the participating cities within the Sub-District.



US 17-92

CRA 2006 CORRIDOR STRATEGY
Lake Mary/Sanford Sub-District

US 17-92 is considered to be ONE OF THE MOST SIGNIFICANT commercial CORRIDORS in Seminole County...



The mission for the CRA is to **REALIZE** the full ECONOMIC and FUNCTIONAL POTENTIAL of the US 17-92 corridor...and **ENHANCE** THE COMPETITIVENESS.

Redevelopment Plan

The objective of redevelopment is to improve the character of the built environment. This involves creating a strategy that examines the existing fabric of the built environment, its context and the obstacles that impede redevelopment. A redevelopment plan should not prescribe one way to change an area, but focus on an approach that identifies areas within the corridor that may need a different strategy within the overall plan. This strategy suggests viewing the study area from three different lenses: **retaining** existing fabric and revitalizing it, **reorganizing** current development to allow it to function more effectively in its context and **redevelopment** of key areas.

The sub-district's greatest redevelopment opportunity is the Seminole County public services center (commonly referred to as the Five Points complex), on the west side of US 17-92 between Bush Boulevard and County Home Road. The center is owned by the County and is located between a major public use and employment center (Seminole Community College) and US 17-92. The site presents a tremendous opportunity to enhance the street network, provide additional space to meet future County needs, and establish a center to anchor the US 17-92 corridor.

Additional redevelopment opportunities exist at the intersection of Lake Mary Boulevard and US 17-92, at the present Big Lots shopping center, and near County Road 427 and US 17-92, around the existing Bob Dance auto dealership.



FRAMEWORK PRINCIPLES

The following principles were established to identify the sub-districts strengths, limitations and opportunities which provides a framework for the corridor strategy. The establishment of the framework principles is necessary to help create an overall corridor plan consistent with the input from the various stakeholders involved throughout the process.



Lakes and Public Views

The abundance of lakes throughout the US 17-92 CRA is one of the area's greatest assets. They offer amenities that improve real estate values, provide recreational opportunities, and contribute to the corridor's sense of place. It is important to preserve the views across lakes and public edges to provide the greatest possible benefit to everyone within the community and those visiting the area.



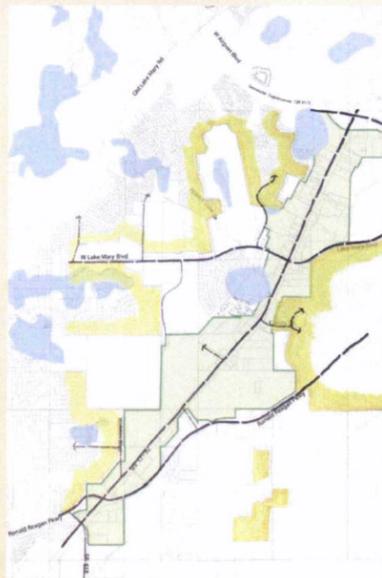
Enhance and Create Public Spaces

The Sub-District will benefit from an availability of public spaces. The sub-district's principal existing improved public space is Sunland Park, although the park does not interact well with US 17-92.



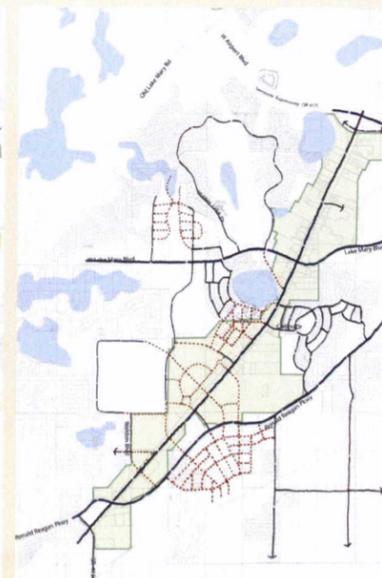
Add Residential Units

Within the actual CRA boundaries very little land use is residential. While the regional importance of the road suggests that the land along it may be best used for commercial purposes, these commercial establishments need a strong residential population—with good access to the US 17-92 corridor—to thrive. This principle emphasizes the importance of this residential population and seeks to increase the availability of residential areas as identified in yellow. In particular, adding residential units near the Seminole Community College campus and the Seminole County public services center adds opportunities for students and employees who may wish to live closer to these destinations.



