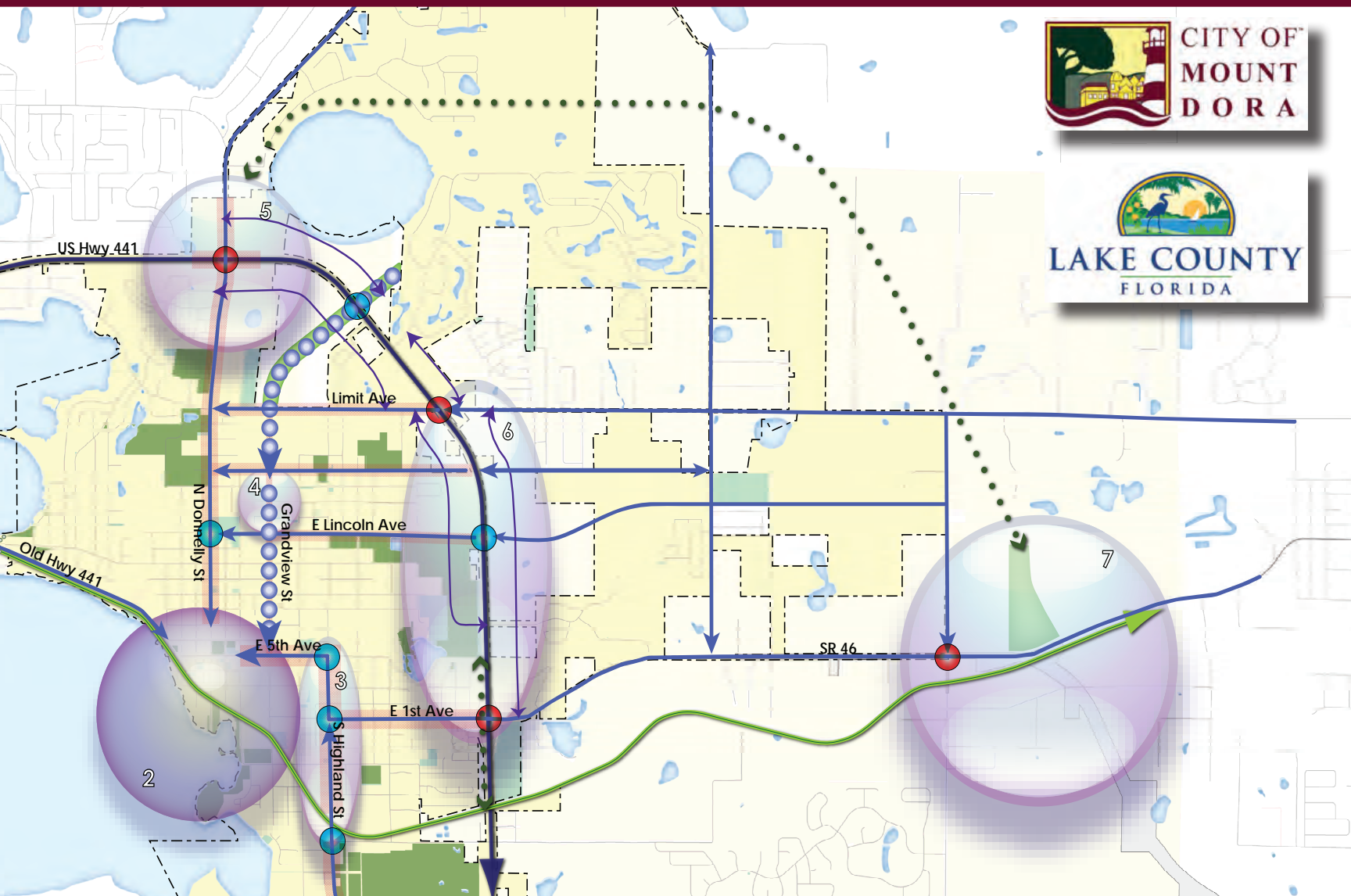


ECONOMIC DEVELOPMENT DISTRICT MASTER PLAN

for the CITY OF MOUNT DORA/LAKE COUNTY



April 15, 2014

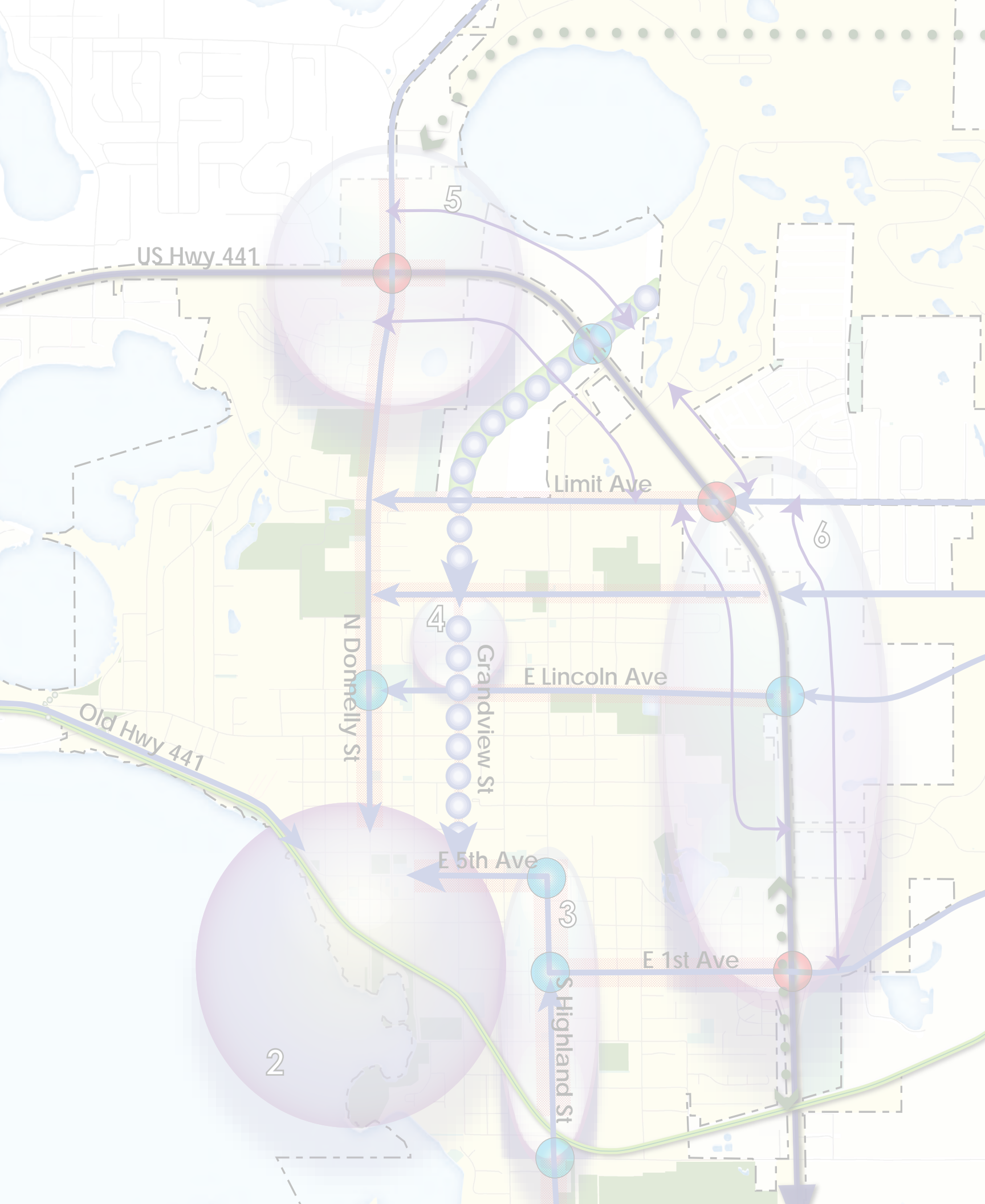
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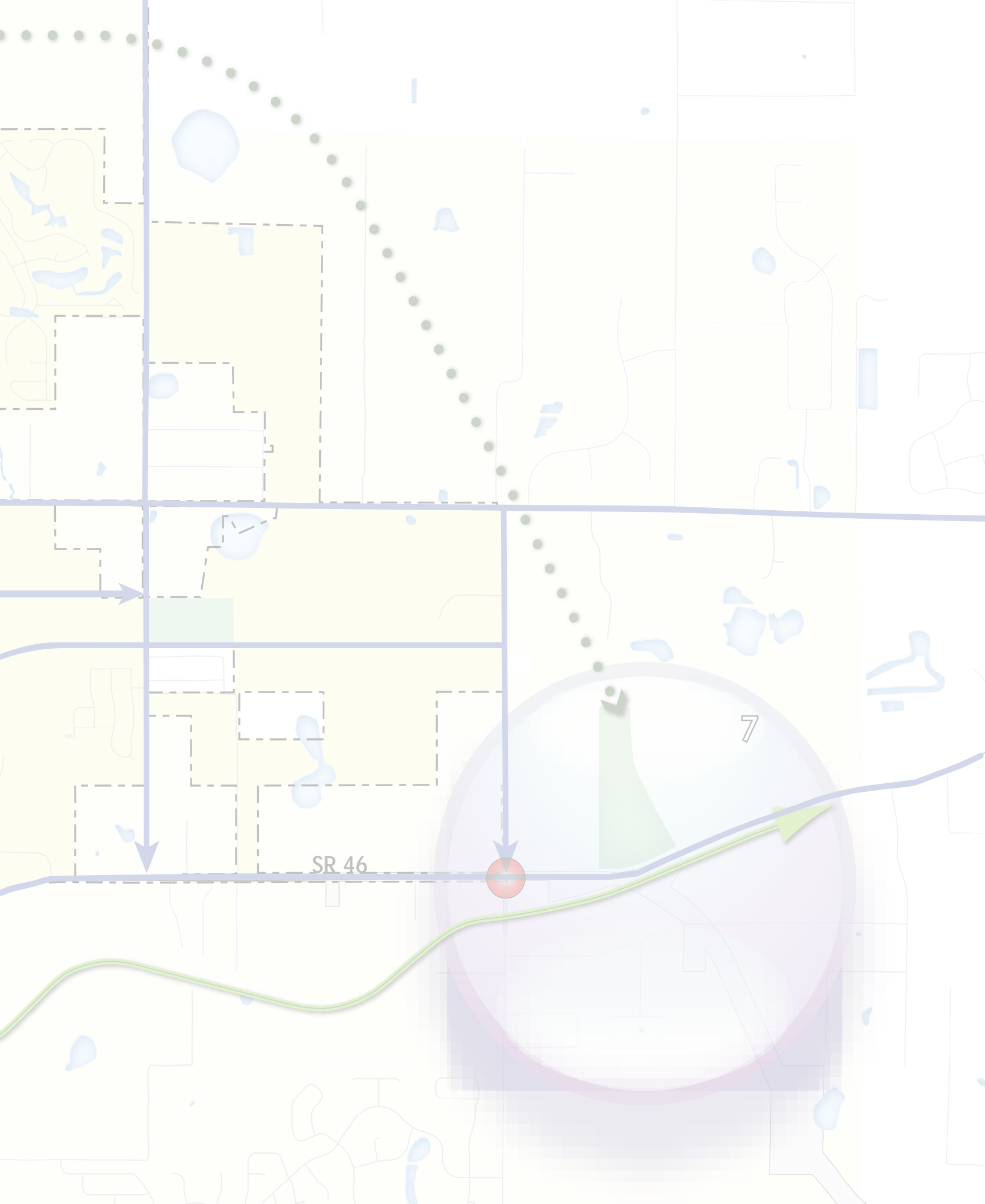


RENAISSANCE PLANNING GROUP

In association with:

Real Estate Research Consultants







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INTRODUCTION

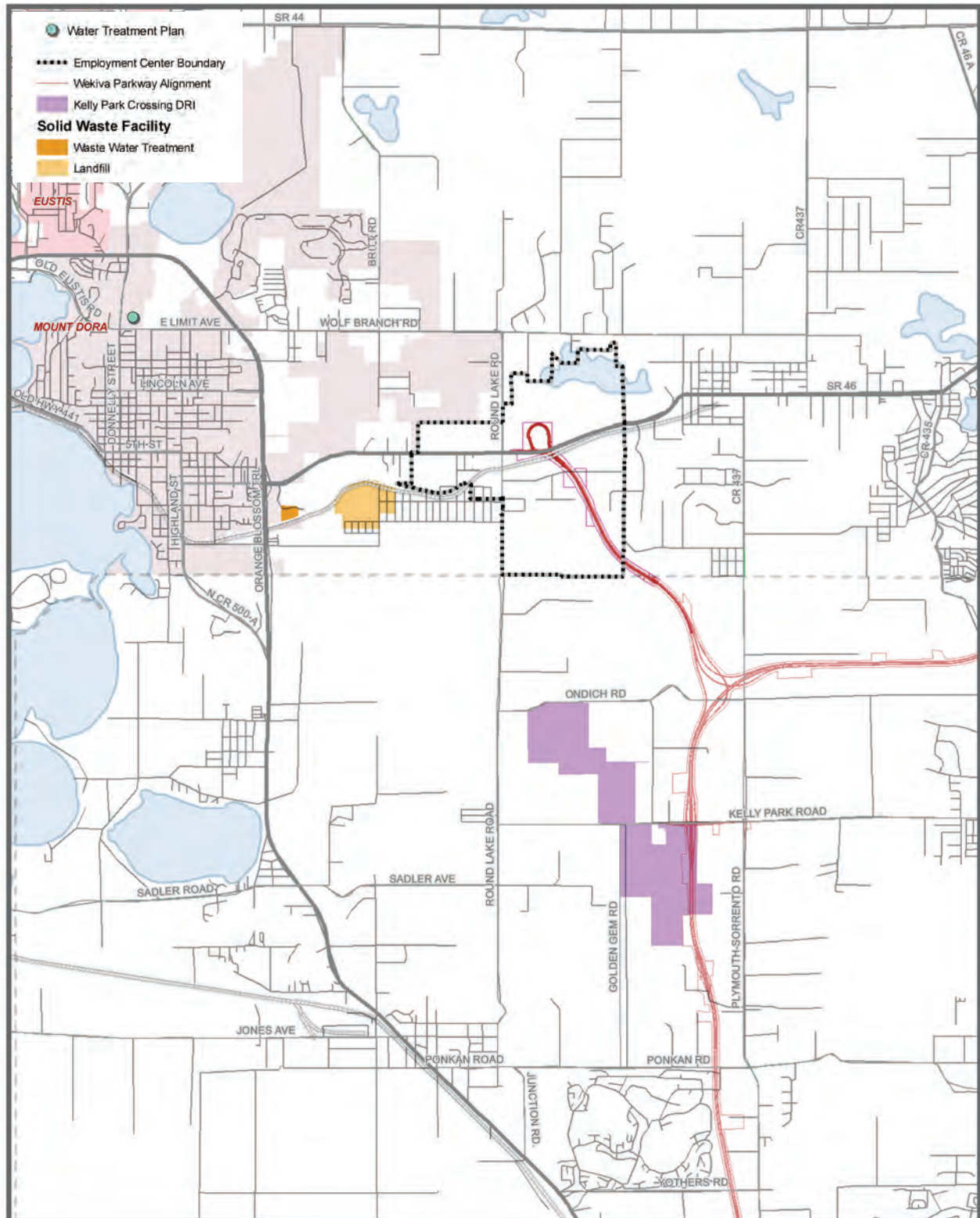
A conceptual master plan is an organizational scheme that establishes relationships between the various working parts of a development program, with a goal of creating a place that is sustainable and adaptable to changing circumstances in social, economic and environmental conditions over time. The design process involves interaction with the community, gathering and consolidating both data and opinions, considering a variety of alternatives, building consensus and setting a direction for the project.

