

**Comprehensive Plan - Goals, Objectives & Policies
Specifically Addressing the Town Center District**

FUTURE LAND USE ELEMENT

GOAL 1: Quality of Life. To ensure that the character, magnitude, and location of all land uses provides a system for orderly growth and development (as defined in sections 163.3221 and 380.04, Florida Statutes) that achieves a balanced, natural, energy efficient, and economic environment, and enhances the quality of life of all residents throughout and beyond the 2030 planning horizon.

Objective 1.1 Land Use Categories and Future Land Use Map - 2030. The City shall maintain regulations for land use categories and a Future Land Use Map - 2030 (Map I-1) to ensure the coordination of future land uses with existing and adjacent land uses.

Policy 1.1.1: Land Use Categories. Identify appropriate locations for the following land use categories:

Land Use Categories	Maximum Density/Intensity
Town Center District	36.0 dwelling units per gross acre or 2.0 FAR

Policy 1.4.2: Higher Density Infill. Encourage compatible infill and higher density and intensity development within the Town Center and the U.S. 17-92 CRA Corridor. Minimize adverse impacts to adjacent established residential neighborhoods through site layout, orientation of buildings, and a transition of densities. (Cross Reference: See Housing Element, Policy 1.1.8)

Policy 1.4.3: Public Services and Facilities. Work to ensure the availability of public services and facilities to accommodate development in the Town Center and Greenway Interchange District.

GOAL 2: Town Center. The City seeks to create a Town Center based upon traditional design standards for development that will become the identifying focus of the City’s downtown and contribute to an increased and diversified tax base for the City. The primary purpose of the Town Center shall be to create an economically successful, vibrant, aesthetic, compact, multimodal, diverse, mixed use (including horizontal and vertical integration of uses) neo-traditional urban environment, designed on a pedestrian scale and with a pedestrian orientation. The Town Center is to be a place where people can reside in a mix of single and multiple family dwellings, work, gather to shop, relax, recreate, be entertained, attend community events, and enjoy the natural beauty of lands located in the Town Center. The Town Center should be created through public and private investment and development.

Objective 2.1 Location. The Town Center should be generally centered around the intersection of S.R. 434 and Tuskawilla Road, as depicted on the City’s Future Land Use Map - 2030. Existing public facilities such as the City Hall, Winter Springs High School, Central Winds Community Park, and the U. S. Post Office are included within the Town Center designation.

Policy 2.1.1: Future Land Use Map Designation. Revise the Future Land Use Map - 2030, as needed from time to time, to designate land “Town Center” consistent with the Objective.

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Policy 2.1.2: Design Charette. Host design charettes to create small area plans consistent with the Town Center Master Plan, involving property owners and stakeholders for the following areas, prior to their development:

- Between Orange Avenue and Lake Jesup
- North of and adjacent to Tusawilla PUD

Policy 2.1.3: Promote and Protect. Maintain a leadership position to protect the economic and planning integrity of the Town Center and promote public and private investment and growth therein.

Policy 2.1.4: Future Roads and Traffic Patterns. Adopt appropriate transportation maps to identify future roads and traffic patterns related to the Town Center that assure best routes through land while attempting to maximize development potential and opportunities consistent with the Town Center Goal. Determine the final location of future Town Center roads during the development process.

Policy 2.1.5: Public/Private Partnerships. Enter into public/private partnerships, as needed from time to time, with property owners or developers to develop the Town Center consistent with the Town Center Goal.

Policy 2.1.6: Public Money as a Catalyst. Encourage private investment within the Town Center by spending public money as a catalyst to the extent financial resources are available. Coordinate as appropriate, with private development to undertake capital improvements for public infrastructure (e.g. sewer, water, roads, parks, stormwater) to enhance or assist private development to achieve the Town Center Goal.

Policy 2.1.7: Private Investment and Economic Incentives. Encourage private investment in the Town Center by enacting policies to provide economic incentives to private developers building within the Town Center, provided such development is consistent with the Town Center Goal. Consider to the extent allowed by law, incentives such as providing impact fees credits, subsidizing loans, reserving infrastructure capacity, improving rights-of-way, providing public infrastructure, and/or streamlining permit processing.

Policy 2.1.8: Development Review Committee. Require all proposed developments within the Town Center to be subject to review by the Development Review Committee (DRC) as established by the City Commission. The DRC shall have the authority, granted by the City Commission, to approve all aspects of site planning and exterior architecture implications, traffic impacts, and any other site-specific matters related to development.

Objective 2.2 Neo-traditional. Promote and enhance the development of the Town Center by allowing a mixed use higher density/intensity neo-traditional urban pattern.