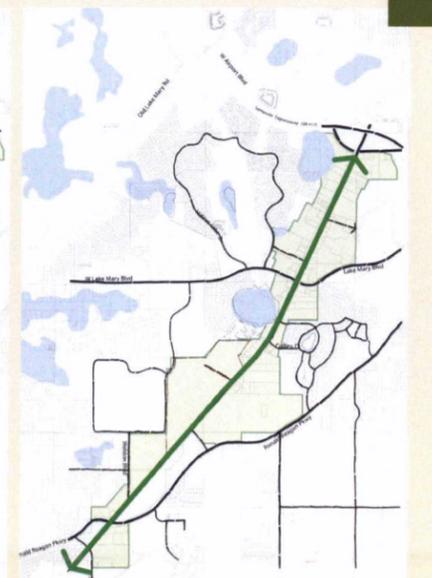
Define and Defend Residential Neighborhoods

Although most of the sub-district is non-residential, the areas immediately outside of its boundaries are mostly well-established residential neighborhoods. While redevelopment along US 17-92 benefits the entire region, it should not interfere with these established areas. Design for commercial and mixed-use development that is oriented to US 17-92 and does not rely on existing neighborhoods for complete access.



Create Alternative Routes to US 17-92

As emphasized in the discussion of traffic operations, US 17-92 is burdened with a 'double duty' of serving regional and local trips. The traffic volumes on the road are due in no small part to the number of cars that are using it for day-to-day errands and simple trips. Creating travel alternatives to the road will allow would-be users to choose other routes, possibly avoiding the road altogether if they wish.



Make US 17-92 an Amenity

Although US 17-92 serves an important function as a main street and a regional connection, it can contribute more to the community through landscaping that engaging streetscape that provides ample and safe space for all modes of transportation.