The objective of the Mount Dora Economic Development District Master Plan is to create a framework for the marketing and development of property in the Lake County/Mount Dora Joint Planning Area for employment based uses. The City and County have adopted land use policies that incorporate industrial corridors along SR 46 east of US 441 and employment center/regional office uses east of Round Lake Road. The intent of these policies is to promote orderly and logical development of land for major office complexes, technology uses, and light, clean, green industrial development in attractively designed, park-type settings that complement the area's environmental and natural features. The framework developed by this Master Plan addresses the approximate mix, density, intensity, access, location and compatibility of uses.

The map on the following page indicates the location of the Mount Dora Economic Development District in relation to other projects and improvements in the area. With the construction of the Wekiva Parkway extension and completion of the Beltway, Mount Dora becomes much more easily accessible to all parts of the greater Orlando region.

The work involved in creating this Conceptual Master Plan occurred in three stages, as shown and described in the following pages.

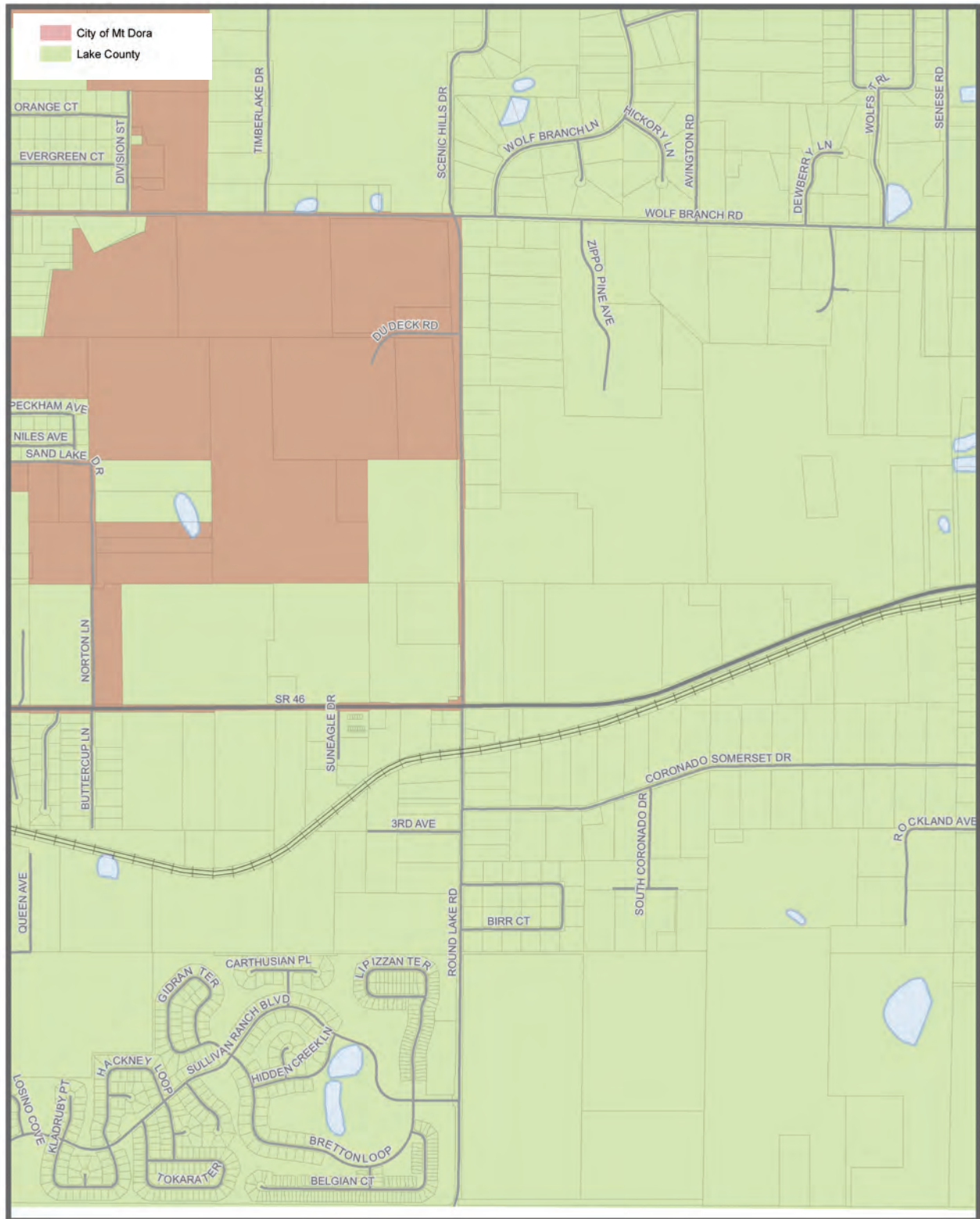
INTRODUCTION: CONTEXT



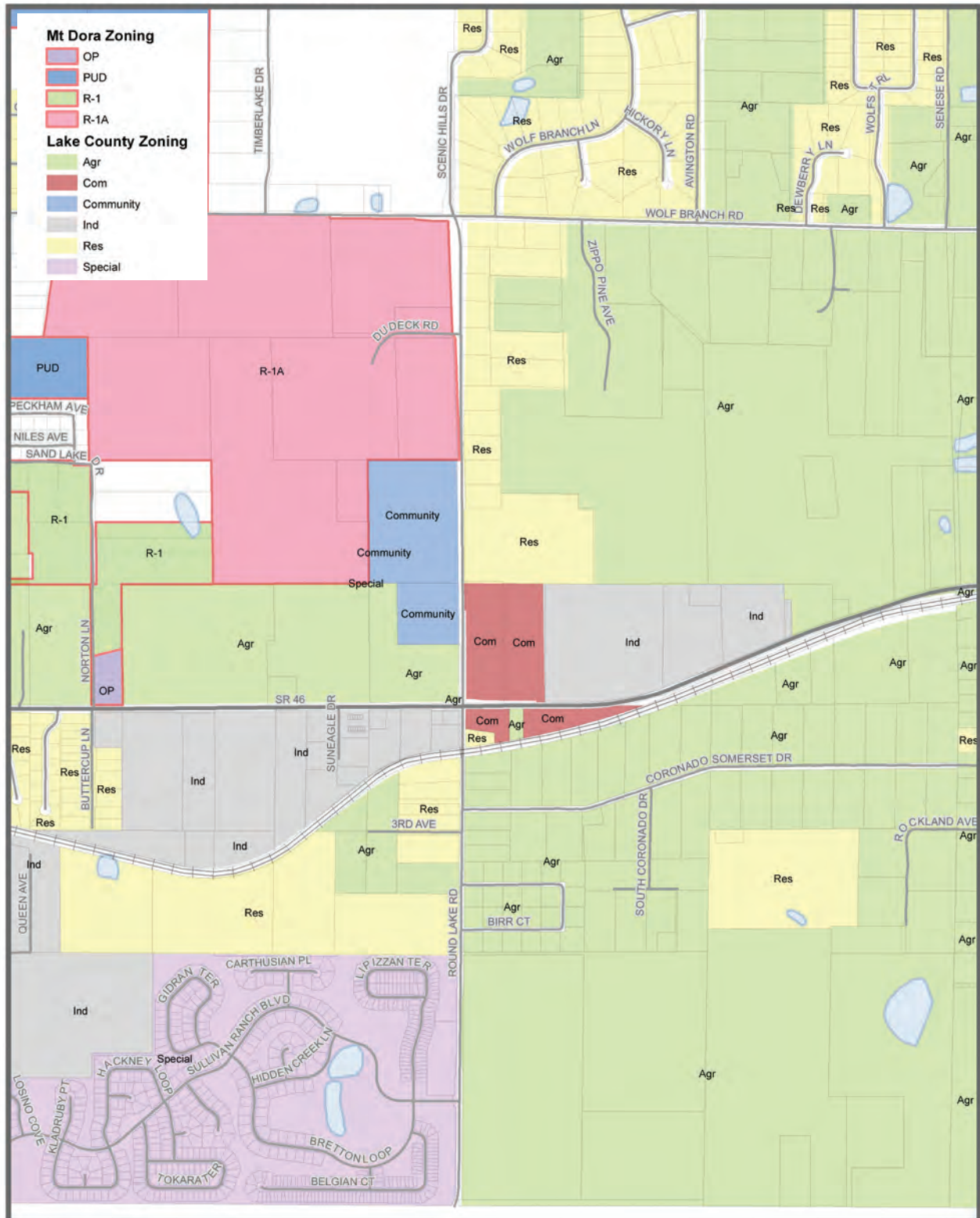
The first portion of the project work established a context for the Conceptual Master Plan that guided its development and laid the groundwork for linking the Plan to larger community and regional goals such as economic development, multimodal connectivity and environmental preservation.

The Consultant collected critical data necessary to identify existing area conditions and characteristics and compiled it in a form in which it could be mapped in a digital format. Data collected covered such items as topography, soils, vegetation, hydrology and drainage, views, structures, roads and railways and infrastructure. Policy designations (zoning and future land use) and parcel ownership information were also noted. In conjunction with City and County staff, available data from existing online and paper sources was obtained for mapping and analysis. Information from other online sources was collected and field work was used as necessary to fill in gaps in the data set and verify information.

