

**Comprehensive Plan - Goals, Objectives & Policies
Specifically Addressing the Greenway Interchange 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
Greenway Interchange Dst	1.0 FAR (The 1.0 FAR can be exceeded through the use of development bonuses, but the total FAR shall not exceed 2.0.)

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 3: Greenway Interchange District. The City hereby creates a Greenway Interchange District (GID) land use category to target industries with high quality, higher income jobs and an increased tax base for the City.

Objective 3.1 Location. The GID shall be located in proximity to S.R. 417 and the interchange area on S.R. 434, as depicted on the City's Future Land Use Map - 2030. The GID is located within the "target area" identified by Seminole County in 2007 as "SeminoleWAY", which runs north from S.R. 426 in the City of Oviedo to Interstate 4 in the City of Sanford, following the S.R. 417 corridor.

Policy 3.1.1: Future Land Use Map - 2030 Designation. Revise the Future Land Use Map - 2030, as appropriate from time to time, to designate land "Greenway Interchange District" (GID) consistent with this Objective.

Policy 3.1.2: Future Roads and Traffic Patterns. Adopt appropriate transportation maps to identify future roads and traffic patterns related to the GID that provide best routes through and safe and convenient access to land while attempting to maximize development potential and opportunities consistent with GID Goal. Determine the final location of future roads within the GID and adjacent area during the development process in accordance with the Transportation Element.

Policy 3.1.3: Connectivity. Require pedestrian, bicycle and vehicular connectivity both internally and externally to adjoining developable properties (including public trail linkages). (Cross Reference: See Recreation and Open Space Element, Policy 1.6.4)

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.

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Policy 3.2.1: Target Industries. Limit land uses within the GID to target industry uses including: technical and research services, financial information services, life sciences, digital media, international trade, sports associated industries, hotels and lodging, conference centers, long stay tourism. Allow other “basic” businesses and industries with high annual average wages provided the use complies with this Objective. Allow incidental uses supportive of these industries (including heliport) to be incorporated into these target industry buildings, but not as a separate facility.

Policy 3.2.2: Residential Use Limitations. Prohibit residential except as a conditional use, incidental to other GID uses set forth in Policy 3.2.1 and limit the residential component to no more than 25% of any one vertically integrated, mixed use structure.

Policy 3.2.3: Sensitive Lands. Require preservation of ecologically sensitive open spaces in the GID and promote connectivity of these natural features for habitat continuity and sustainability. Require a network of public plazas with interconnected sidewalks to promote an urban pedestrian environment. Calculate FAR based on total gross acreage, including both ecologically sensitive areas and developable acreage. (Cross Reference: See Recreation and Open Space Element, Policy 1.1.9)

Policy 3.2.4: Intensity and Building Height. Encourage higher intensity development in the GID by requiring buildings to include at least two (2) stories of occupiable space (as defined in Florida Building Code, Chapter 2) and allowing a FAR up to 1.0. Development bonuses allowing a higher FAR, may be granted based on the criteria described in Future Land Use Element, Policy 3.2.5.

Policy 3.2.5: Development Bonuses. Development bonuses which allow a higher FAR (up to a maximum FAR of 2.0), may be granted for projects within the Greenway Interchange District which demonstrate environmental stewardship through one or more of the following:

- Environmentally-sensitive site planning (Cross Reference: See Conservation Element, Policy 1.8.2);
- Green building design and energy efficient buildings as determined by USGBC LEED Certification or equivalent;
- Incorporation of Low Impact Development (LID) practices, such as green roofs capture and use of stormwater for irrigation and/or other grey water type uses, and rain gardens (Cross Reference: See Conservation Element, Policy 1.3.4);
- Energy efficient land use which minimizes impervious surfaces, such as inclusion of one or more parking garages (Cross Reference: See Conservation Element, Policy 1.8.1);
- Restoration or enhancement of degraded wetlands, native ecosystems, or preservation of extra upland buffers around critical habitat (Cross Reference: See Conservation Element, Policy 1.7.2); and
- Waterwise practices including sustainable site design through natural landscaping with Florida native plants (Cross Reference: See Conservation Element, Policy 1.2.6).

Policy 3.2.6: Trail Linkages. Require public trail linkages through the GID and require bicycle facilities (such as bike racks and lockers) to support public access via alternative means.

Policy 3.2.7: Diversity in Detailing and Style. Require development to include diversity in detailing and style while maintaining aesthetic harmony.

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Objective 3.3 *Private/Public Investment.* The City shall encourage and promote target industries to invest and locate on land designated GID.