US 17-92

CRA 2006 CORRIDOR STRATEGY
Fern Park Sub-District

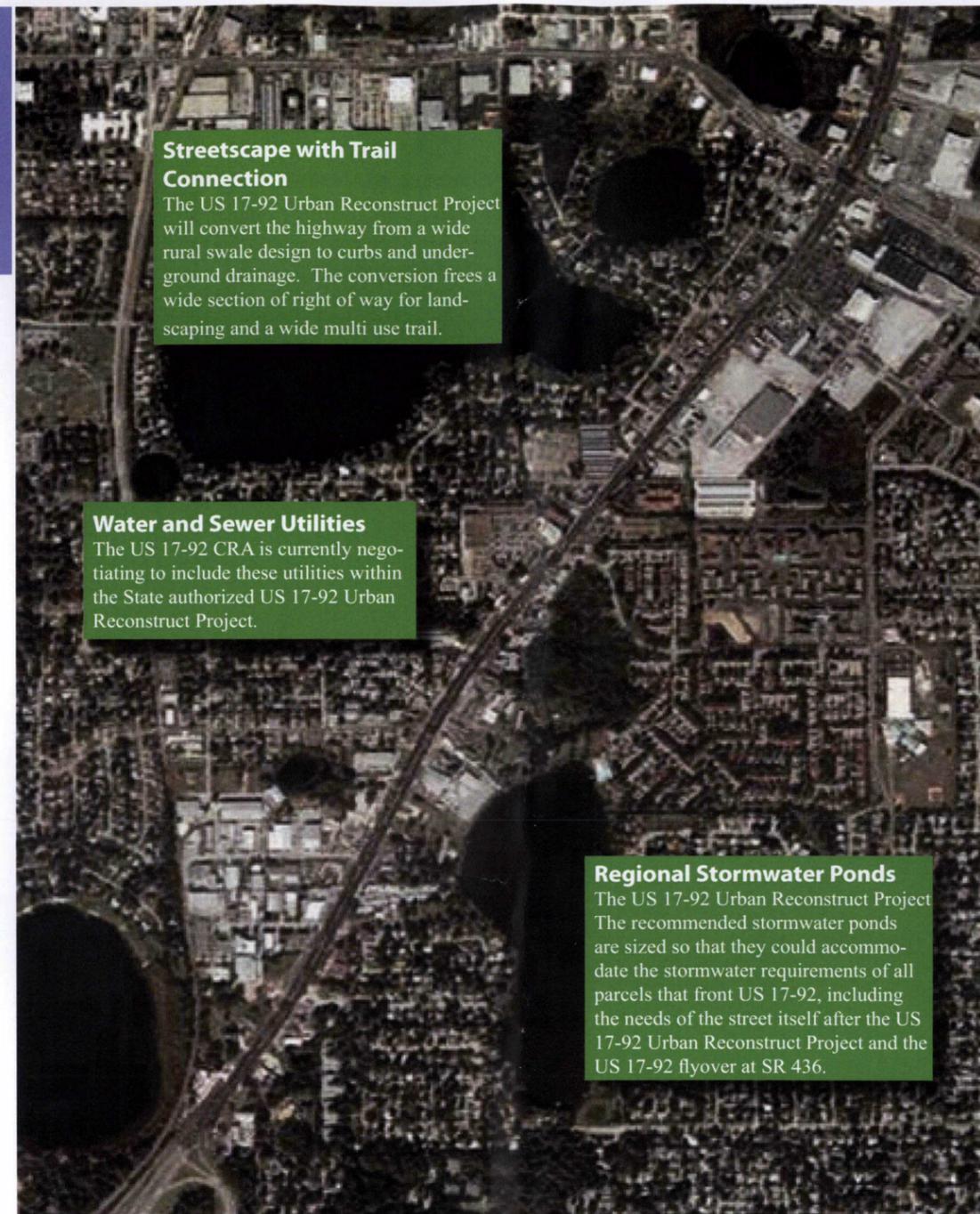
US 17-92 serves an important function as a **MAIN STREET** and **REGIONAL CONNECTION**, and can contribute more to the community **THROUGH LANDSCAPING...** and **INTERACT WITH THE PUBLIC** realm it creates.

New Oxford Road

Critical to the continued viability of the Sub District is new access provided by an expanded road network. By providing new roadway connections and access points, properties can re-orient and recreate themselves within the community

Stormwater Park

The wetland area behind the former Kmart site is now a hidden area but can be transformed into a public amenity. A redeveloped Kmart site and the US 17-92 flyover at SR 436 will both have stormwater requirements. The conceptual proposed redevelopment combines these stormwater ponds with existing wetland to create a dual use water amenity. Surrounding the wetland/stormwater pond are public areas, a mix of boardwalks, open play spaces and perhaps an open air lakeside amphitheatre.



Streetscape with Trail Connection

The US 17-92 Urban Reconstruct Project will convert the highway from a wide rural swale design to curbs and underground drainage. The conversion frees a wide section of right of way for landscaping and a wide multi use trail.

Water and Sewer Utilities

The US 17-92 CRA is currently negotiating to include these utilities within the State authorized US 17-92 Urban Reconstruct Project.

Regional Stormwater Ponds

The US 17-92 Urban Reconstruct Project The recommended stormwater ponds are sized so that they could accommodate the stormwater requirements of all parcels that front US 17-92, including the needs of the street itself after the US 17-92 Urban Reconstruct Project and the US 17-92 flyover at SR 436.