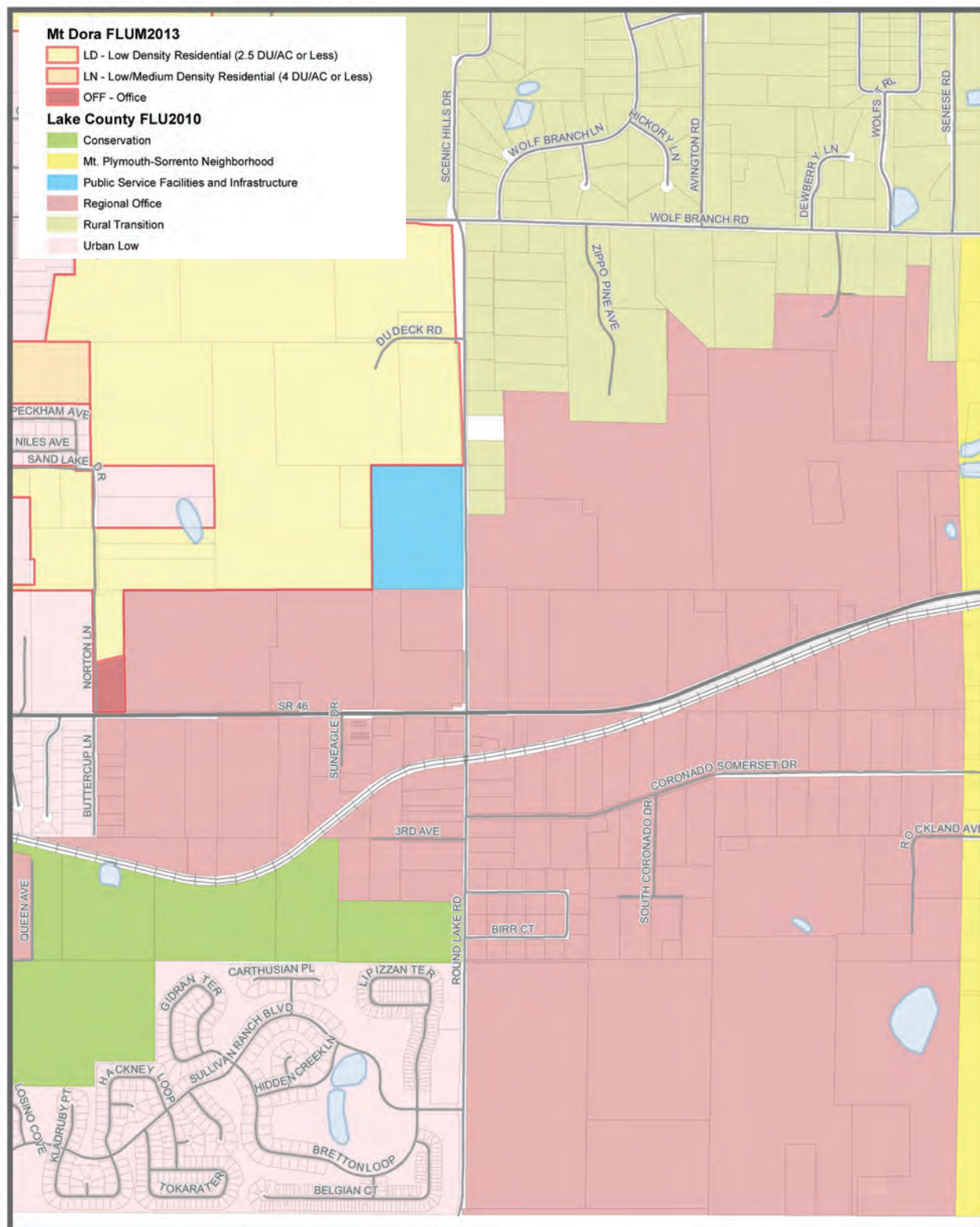
INVENTORY: JURISDICTION



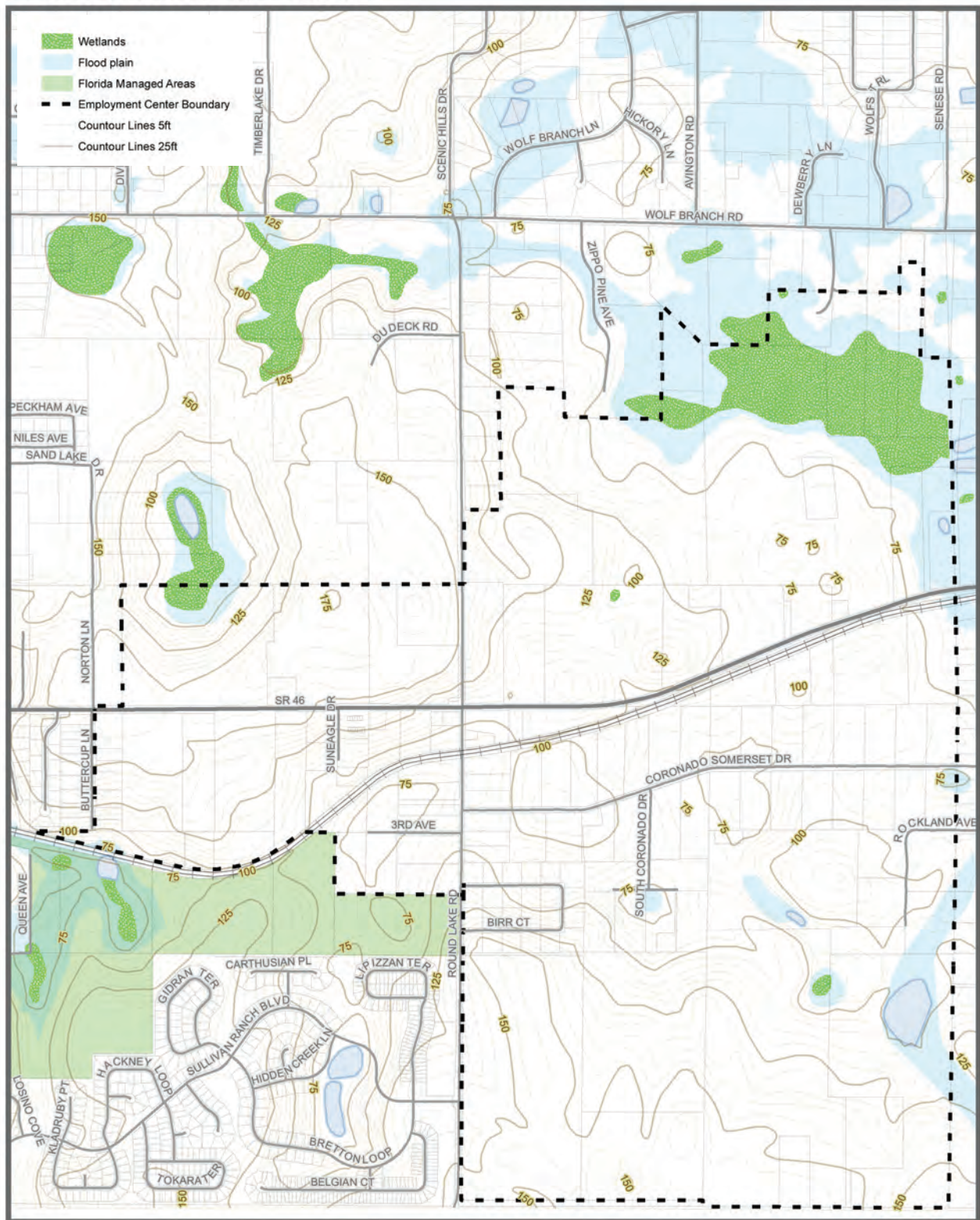
INVENTORY: ZONING



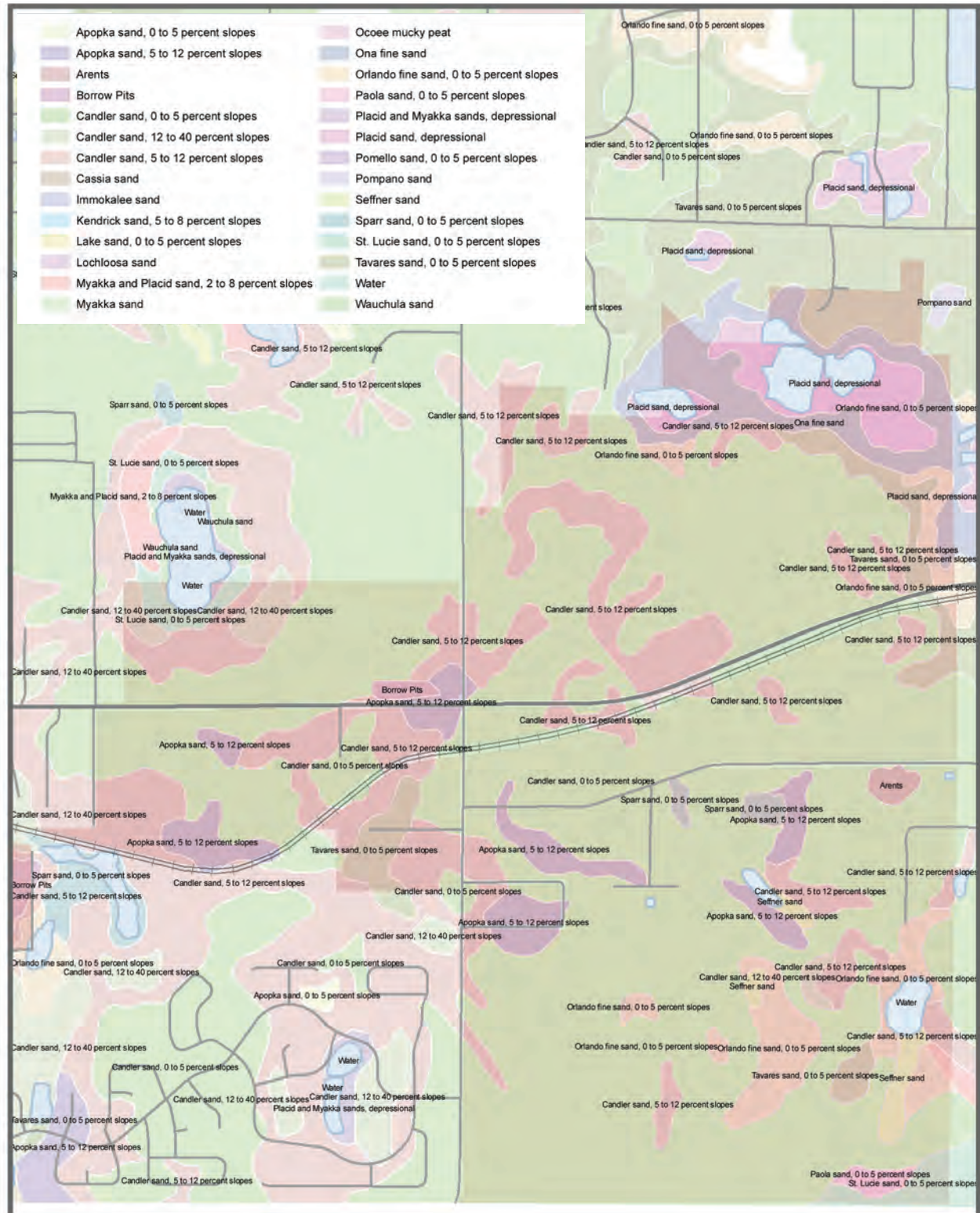
INVENTORY: *FUTURE LAND USE*



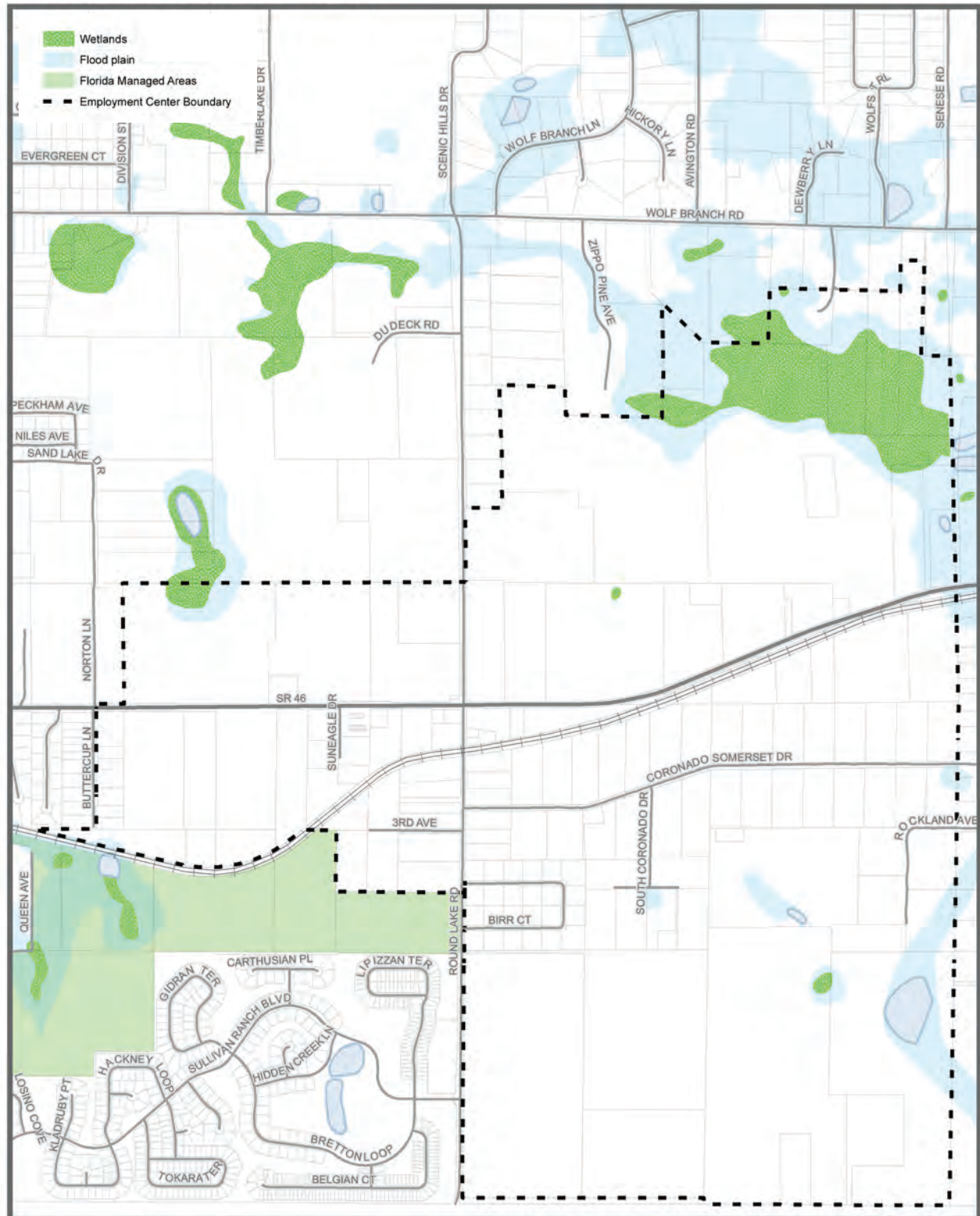
