

Prepared by Renaissance Planning Group

PROJECT PURPOSE AND OVERVIEW

Through the City of Mount Dora's Joint Planning Partnership with **Lake County**, and with partial funding from the **Department of Economic Opportunity**, the City is moving forward to make the **Employment Center along SR 46** concept a reality.

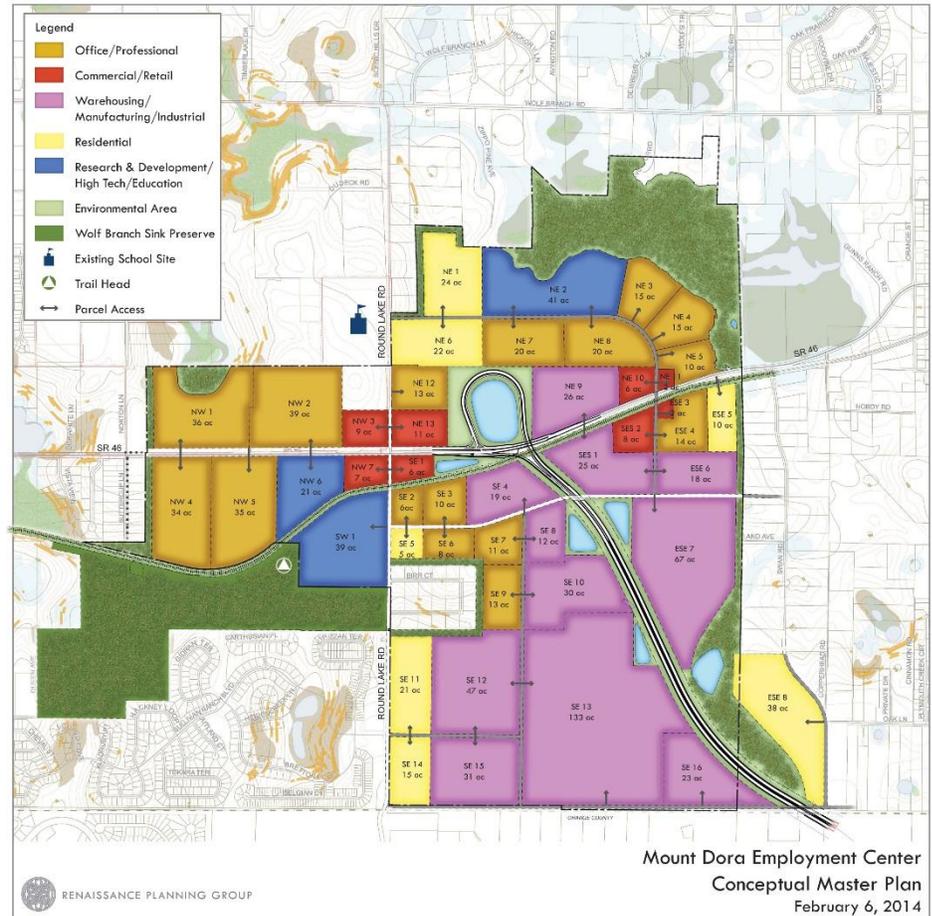
- The Employment Center will create an **easily accessible hub and destination** for East Lake County and an eastern gateway into Mount Dora.
- This project includes a **Market Study**, a **Master Plan** and a **Marketing Package and Strategy**.
- This project will take the City from broad-brushed planning to a fully-imagined **framework to guide long range planning** and promote economic sustainability in the community.

MARKET STUDY

Real Estate Research Consultants completed a Market Study of the Employment Center area that looked at the history and characteristics of employment and growth in the Mount Dora/East Lake County area, opportunities and challenges of the study area, and case studies of similar areas within Florida to determine a plausible program and timetable for development.