ACTION PLAN

Tools	Suggested Actions/Strategy	Timing	Lead Organization
financial incentives	Continue to fund the Small Business Property Improvement Program	0	CRA
	Provide for development liaison services and expedited permitting for CRA projects	0	RPA, City and County staff
	Incentivize the redevelopment of the former Kmart site	MT	CRA
investment	Construct the Kewannee Trail	ST	Seminole County Public Works
	Complete water and wastewater service along US 17-92	ST	Seminole County Environmental Services and City of Casselberry Utilities
	Construct O'Brien sidewalk gap improvements	ST	Seminole County Public Works
	New Oxford Road connection with trail	MT	Seminole County Public Works
	Construct regional stormwater wetland/park	MT	Seminole County Public Works
	Construct multiple common stormwater ponds	MT	CRA, Seminole County Public Works
	Complete construction of sidewalk network	MT	Seminole County Public Works
	Library or other civic use	LT	Seminole County Board of County Commissioners
zoning	Install neighborhood traffic calming systems	LT	Seminole County Public Works
	Appropriate temporary use for former Kmart site	ST	CRA
	Provide for a dedicated Code Enforcement Officer for the Sub-District	ST	Seminole County Board of County Commissioners
urban design	Complete County Land Development Code update	ST	Seminole County Planning
	Implement streetscape with trail connection	ST	Seminole County Public Works
comprehensive planning	Construct Fern Park hardscape improvements	ST	Seminole County Public Works
	Appropriate temporary use for former Kmart site	LT	Seminole County Planning
	Provide for a dedicated Code Enforcement Officer for the Sub-District	ST	CRA
	Complete County Land Development Code update	ST	Seminole County Planning

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The US 17-92 Corridor Redevelopment Plan, adopted by the County and the participating cities in 1997, contains goals and objectives related to land use planning, infrastructure and services, land development regulations, economic development, housing and aesthetic design. The US 17-92 CRA is divided into four separate Sub-Districts, each of which is guided by its own Strategy Plan.

Corridor Strategy Plan

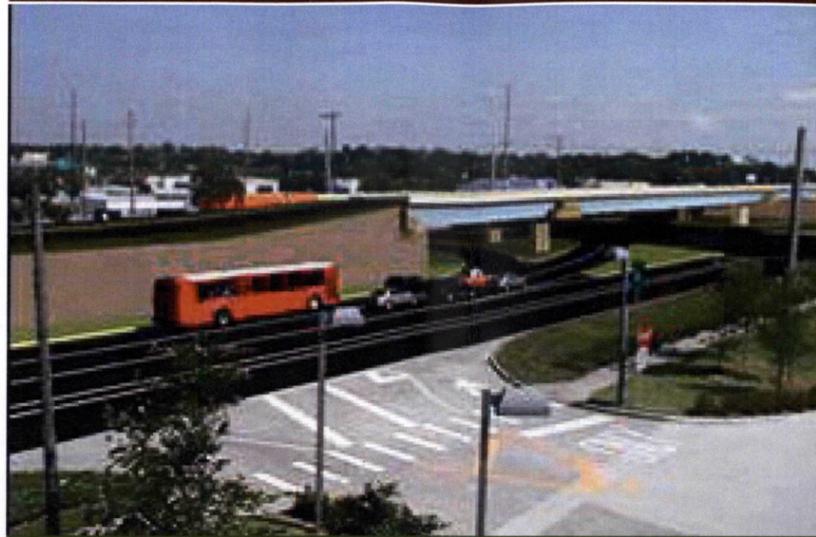
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Purpose

The purpose of this study is to identify the problems and obstacles to redevelopment in the Fern Park Sub-District and to create a Redevelopment Strategy based on a collective vision for the area. The plan will identify redevelopment opportunities and public investment strategies for the Community Redevelopment Agency, County and the participating cities within the Sub-District.



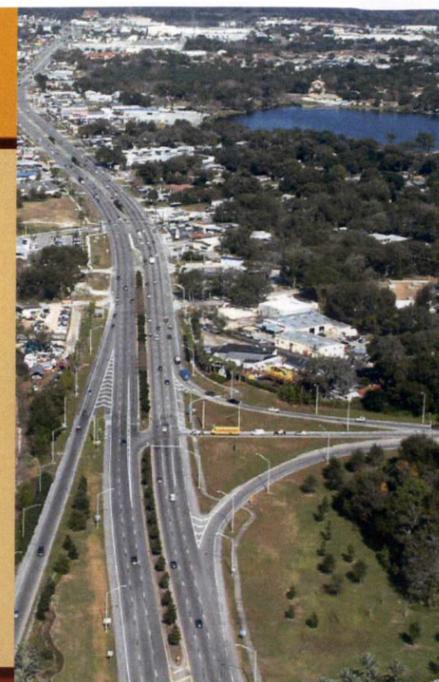
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US 17-92