INVENTORY: TOPOGRAPHY



INVENTORY: SOILS



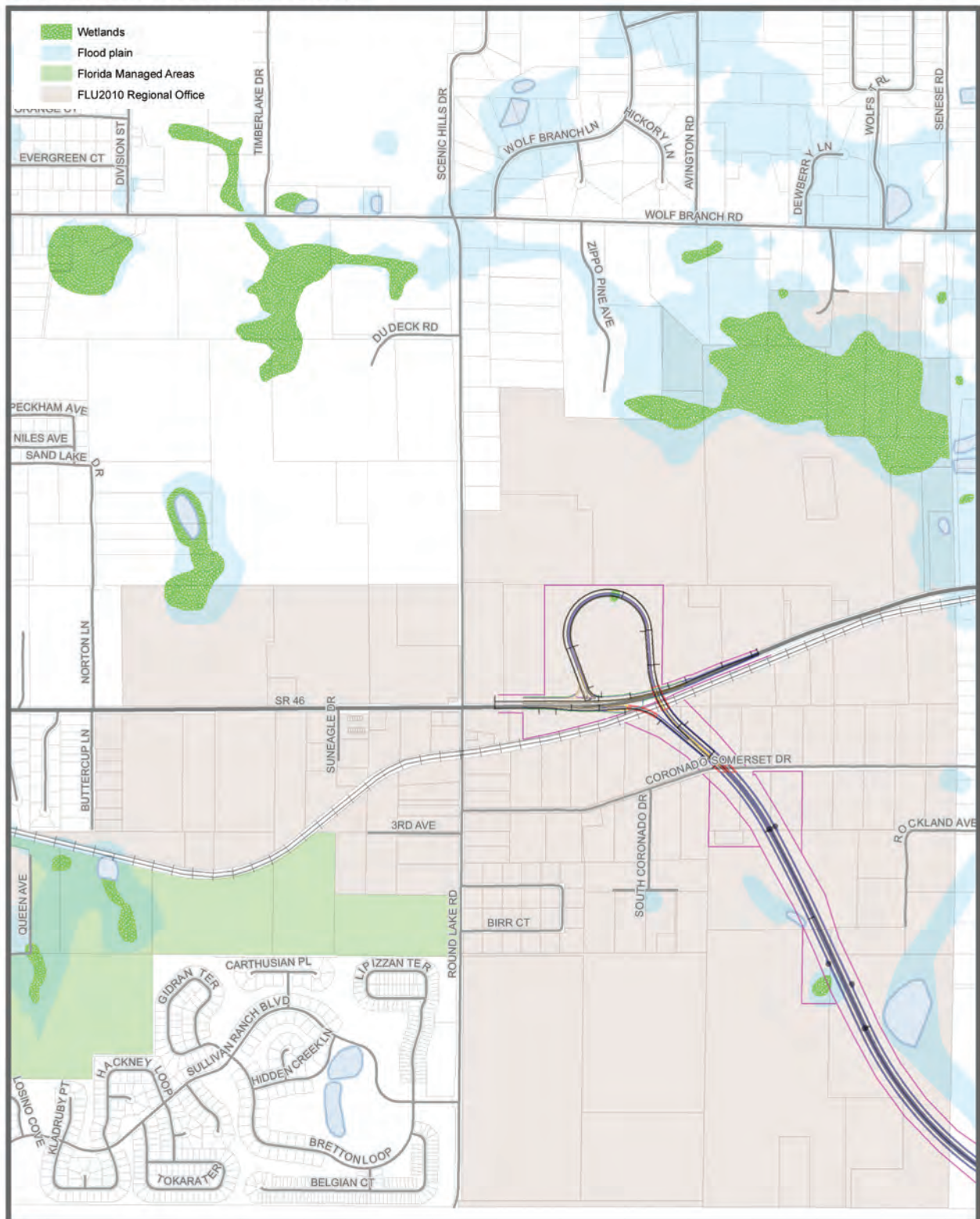
INVENTORY: WETLANDS/FLOOD PLAINS



INVENTORY: TRAILS



INVENTORY: WEKIVA PARKWAY

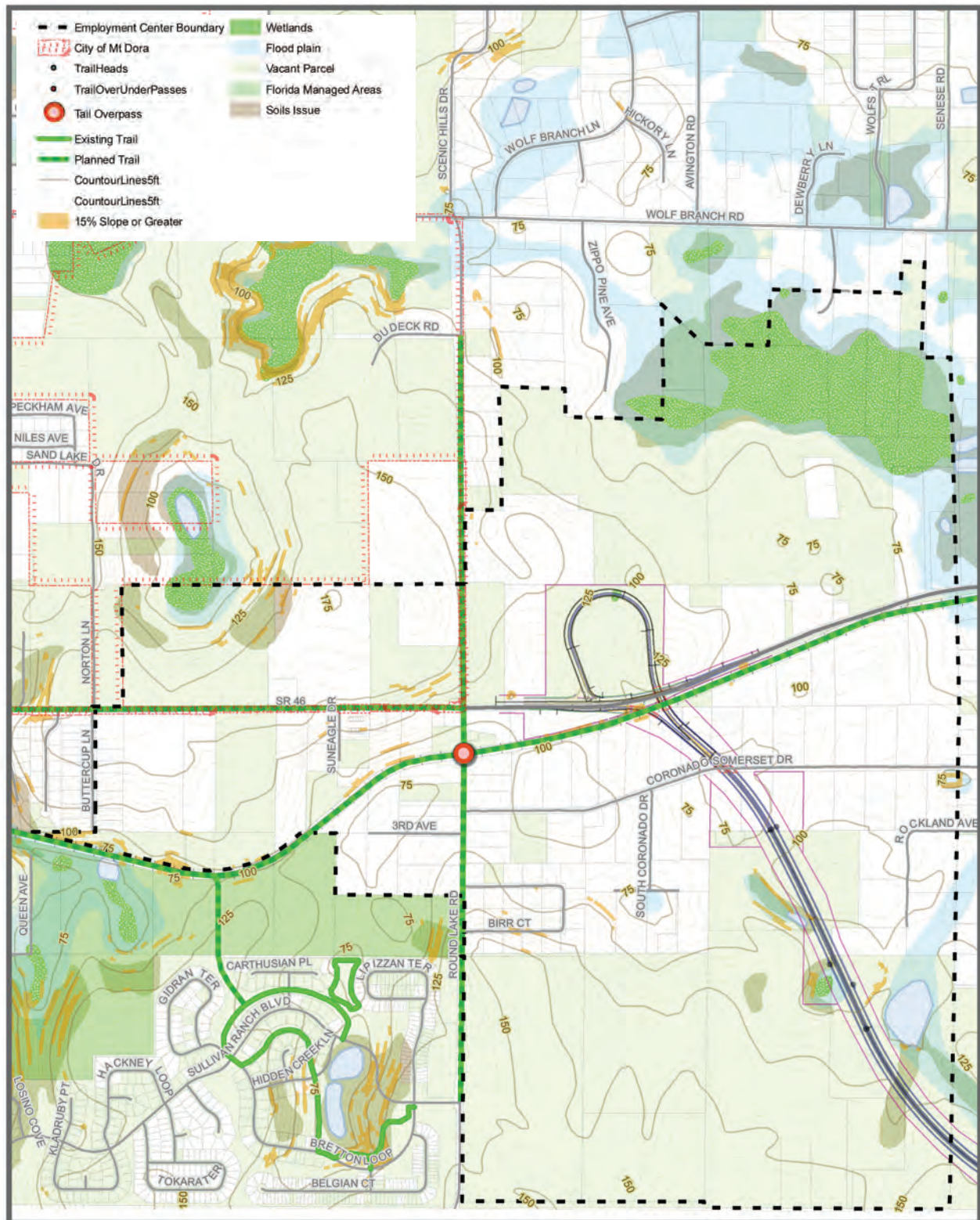


