

# PLAN CONTENT AND DESCRIPTION

The descriptive narrative of the Plan summarizes the general intent of the redevelopment program. It has been produced as a guideline for promoting the sound development and redevelopment of the properties in the redevelopment area. Opportunities for public improvements, redevelopment activities and proposed future land use composition are identified and graphically included in the Plan. It has been prepared to reflect the future land use and development patterns desired by the community as expressed during the visioning process conducted by the Mayor and the East Central Florida Regional Planning Council.

While the Downtown Redevelopment Plan is comprehensive in its assessment of the issues impacting the future of the Downtown district, the program, will not be responsible for implementation of plans, projects and programs that are being proposed by other agencies and organizations. The Community Redevelopment Agency cannot possibly assume the roles of other organizations responsible for projects within the area. Rather, the Agency's role is to maintain close relationships with other organizations and support their efforts through supplemental funding and other program initiatives. The redevelopment program will be pursued at multiple levels by numerous jurisdictions at the same time. The CRA may take the lead in certain efforts, while other departments and organizations will lead their efforts where appropriate.

It must also be understood that the plan will not happen all at once, and it is likely that the elements of the Plan will not necessarily occur within the time sequence described herein. The Downtown Redevelopment Plan is intended to be a guiding document for local government actions designed to overcome deterrents to desired future growth and development in order to stimulate private investment. The plan is not intended to be static. Over time, the objectives and strategies of the plan should be updated and revised based upon changes in the economy, relevant public concerns and opportunities associated with private development proposals.

This section of the document is organized into the following six chapters (Chapter 4- Chapter 9) that represent the overriding themes identified through the planning process. These overriding themes are intended to serve as the foundation for pursuing an integrated approach towards promoting the development of compact and complete communities. "Complete Communities" are neighborhoods or districts that support the principles of smart growth and New Urbanism- increased densities complemented by a diversity of housing types, services, and amenities.

## Chapter 4: Land Use and Development Characteristics

This chapter addresses the key attributes of the Downtown's physical character: future land use composition; proposed development projects; development intensities and densities; affordable housing; and the seven character districts.

## Chapter 5: Urban Design and Historic Preservation

The primary issues addressed in the chapter relate to the public and private realm design guidelines including streetscape design; gateways; open space and waterfront design; transit oriented development principles; street grid and views; pedestrian connectivity; wayfinding and signage; site planning; building massing and bulk control criteria; architecture and historic preservation guideline.

## Chapter 6: Circulation and Mobility

The Circulation and Mobility chapter includes proposed improvements to the street and alley network; bicycle and pedestrian connectivity; trail network; multimodal transportation; and parking management.

## Chapter 7: Public Facilities and Amenities

This chapter addresses issues impacting the provision of the primary civic realm infrastructure- utility network, stormwater systems, telecommunications; community facilities related to educational and cultural resources -civic center, library, schools, public safety, parks, restrooms, arts and culture, and other civic amenities.

## Chapter 8: Environment

Issues addressed in this chapter include conservation and preservation of wetlands and natural resources; sustainable development including green buildings and site planning, Leadership in Energy and Environmental Design for Neighborhood Development (LEED-ND), and sustainable transportation modes.

## Chapter 9: Economic Development

The primary focus of the Economic Development chapter is related to Downtown's regional context, employment base, tourism related events, marketing and promotion, strategies related to retaining and attracting businesses, and potential economic benefits of transit service on Downtown.

Each chapter contains an overview section at the beginning that describes the existing conditions and its relationship to the Plan. The overview section is followed by an objective statement and action strategies to be taken, in order to realize the intended development character. Maps, tables, and illustrative renderings support the text in each chapter.

The Plan contains descriptions of several types of projects and programs, including capital projects, public/private projects, and government programs. Capital projects are those that are funded solely by the public sector to address specific infrastructure needs such as roads, drainage, streetscapes, parks and other municipal facilities. The Plan also contains projects that provide opportunities for the public and private sector to work together toward mutually beneficial development activities. The public and private sectors can bring different resources and capabilities to bear on projects that fulfill the objectives of the redevelopment plan but otherwise might be unsuccessful.

The most important aspects of the Plan are the following:

1. The Plan identifies, in general, where primary land uses and activity centers will be located in order to best attract prospective businesses and residents, while at the same time being well integrated into desired future transportation and land use patterns.
2. The Plan provides a tool for the Redevelopment Agency and the City to promote economic development by showing prospective investors locations that have been designated for their purpose; thereby reducing the developer's risk and permitting hurdles when coming to the community.
3. The Plan provides a holistic means for the Redevelopment Agency and the City to provide the approvals of new developments based upon an agreed-upon strategy.
4. The Plan allows the Redevelopment Agency and the City to make capital improvements projections based upon known future, public project needs, demands and proposed locations.
5. The Plan establishes a framework for policy decisions that anticipate the need for densification of future development patterns.
6. The Plan facilitates the preparation of new land development regulations that provide a higher standard of urban and residential design.
7. The Plan supports culture and the arts as integral activities in the Downtown through continued support of special events and festivals, while also setting aside locations for artists live work communities as well as a transportation, heritage and natural resource museum.
8. The Plan supports desired social, physical and economic development strategies, as expressed by community representatives, including:

- Development patterns with higher densities of mixed-use located in the core areas of the Downtown with lower heights, building masses and residential uses in surrounding neighborhoods.
- The expansion of activities in the Downtown to establish Tavares as a regional destination with the introduction of new mixed-use, retail, entertainment and residential uses
- Support of infill, renovation and enhancement of residential areas and the prevention of commercial encroachment into neighborhoods
- The improvement of aesthetic conditions on the SR 19 and U.S. 441 Corridors
- Strengthening and expansion of the arts, culture and entertainment
- The revitalization of the waterfront and Wootton Park providing a venue for festivals and other activities
- Improvements to the Tav-lee regional trail system introducing opportunities for heritage and eco-tourism including the expansion of trails, greenways and blueways.
- Reinforcement of future public transportation and mobility options through development of multimodal transit and expansion of pedestrian areas
- Support for historic preservation efforts