CRA 2006 CORRIDOR STRATEGY

Fern Park Sub-District



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Redevelopment Plan

The objective of redevelopment is to improve the character of the built environment. This is accomplished with a strategy that includes looking at the existing fabric of the built environment, its context and the obstacles that impede redevelopment. Such an approach views the study area from three different lenses: retaining existing fabric and revitalizing it, reorganizing current development to allow it to function more effectively in its context, and redevelopment of key areas.

The redevelopment framework for the Sub-District recognizes that within the Fern Park area, a variety of unique development conditions exists that will dictate different redevelopment approaches. The properties within the Fern Park study area have been evaluated based on the following approaches: **no change, incremental change** and **probable change.**

Respect Market Conditions

All redevelopment should be supported by the market. Fern Park's market position does not support the current retail, although other uses hold market promise. These uses include rental apartments, condominiums and townhomes, restaurants, regional office, flex warehouse and regional retail.



FRAMEWORK PRINCIPLES

The following principles were established to identify the sub-district strengths, limitations and opportunities which provides a framework for the corridor strategy. The establishment of framework principles is necessary to help create an overall corridor plan consistent with the input from the various stakeholders involved throughout the process.



Create Great Streets

Despite the strong neighborhoods and community facilities in the Sub-District, the US 17-92 roadway defines the character of Fern Park. US 17-92 and the streets of Fern Park should be transformed to match the strength of the adjacent neighborhoods.



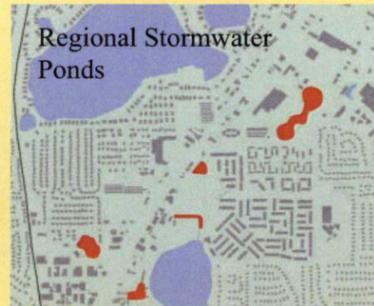
Economic Opportunity: Redeveloped Former Kmart Site

The former Kmart site is important since it is one of the larger redevelopment sites in the Fern Park Sub-District.

Successful redevelopment of the former Kmart site could have a significant catalyzing effect on nearby commercial and residential projects.

Although market analysis projects a strong capacity for urban residential development, both for sale and for rent, it is expected that the market will not immediately support medium value residential on the site until the character of the Fern Park area is transformed through the New Oxford Road and the new open space park.

However, with a moderate contribution to the redevelopment of the site, the site can lead the Fern Park private redevelopment efforts and ultimately contribute to the County and CRA tax proceeds.

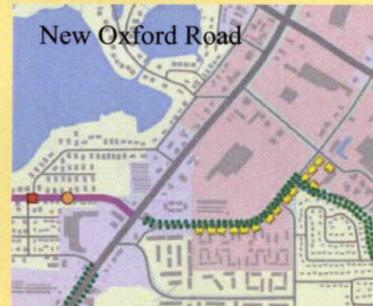


Regional Stormwater Ponds

Level the Redevelopment Playing Field

Due to the simplicity of greenfield development, most new growth happens there. Fern Park, however, is built out and all change will come through redevelopment. Redevelopment is much more difficult. Parcel sizes are already decided, streets and utilities must be adapted, existing buildings must be renovated or rebuilt, and neighborhoods are in close proximity.

Several projects and policy changes are necessary to make redevelopment within the Fern Park Sub District as attractive as development in the County's remaining greenfield areas.