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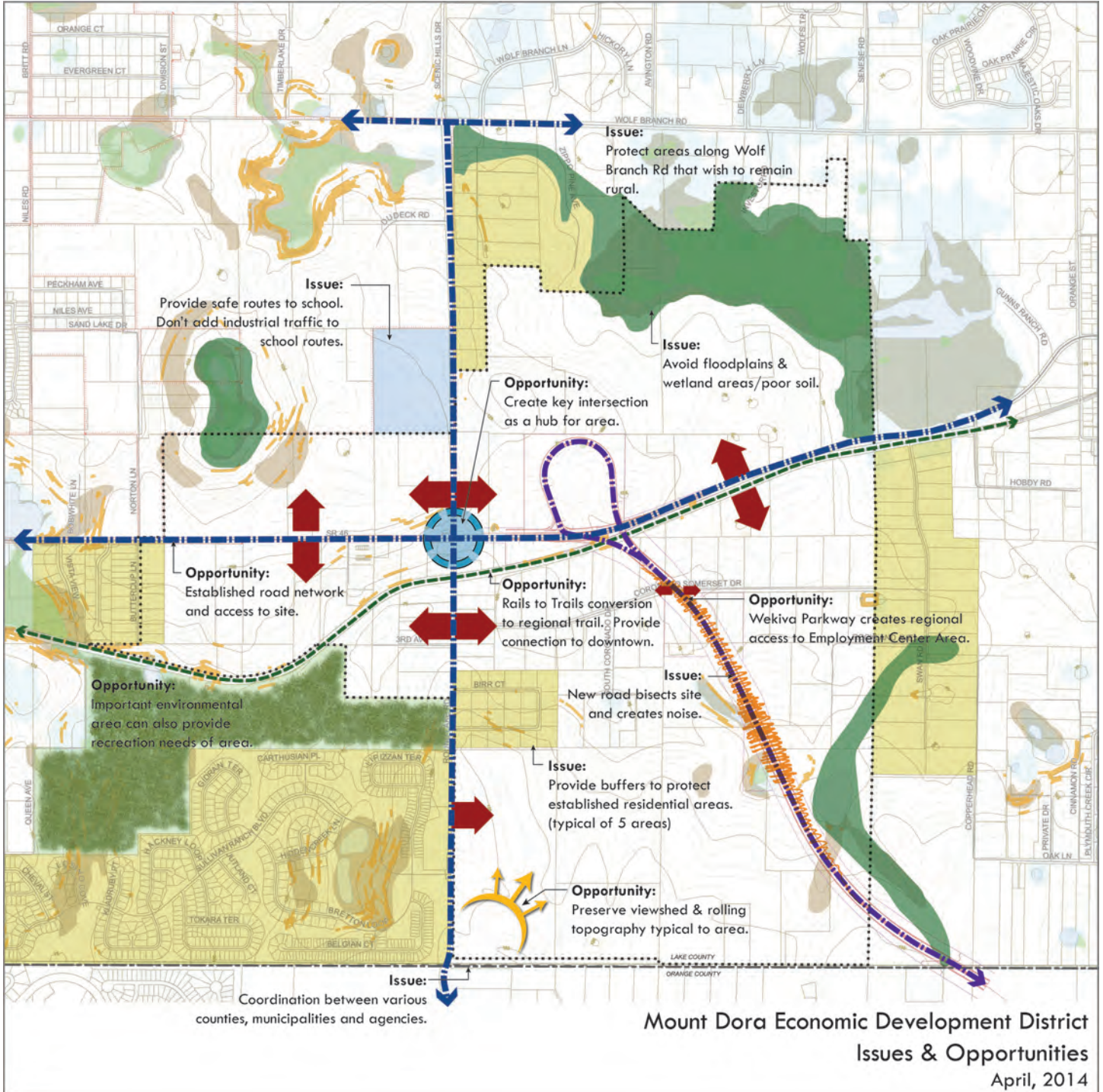
The second portion of the project work provided a detailed examination of the gathered inventory items and identified the physical conditions, policies and community issues that may influence the Master Plan design. A Market Analysis was completed that framed the development opportunities to be considered during this site examination and subsequent program development.