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Policy 2.2.1: Neo-Traditional Characteristics. Encourage a mixed use higher density/intensity neo-traditional Town Center, utilizing, to the extent practical, the fundamentals and urban design concepts in the Town Center Master Plan:

- Urban and high density
- Walkable community
- Predictability in design/flexibility in land uses.
- Visibly different section of S.R. 434
- Important sites for special public places
- “Green network” of parks and preserved open spaces
- Connected network of streets and blocks
- Special public spaces of defined character
- Special sites for civic buildings
- Pedestrian sized blocks
- Nongated developments

Policy 2.2.2: Variety of Places. Promote and permit a variety of places to gather, shop, relax, recreate and enjoy the natural beauty of the Town Center. Choose sites for public spaces because of their uniqueness or existing physical features.

Policy 2.2.3: Network of Public Green Spaces. Promote and develop a network of public green spaces such as parks, squares, preserves, and open spaces that form the framework for the Town Center, and in doing so, promote and develop connectivity of natural features for habitat, continuity and sustainability, scenic vistas, and trail systems. [Open space is defined as “undeveloped lands suitable for passive recreation or conservation”. (Cross Reference: See Recreation and Open Space Element, Policy 1.1.1)] Designate lands for both passive and active parks.

Policy 2.2.4: Mixed Uses. Permit a variety of mixed uses consistent, compatible, and in harmony with the Town Center Goal, including single family residential, multiple family residential, commercial retail and services, public services and buildings, parks, and schools, through the enactment of creative and flexible land development regulations.

Policy 2.2.5: Wetlands. Utilize wetlands as conservation preserve and open space areas. Connect these to the extent feasible, to promote the natural drainage and ecological viability of the Town Center and to further uphold the City’s designation as a “Tree City U.S.A.” Designate jurisdictional wetlands located within the Town Center as Conservation on the Future Land Use Map - 2030 and require that these lands be subject to the Goals, Objectives and Policies of the Conservation Element.

Policy 2.2.6: Residential Density. Support the desired commercial activity and urban character desired for the Town Center by encouraging high density residential development consistent with the Town Center Goal up to thirty-six (36) units per gross acre and by seeking a minimum average residential density of seven (7) units per acre, unless the type of unit would warrant a lesser density while still meeting the intent of the Town Center Code.

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Policy 2.2.7: Accessory Dwelling Units. Encourage developers of single family detached units in the Town Center, to include residential units with accessory dwelling units (such as garage apartments). (Cross Reference: See Housing Element, Policy 1.3.9)

Policy 2.2.8: Intensity and Building Height. Encourage higher intensity development in the Town Center which does not exceed a floor area ratio (FAR) of two (2.0) and six (6) stories in height.

Policy 2.2.9: Mix of Uses Defined. The City shall create a minimum mix of land uses in the Town Center as follows:

- Retail = 30% to 60%
- Commercial Office = 10% to 30%
- Residential = 30% to 60%.

Objective 2.3 Economic Development. Plan and promote sufficient economic growth and development that provides for an appropriate balance of high-quality land uses, development and activities that will provide a sound financial future for the City.

Policy 2.3.1: Central Economic Development Core. Recognize the Town Center as the centrally located economic development core of the City with the potential for high-quality new development and revitalization that provides needed services, employment opportunities, and high-quality residential living opportunities, while becoming a community activity center for the City.

Policy 2.3.2: Studies. Conduct periodic economic development studies of the Town Center that are designed to compile relevant economic data and analysis that will: (1) educate and inform the City about trends affecting the economic performance of the Town Center; (2) assist the City in developing and implementing economic development strategies for the Town Center; and (3) serve as a significant factor in making development and other decisions related to the Town Center.

Policy 2.3.3: Optimization of Tax Base. Ensure compatible land uses and development projects within the Town Center that optimally increase and diversify the City's tax base and economic well-being, while complementing and protecting established surrounding neighborhoods.

Policy 2.3.4: Fiscal Impacts of Development. Ensure that City policies, regulations, and decision making processes not only consider Town Center design planning impacts, but also consider whether proposed new development will have a positive and acceptable economic impact on the City. In furtherance of this policy, the City Commission may require, as a condition of considering the approval or denial of a development project, that developers provide a written economic fiscal impact report, prepared by a duly qualified expert that details the associated fiscal impacts of any proposed new development project on the City and the School District.

Policy 2.3.5: Targeted Development Program. Develop and implement a targeted development program in cooperation with residents, local businesses and the development community to attract, expand and retain businesses and residential units appropriate to create and maintain an economically successful Town Center.

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Policy 2.3.6: High Quality Development. Ensure high-quality building and development that enhances the image and economic well-being of the City and the Town Center.

Policy 2.3.7: Quality of Life. Strive to improve the quality of life of Winter Springs' residents by encouraging an increased number and variety of thriving commercial businesses that are supported and complimented by high-end residential projects located in the Town Center.