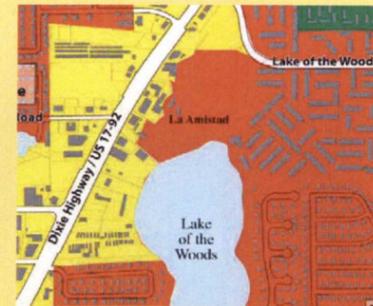


New Oxford Road

Identify Catalytic Infrastructure Investments

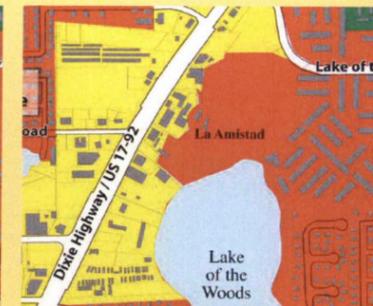
Infrastructure projects represent the most effective and immediate boost to the redevelopment of the Fern Park Sub-District. The State has programmed both the Urban Reconstruct Project and a proposed "flyover" at State Road 436 to improve mobility and enhance safety.

Other opportunities for infrastructure improvements, as proposed, include a New Oxford Road, a series of regional stormwater ponds including the conversion of the wetland behind the former Kmart site into an open space park, enhancements to the public transportation system and the construction of a civic use within the Sub-District.



No Change

This strategy applies to the residential areas of Fern Park, consisting of single family and condominium residences. The neighborhoods are strong and only need reinforcing. Residential density is expected to be maintained. Small scale additions to private homes will continue to improve the stability and quality of these areas. Public interventions such as traffic calming and code enforcement can maintain the residential nature of these areas.



Incremental Change

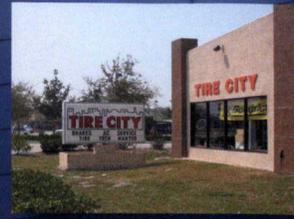
Along US 17-92 south of Lake of the Woods, there is potential for small-scale redevelopment. In some places, non-residential parcels by the CSX rail line or a lake, but in others, there is no buffer between uses. Parcel sizes that are narrow or shallow limit redevelopment opportunities, as long as difficult parcel consolidation is not a viable option due to a weak market. Long term steps can help to incrementally remake these underutilized areas.



Probable Change

The intersection of US 17-92 and SR 436 is the only "regional" location in the study area capable of future higher intensity development. Yet with the planned US 17-92 flyover at SR 346, access and visibility to the site from US 17-92 is significantly impaired. Given strategic access improvements and the large-parcel ownership pattern, redevelopment of the valuable real estate at this important location can add tremendous value to the entire Fern Park area.

SEMINOLE COUNTY SEED (SEMINOLE ECONOMIC ENHANCEMENT DISTRICT) PROGRAM



THE US HWY 17/92 CORRIDOR

The US Hwy 17/92 Corridor traverses the heart of Seminole County and Central Florida. This important roadway provides ready access to all major commercial, residential and employment centers.

Seminole County has designated this corridor as the SEED district in recognition of its valued location and assets.



FINANCIAL INCENTIVES

If your property is located in a designated SEED area, you may be eligible for a:

- **\$2,500 Job Bonus Refund** for each new job created in a designated SEED area by an eligible business. These benefits may be greater if the area has other designations (i.e., Enterprise Zone, etc;)
- **Sales Tax Credit on building materials** purchased for the construction of a housing project or mixed-use project in a designated brownfield area.

In addition, if you enter into a SEED Site Rehabilitation Agreement (SSRA), you will be eligible for:

- **50% Voluntary Cleanup Tax Credit (VCTC)** applicable to Florida's corporate income tax;
- **25% Additional VCTC** if the property is redeveloped with affordable housing;
- **State Loan Guarantees** for primary lenders, up to 50% on all brownfield sites and up to 75% if the property is redeveloped as affordable housing.

Federal benefits that may also be available:

- **Site-Specific Activities Grant to DEP** to conduct Phase I or II assessments and/or limited source removals for eligible recipients using federal grant funds;
- **National Brownfields Assessment, Revolving Loan Fund and Cleanup Grants;**
- **Brownfields Federal Tax Incentive** that allows environmental cleanup costs to be fully deducted in the same year they occur.

WHY REDEVELOP?

Cleaning up and reinvesting in SEED properties facilitates job growth, utilizes existing infrastructure, increases local tax bases, removes development pressures on undeveloped open land as well as both improving and protecting the environment.