Relevant information from the background documents and inventory data was analyzed to determine its potential impact on development of the site. Existing site characteristics were mapped as a basis for developing a sense of the issues and opportunities provided by the site. Analysis was done through a series of map overlays that delineated the most suitable and least suitable areas of the site for each analysis factor. Potential linkages, focal points, access, centers and edges were also identified and mapped.

ANALYSIS: COMPOSITE BASE



ANALYSIS: ISSUES & OPPORTUNITIES



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Creation of a preliminary development program was the bridging step between the analysis and the design phases of the project. The program was based on both the Market Analysis and the Site Analysis and it served as the guide to begin envisioning the Conceptual Master Plan design elements. The program was explicit enough to provide initial direction, but flexible enough to allow new ideas and direction to emerge as the design evolved.

Conceptual design began with the creation of functional diagrams that explored the relationships of the different development program components. This was first accomplished as a series of quick non-site related diagram sketches that helped the designers understand abstract relationships and hierarchy among the various elements of the development program, including such things as access points, roads, key facilities, development pods, drainage ways, buffers, adjacency of uses, and open space/greenways.

These diagrams were then applied to the project site, using the Issues and Opportunities Map as an underlying framework. The goal of this exercise was to start integrating project components into the site, highlighting and utilizing the positive elements of the site, while protecting sensitive elements and systems. The designers explored a series of alternative arrangements, evaluating each concept in terms of suitability with natural site features, adjacent land uses and proposed development. The result was a series of hand-drawn site-related diagrams or “bubble” plans.

The selected conceptual design was refined into the Master Plan, resolving program elements into physical components that suggested basic form and size, as well as a road network that provided connectivity and spread out traffic patterns throughout the site.

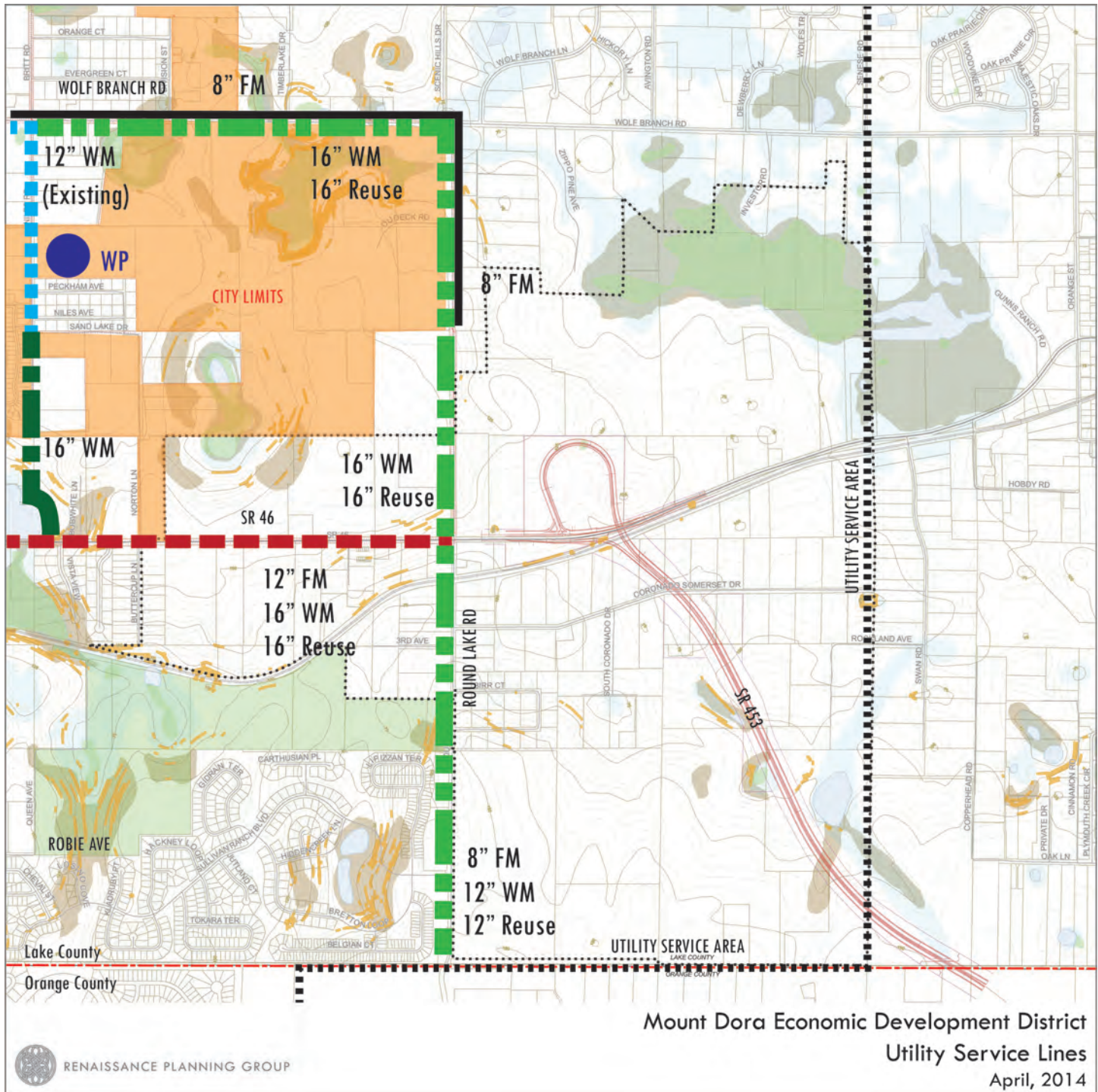
Based on the economic demand and opportunities presented in the Market Analysis, the Conceptual Master Plan illustrates a potential development program and mix of uses for the site that includes (approximately):

Office:	326 acres (32%)
Industrial:	416 acres (41%)
Retail:	51 acres (5%)
High Tech:	101 acres (10%)
Residential:	123 acres (12%)

Total Non-Residential SF:	8.5 million
Total Employees:	17,000 people

Total Residential:	1,000 units
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SYNTHESIS: *UTILITY SERVICE LINES*



SYNTHESIS: TRANSPORTATION



SYNTHESIS: CONCEPTUAL MASTER PLAN