Findings include:

- The Employment Center area is well-suited to take advantage of improvements to **regional access**. Demand for development will likely grow with the opening of the Wekiva Parkway in 2020.
- The mix and timing of **new growth will depend on several factors**, including competing activities in the region, parcel consolidation in the study area, and the willing exchange of property between buyers and sellers as development opportunities arise.
- Although the development mix is very flexible at this early stage, economic indicators generally show a program consisting of about **30%** office uses, **50%** industrial/manufacturing uses, **10%** retail uses and **10%** institutional and residential uses.
- There are opportunities to pursue **healthcare and education users** who would help establish the area as an emerging center in the region.
- Supporting **residential and retail uses** will occur as employment levels increase.



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KEY CONSIDERATIONS

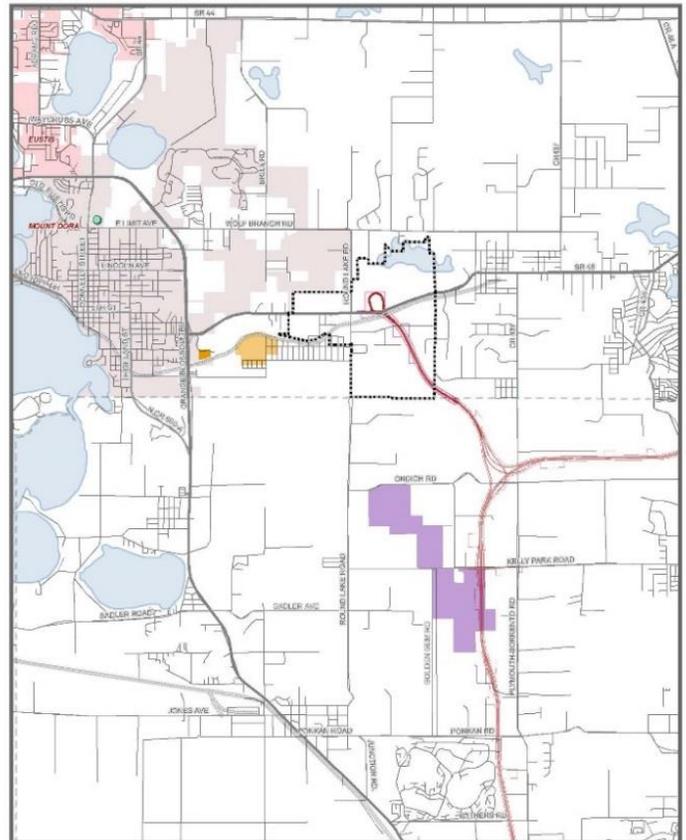
- The Employment Center is contained within a **designated Joint Planning Area** established by the City of Mount Dora and Lake County for purposes of coordinated planning and development.
- **Voluntary annexation** of land into the City of Mount Dora will generally occur as development happens.
- Land within the Employment Center area is mostly privately owned today, and it is expected to remain in **private ownership** in the future, except for small portions of land that may be used for utilities, roads, stormwater, parks or schools.
- The City of Mount Dora has **adequate utility capacity** to serve the Employment Center area. Utilities will be extended to serve sites as part of development approval.



WHAT ARE OUR NEXT STEPS?

- Following any refinements from public and agency input, the next step is for the City of Mount Dora and Lake County Board of County Commissioners to officially **review and adopt the Master Plan**.
- Submit the Conceptual Master Plan to the Florida Department of Economic Opportunity by **April 17, 2014**.
- The final work product is a Marketing Package and Strategy, designed to brand, promote and market the Employment Center for desired types of development to realtors, developers and economic development specialists throughout the region. The objective is to position the Employment Center for job-generating development that contributes to the **long-term economic health** of Mount Dora and East Lake County.
- The Employment Center Master Plan project will be **completed by June 2014**.

CITY OF MOUNT DORA AND LAKE COUNTY
EMPLOYMENT CENTER MASTER PLAN



CONTACT INFORMATION

Mark Reggentin, AICP
 Planning and Development Director
 City of Mount Dora
 (P) 352.735.7112
Reggentinm@cityofmountdora.com

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