Seminole County's SEED Redevelopment Program:

- Prevents the premature development of greenspace (farmland, open space and natural areas);
- Capitalizes on the area's desirable location and economic strengths;
- Reduces public cost for installing infrastructure in greenspaces;
- Creates jobs;
- Encourages the highest and best use of blighted properties;
- Promotes voluntary cleanup;
- Minimizes or eliminates the need for state cleanup and/or enforcement costs;
- Encourages community revitalization.

SEED redevelopment is of great importance in Seminole County where balancing strong economic and community growth while preventing suburban sprawl is an ongoing challenge.



Portions of US Hwy 17/92 are a part of the *S.E.E.D. Program*.

Working together to promote economic growth on US Hwy 17/92 is the US Hwy 17/92 Redevelopment Planning Agency, a cooperative effort of Seminole County, Casselberry, Lake Mary, Sanford and Winter Springs.

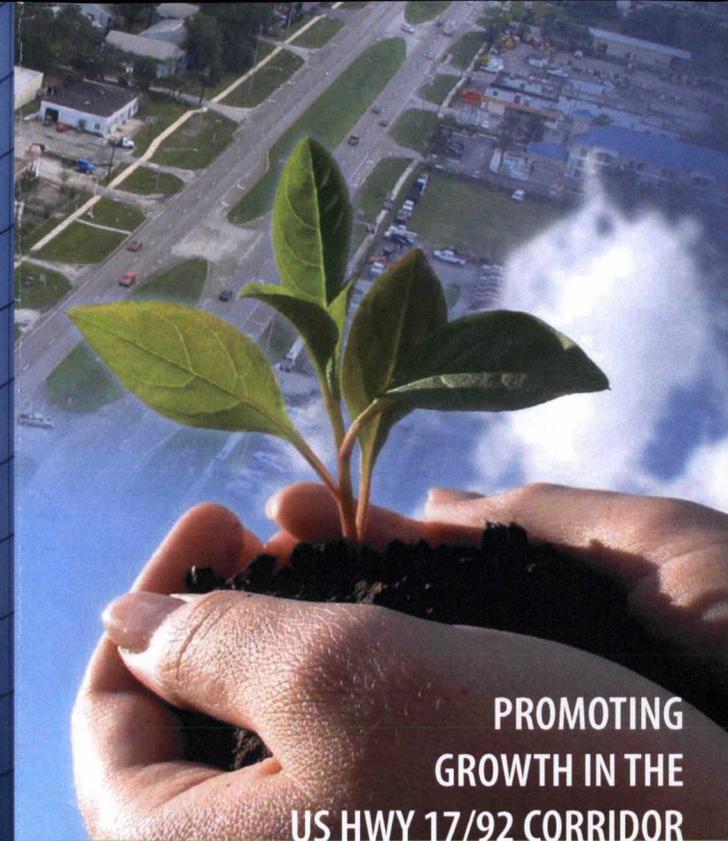


PROMOTING GROWTH IN THE
US HWY 17/92 CORRIDOR

**SEMINOLE COUNTY'S
S.E.E.D. PROGRAM**

SEMINOLE ECONOMIC ENHANCEMENT DISTRICT

Seminole County
Economic Development Department
CONTACT: John Metsopoulos
1055 AAA Drive, Suite 145 • Heathrow, FL 32746
(407) 665-7133 • Fax: (407) 665-7145
JMetsopoulos@seminolecountyfl.gov
www.seminolecountyfl.gov



PROMOTING
GROWTH IN THE
US HWY 17/92 CORRIDOR

**SEMINOLE COUNTY'S
S.E.E.D. PROGRAM**

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ECONOMIC DEVELOPMENT DEPARTMENT

John Metsopoulos

*US 17-92 CRA
Program Manager*

1055 AAA DRIVE, SUITE 145
HEATHROW, FL 32746

JMetsopoulos@seminolecountyfl.gov
www.businessinseminole.com



(407) 665-7133

FAX (407) 665-7145