Objective 3.2 Land Uses. The intent and purpose of the GID is to attract target industries which provide higher paying jobs, which complement and do not compete with the Town Center, and which will increase the City's tax base.

Policy 3.3.4: Town Center Linkages. Support public/private investment in transportation linkages between the GID and the Town Center (such as a local transit circulator, water taxi, trail connection, or other innovative solutions.)

GOAL 5: Urban Central Business District. The City shall create an Urban Central Business District (UCBD) in order to promote high intensity, high density development in its urban core.

Objective 5.1 Urban Central Business District designated as an appropriate area for intensive growth and development. The UCBD is intended for high intensity, high density multi-use development which may include any of the following: retail, financial, office (also including professional and governmental offices), cultural, recreational and entertainment facilities, high density residential, or hotels and should be located in close proximity to public facilities.

Policy 5.1.1: Purpose of Urban Central Business District. Establish the UCBD to:

- Plan appropriate and balanced land uses on a scale and at an intensity, consistent with the availability of public facilities and services;
- Facilitate mixed use development;
- Encourage mass transit;
- Reduce the need for automobile travel;
- Encourage quality development; and
- Give definition to the urban form through a vertical and horizontal mix of uses rather than strip-type development.

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Policy 5.1.2: Characteristics of Urban Central Business District. Establish the UCBD as a multi-use area appropriate for intensive growth and having the following characteristics:

- Compact in design;
- Flexible, versatile building design that will outlast initial uses and create long-term value;
- High densities and intensities;
- Proximate and accessible to major arterial roadways; and
- Adequate public facilities including roads, water, wastewater, solid waste disposal, stormwater drainage, and recreation.

Policy 5.1.3: Location Requirement. Locate the UCBD in an area suitable for increased development of regional impact guidelines and standards.

Policy 5.1.4: Boundaries. Define the UCBD as a geographical area having boundaries coinciding with and overlaying the boundaries of the Town Center District, as delineated on the Future Land Use Map - 2030.

Policy 5.1.5: Expansion of an Urban Central Business District. Expand or reduce the boundaries of the UCBD, as needed from time to time, by an amendment to the Comprehensive Plan text or an amendment to the Future Land Use Map - 2030 of the Comprehensive Plan.

Objective 5.2 Design Criteria for UCBD.

Policy 5.2.1: Intensity. Consider pursuant to the guidelines and standards for Developments of Region Impact (“DRI”) (28-24.014(10)(a)(2)FAC), the DRI threshold for development within the UCBD as: 800,000 square feet of commercial retail, 600,000 square feet of office and 700 hotel units, with not less than 700 residential dwelling units, nor more than 4,000 residential dwelling units.

Policy 5.2.2: Future Land Use Designation. Require the future land use designation of all development within the UCBD to be “Town Center”.

Policy 5.2.3: Public Areas within the Town Center. Incorporate pedestrian nodes, such as plazas, parks, squares, gardens, courtyards, or other public green space areas.

Policy 5.2.4: Coordination with Transit. Incorporate transit-friendly features pursuant to the City’s Comprehensive Plan Transportation Element, Policy 1.6.2.

Policy 5.2.5: Block Size and Interconnectivity. Require developments to have an interconnected network of walkable streets and pedestrian-sized blocks.

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Policy 5.2.6: Pedestrian-Friendly Site Design. Promote pedestrian gathering and circulation by requiring all of the following:

- Safe and convenient pedestrian connection to commercial shop fronts from rear parking areas. Connection might be by public sidewalk or through plazas, courtyards, vias, or corridors;
- Transit stops which are well connected to pedestrian circulation systems and include shelter from the elements and sitting areas;
- Sidewalks that are a minimum of 12' wide along in front of commercial shop fronts and are a minimum of 6' wide in all other areas;
- Provisions for immediate shade along streets by inclusion of larger caliper shade trees, expanded awnings or colonnades for commercial shop fronts, and/or other means;
- Pedestrian lighting and subdued night lighting of display windows and building interiors along street frontages;
- Room-sized areas of occupiable space (as defined in Florida Building Code, Chapter 2) along street frontages in commercial shop fronts with entrances at the same grade as the sidewalk; and
- Streetscape design as set forth in the Town Center District Code.

Policy 5.2.7: General Design of Individual Developments within the Urban Central Business District. Require all development within the UCBD to comply with the Town Center Goal and Town Center District Code. Require development to include diversity in detailing and style while maintaining aesthetic harmony and buildings to include at least two stories. Ancillary buildings may be excluded from the two story minimum by action of the City Commission.

Policy 5.2.8: Service Areas. Prohibit service areas from being located in front yards and require that they not be visible from public rights-of-way or squares, parks, or primary space. Design service areas to the standards set forth in the Town Center District Code.