Policy 3.3.1: *Public Money as a Catalyst.* Spend public money as a catalyst to encourage private investment within the GID, to the extent financial resources are available. Undertake capital improvements for public infrastructure in conjunction with private development (e.g. sewer, water, roads, parks, stormwater) to enhance or assist private development in achieving the GID Goal.

Policy 3.3.2: *SeminoleWAY Collaboration.* Pursue opportunities to collaborate on the regional SeminoleWAY initiative between Seminole County, the cities of Oviedo, Sanford, and Winter Springs, the Florida Turnpike Enterprise, and the Orlando Sanford International Airport, for purposes of economic development and job growth initiative. (Cross Reference: See Intergovernmental Coordination Element, Policy 1.2.4)

Policy 3.3.3: *Private Investment and Economic Incentives.* Encourage private investment in the GID by enacting policies, to the extent allowed by law, to provide economic or streamline processing incentives to private developers utilizing green technology standards (such as LEED) within the GID, provided such development is consistent with the GID Goals, Objectives and Policies.

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.)

Objective 3.4 *Compatibility of Uses.* Through the adoption of land development regulations and the development review process, the City shall require that the land uses within the GID be compatible.

Policy 3.4.1: *Master Development Plan.* Require a Master Development Plan which considers the entire GID and surrounding area, to ensure compatibility of land uses and compliance with the GID Goal.

Policy 3.4.2: *Development.* Require tracts of land to be developed as a whole, to provide continuity among the various land uses and to create a compact and walkable workplace.

Policy 3.4.3: *Transition to Adjacent Uses.* Consider transitional uses and stepped down building heights to maximize views of Lake Jesup and to protect adjacent, existing lower density uses.

Objective 3.5 *Economic Development.* Plan and promote sufficient economic growth and development that provides for an appropriate balance of target industries, development and activities that will provide a sound financial future for the City.

Policy 3.5.1: *Economic Catalyst.* Recognize the GID as a major economic development catalyst of the City with the potential for attracting target industries that create high paying jobs and provide needed services and employment opportunities, as well as associated high-quality residential living opportunities under limited circumstances.

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Policy 3.5.2: Studies. Conduct periodic economic development studies of the GID 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 GID; (2) assist the City in developing and implementing economic development strategies for the GID; and (3) serve as a significant factor in making development and other decisions related to the GID.

Policy 3.5.3: Optimization of Tax Base. Ensure that the GID optimally increases and diversifies the City's tax base and economic well-being.

Policy 3.5.4: Fiscal Impacts of Development. Ensure that City policies, regulations, and decision making processes not only consider GID 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 3.5.5: High Quality Development. Ensure high-quality building and development that enhances the image and economic well-being of the City, GID, and SeminoleWAY.

Policy 3.5.6: Quality of Life. Strive to improve the quality of life of Winter Springs' residents by encouraging an increased number and variety of thriving target industries that serve as significant employment opportunities for Winter Springs' residents.

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TRANSPORTATION ELEMENT

Policy 1.3.7: Promote mixed use developments, which include provisions for a wide variety of housing types and prices, in large tract developments, except within the Greenway Interchange District.

Policy 1.5.16: Adopt a Greenway Interchange District (GID) master circulation plan prior to the issuance of any development approval in the portion of the GID west of S.R. 417.

Policy 1.5.19: Consider the feasibility of a route along S.R. 434 connecting the Town Center and the Greenway Interchange District, with the proposed facility to be limited to transit, bicycle, and/or pedestrian access. Environmental feasibility and traffic circulation would be the primary effort of the initial consideration. If permitting issues are not found to be insurmountable, a study may be performed to address issues such as potential routes and potential funding sources for capital and operating costs, and additional factors for a transit component such as operating agency, headways, hours of operation, projected ridership, and pricing.

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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CONSERVATION ELEMENT

Policy 1.1.8: Require preservation of ecologically sensitive open spaces in the Greenway Interchange District and promote connectivity of these natural features for habitat continuity and sustainability. Additionally, require a network of public plazas with interconnected sidewalks to promote an urban pedestrian environment.

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HOUSING ELEMENT

Policy 1.3.7: Promote mixed use developments, which include provisions for a wide variety of housing types and prices, in large tract developments, except within the Greenway Interchange District.

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RECREATION & OPEN SPACE ELEMENT

Policy 1.1.8: Require preservation of ecologically sensitive open spaces in the Greenway Interchange District and promote connectivity of these natural features for habitat continuity and sustainability. Additionally, require a network of public plazas with interconnected sidewalks to promote an urban pedestrian environment.

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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.