



Strategic Plan Summary

Goals, Strategies & City Council Ranking

Revised 9/15/2020

GOAL 1: Economic Development

Strategy 1.1. Develop Wolf Branch Innovation District (WBID)
City Council Ranking: 12

- 1.1.1. Continue to implement Wolf Branch Master Plan
- 1.1.2. Incorporate branded marketing and wayfinding signage
- 1.1.3. Promote the WBID as a “gateway”
- 1.1.4. Include park space and recreation within the WBID
- 1.1.5. Maintain high-quality urban form and design guidelines in the WBID

Strategy 1.2. Enhance mobility, connectivity, and expand trail network
City Council Ranking: 12

- 1.2.1. Develop transportation master plan and associated revisions to the City’s Traffic Impact Analysis (TIA) requirements
- 1.2.2. Continue coordination with Lake County, City of Tavares, railroad, and FDOT on trails
- 1.2.3. Seek funding sources to pay for trail improvements and future maintenance
- 1.2.4. Seek partnerships to establish trailheads and associated amenities

Strategy 1.3. Attract new commercial businesses
City Council Ranking: 10

- 1.3.1. Encourage waterfront development
- 1.3.2. Promote residential development and redevelopment within the Northeast CRA (including mixed-use development of the Grandview Commercial District)
- 1.3.3. Streamline and evaluate occupational license and business tax receipt programs
- 1.3.4. Encourage energy-conserving construction and practices
- 1.3.5. Improve access to the trained workforce
- 1.3.6. Explore building height policies where appropriate

Strategy 1.4. Promote tourism
City Council Ranking: 10

- 1.4.1. Advertise the trails, downtown Wi-Fi, waterfront, and other city amenities that draw tourists and visitors
- 1.4.2. Provide business attraction for new hotels
- 1.4.3. Develop a standard brand image
- 1.4.4. Encourage easy access from Orlando
- 1.4.5. Schedule special events throughout the year

GOAL 2: Infrastructure / Public Safety

Strategy 2.1. Improve parking capacity
City Council Ranking: 33

- 2.1.1. Identify a final location for a new parking garage
- 2.1.2. Acquire land for parking garage
- 2.1.3. Identify revenue sources to fund parking garage
- 2.1.4. Evaluate alternative parking solutions
- 2.1.5. Pursue partnership for shuttle service within the City if needed

Strategy 2.2. Enhance pedestrian safety
City Council Ranking: 12

- 2.2.1. Implement traffic calming study strategies and projects
- 2.2.2. Implement and fund Parks and Recreation master study recommendations
- 2.2.3. Improve pedestrian crosswalk safety
- 2.2.4. Evaluate recreation and parks are within walking distance of new residential neighborhoods

Strategy 2.3. Seek city sustainability
City Council Ranking: 12

- 2.3.1. Develop and implement Tree Replacement Program
- 2.3.2. Encourage residents to practice environmental conservation
- 2.3.3. Encourage community gardening, planting of native species and conservation practices
- 2.3.4. Teach and promote residential use of composting and other conservation methods

Strategy 2.4. Develop parks & recreation infrastructure
City Council Ranking: 12*

- 2.4.1. Connectivity and Accessibility
- 2.4.2. Increase engagement and collaboration with residents
- 2.4.3. Support Special Events and dedicated open space
- 2.4.4. Invest in an equitable Parks system
- 2.4.5. All Ages and Abilities

Strategy 2.5. Support maintenance and planned growth of roadways, utilities and communications infrastructure
City Council Ranking: 9

- 2.5.1. Fund and implement transportation master plan
- 2.5.2. Pursue community Wi-Fi/broadband “smart city” communications systems
- 2.5.3. Pursue underground electric power lines
- 2.5.4. Strengthen city cyber-security
- 2.5.5. Expand the use of solar power
- 2.5.6. Identify alternate, sustainable water supply sources

GOAL 3: Fiscal Resources / Human Resources

Strategy 3.1. Identify and seek funding sources to support economic development and infrastructure
City Council Ranking: Not ranked due to integral nature of this strategy to City operations

- 3.1.1. Pursue federal, state, and local grants to fund city department technology, studies, and projects
- 3.1.2. Seek to create public and private partnerships to conserve government funds and resources for priority projects

Strategy 3.2. Attract and maintain city human resources through competitive compensation and benefits
City Council Ranking: Not ranked due to integral nature of this strategy to City operations

- 3.2.1. Conduct a salary survey to ensure that city salaries are in line with the Lake County market
- 3.2.2. Ensure that a succession plan is in place for all city department managers and key staff
- 3.2.3. Encourage staff retention by offering continuing training and education in new skills