Policy 5.2.9: Signage. Require commercial shop front signage to include a variety of creative signage types (including projecting signage and fin signs) and encourage the use of exposed neon for building façade signage as set forth in the Town Center District Code. Utilize directional (way finding) signage to direct pedestrians to businesses and streets.

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TRANSPORTATION ELEMENT

Policy 1.1.8: Coordinate with the Florida Department of Transportation (FDOT) regarding methods by which the pedestrian orientation of the Town Center can be achieved. This coordination may include the possible reclassification of S.R. 434 through the Town Center as a Class II or Class III arterial, the potential designation of the facility between U.S. 17-92 to Vistawilla Drive as one where it would be appropriate to apply a policy constraint prohibiting future widening of the roadway, and/or examining the appropriateness of lowering the speed limit along a portion of the roadway. (Cross Reference: See Transportation Element, Policy 1.9.9 and Intergovernmental Coordination Element, Policy 1.3.1)

Policy 1.2.14: Coordinate with FDOT to appropriately re-classify S.R. 434 within the Winter Springs Town Center Corridor as a Class II or Class III arterial based on the increased density of traffic signals along S.R. 434. (Cross Reference: See Transportation Element, Policy 1.1.8)

Policy 1.4.7: Require development in the Town Center to provide the necessary right-of-way dedications for the proposed public street network.

Policy 1.7.5: Develop standards to ensure that development in the Town Center consists of pedestrian-sized blocks. (Cross Reference: See Future Land Use Element, Policy 2.2.1)

Policy 1.9.6: Work with FDOT and Seminole County to make low speed urban street design the normal, default practice for street construction, reconstruction, or modification within the Town Center. These urban street design features shall include, but not be limited to, wide, unencumbered sidewalks, narrow motor-vehicle lanes, street trees, prominent crosswalks, tight turning radii, and very limited use of turn lanes. The City shall encourage the same policy be adopted and implemented by these entities for their roadway segments within the Town Center.

Policy 1.9.8: Coordinate with the Florida Department of Transportation regarding a reduction in the speed limit on S.R. 434 in the Town Center, when warranted, to better reflect the pedestrian-friendly environment being created in the Town Center. (Cross Reference: See Transportation Element, Policy 1.1.8 and Intergovernmental Coordination Element, Policy 1.3.1)

Policy 1.11.6: Consider conducting a study to determine the feasibility of implementing a Transportation Concurrency Exception Area (TCEA), Multimodal Transportation District (MMTD), or similar concurrency management alternative(s) for the Town Center, Greenway Interchange District, and the developable land between the two areas, to encourage urban infill development. Such a study, following coordination with FDOT regarding the methodology, may include:

- Establishing whether concurrency management alternatives are appropriate to help achieve the goals and objectives of the Comprehensive Plan;
- Investigating the implementation of similar systems in jurisdictions with similar characteristics and issues;
- Establishing guidelines for granting exceptions to transportation concurrency for urban infill development, urban redevelopment, downtown revitalization, or similar purpose allowed by Florida Statutes;
- Evaluating possible mobility strategies that promote the purposes for which an exception may be proposed; and
- Determining specific steps that would need to be undertaken by the City.

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HOUSING ELEMENT

Policy 1.1.8: Limit the development of housing with a density greater than 18 dwelling units per acre (dua), to the Town Center and the U.S. 17-92 Community Redevelopment Area (C.R.A.) Corridor. Development of higher density housing must take reasonable and appropriate steps to minimize or eliminate adverse impacts to adjacent established residential neighborhoods through site layout, orientation of buildings, and a transition of densities. (Cross Reference: See Future Land Use Element, Policy 1.4.2)

Policy 1.1.15: Support the desired commercial activity and urban character desired for the Town Center by encouraging high density residential development up to thirty

Policy 2.2.8: Continue to require the implementation of the Town Center Code so that the concept of 'eyes on the street' is maintained to ensure safe, pedestrian friendly streets.

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INTERGOVERNMENTAL COORDINATION ELEMENT

Policy 1.3.1: Continue to coordinate with Florida Department of Transportation (FDOT) regarding issues associated with S.R. 434 including:

- A sufficient reduction in speed limit, as well as the potential for arterial reclassification, on S.R. 434 in the Town Center to better reflect the pedestrian-friendly environment being created in the Town Center. (Cross Reference: See Transportation Element, Policy 1.1.8 and 1.9.8)
- The potential for implementation of a policy constraint for S.R. 434 between U.S. 17-92 and Vistawilla to ensure that the highway will not be considered for widening. (Cross Reference: See Transportation Element, Policy 1.1.8 and 1.9.9)
- Pursue widening of S.R. 434 to 4-lanes east of S.R. 417 within the Greenway Interchange District. (Cross Reference: See Transportation Element, Policy 1.2.15)
- Use of enhancement funding for streetscape and multimodal opportunities where appropriate.