



CITY OF SANFORD COMMUNITY VISION AND STRATEGIC PLAN

SUMMARY OF *IMAGINE SANFORD* DESIGN CONCEPTS TOWN HALL MEETING January 31, 2013

I. OVERVIEW

The City of Sanford hosted a community workshop for the *Imagine Sanford* vision and strategic planning project on the evening of January 13, 2013 in the Sanford Civic Center. The meeting objectives were to review and reaffirm community values; introduce target area design concepts, projects, and initiatives; define program elements of the citywide vision and strategic plan; and to obtain feedback on target area and citywide vision concepts. This town hall meeting will guide subsequent analytical efforts in each target area. About 75 people attended, as well as staff from the City and the consultant team.



The workshop was advertised through a number of different media, including local newspapers, the City web site and *Imagine Sanford* web site, flyers, signs and an email network of interested citizens and groups.

This workshop was the second of three public meetings scheduled over the course of the project to solicit public participation and facilitate input and review of the priorities, design concepts

and policies emerging for the community vision.

Six staffed stations were spread around the hall, one for each target area. Each station included map graphics and illustrations, a listing of potential projects, and key bullet points setting context for each target area. There was also an unstaffed station with graphics summarizing community values and maps showing the conceptual citywide vision.



After introductions and a brief presentation by the consultant team, workshop attendees were asked to participate in a target area exercise. Participants were asked to go to each station at their leisure to talk to staff and comment on the ideas and concepts presented by marking up maps, using a flip chart for comments, and by taking a short survey. The key issues and opportunities identified by the community during the exercise are summarized below.

II. Target Area Map Comments

Each staffed Target Area station contained two maps and a flip chart to record notes and questions. The first map was a diagrammatic graphic highlighting possible catalyst sites in the target area and showing how connections, both vehicular and pedestrian, could be made between those destinations. The second map built from the first and showed conceptual design ideas for key catalyst sites within the target area. The unstaffed station contained maps showing the conceptual citywide vision and an open network concept diagram of how the different target areas and city destinations relate to each other. Notes indicated on the maps and flip charts were as follows:

Citywide Vision

- Old signs, like the one at the BBQ place near 25th and French, should be preserved, not be forced into retirement. Doing that takes away the town's charm.
- Why was the electronic "Welcome to Sanford" sign placed so close to the motel on 17-92? The old spot was much more highly visible. Can't the two old wooden signs also be painted – one on 25th Street and one west of the Riverwalk.
- Brissom and Celery needs a street light – it's very dark at that intersection.
- We need more lighting throughout the city – establish a plan similar to the plan for sidewalks. Equally important.
- Light up Sanford – street lights and safety go hand in hand. This would enhance existing dark areas and promote more outdoor activities.
- 17-92 reroute – best idea yet.
- Plant trees (provide canopy) to support all scenic roadways.
- Need new gateway signage to draw people into Sanford.

Waterfront/Downtown/Georgetown Area

- That 6-story building at 1st and Park – is it in good enough shape to use for something or would renovation costs be prohibitive? Now, that would be a candidate for "Bram Towers II" or so it appears.



- Need school for the visual arts.
- County Services Building should stay in downtown Sanford area.
- Need to connect 1st Street to the water with walking, eateries, shops, etc...Ideal would be 1st to Park Avenue getting rid of government buildings (courthouse, etc...).
- Reopen hotel on Palm Island. Move students to a facility at the airport.
- Give me something to do on the Riverwalk – food, arts, entertainment, shopping and/or open air market.
- What is to become of that gargantuan building on the waterfront? Is it inhabited?
- What about the former CVS store at 1st and French? Can the City acquire it for something, perhaps a gym?
- Encourage historic tourism opportunities for downtown.
- What about more lake access via day docks?
- Coordinate with Deltona to further develop lake attractions.
- Allow accessory dwelling units in owner-occupied properties in this area (original garage apartments are underused living spaces).
- Allow second story living above businesses downtown.
- City-owned Mooring Field to allow for seasonal residents on the water – they all need to eat and this would generate income and help eliminate derelict boats anchored out.
- Make Magnolia Avenue and 2nd Street all-way STOP to improve pedestrian safety.
- No connectivity through 9th Street. The east side does not connect to Mellonville now. The west side veers north to 8th Street. It doesn't connect to anything now.
- 9th Street – concerned about it as a connector. We have recently built to interrupt traffic flow on 9th to create an acceptable residential traffic street.
- 9th Street needs additional bump outs.
- Need fishing and pedestrian piers.
- Need piers with development similar to SF or NY.
- 4th Street is not a through street.
- Need bike lanes on Park Avenue.
- Create a water taxi for all waterfront and downtown destinations.
- Complete the RiverWalk to the zoo.
- Palm Island needs to be redeveloped – waterside resort/hotel, transient docks, sailing club facilities, and restrooms.
- Create a form-based code to enhance values and enforce ideas.



SR 46/Goldsboro Area

- Can Lake Avenue be renamed Green Avenue as it was until Sanford incorporated Goldsboro? Historic names should all be restored.
- Where is the Celery Sculpture hiding? I was told it used to be on Celery Avenue.
- What are the plans for the closed housing projects on 3rd Street?
- Are there funds for a block grant in Goldsboro?
- Are there grants for improving homes in Goldsboro?
- Would like to see Goldsboro Historic Walks with historic plaques.
- Encourage tourism to celebrate history of one of the first black incorporated communities and the accomplishments of its citizens.
- Provide links with the Zora Neale Hurston Festival for Goldsboro and Georgetown.
- Skate park for the youth like Lake Mary has.
- Good place for its own master plan – lots of vacant land (besides closed housing project) could be attractive redevelopment and area centered around its historic past.
- In our community we need a building for our youth to mentor them. You speak of the future which is all good. Teach them morals and values, things that are not coming from home.
- Reconnect the street grid from Historic Goldsboro Boulevard going north towards SR 46.
- Need more neighborhood parks.
- Put some retail near the Amtrak auto train station.
- Extend the notion of historic Sanford along SR 46.

SR 46/SunRail Station Area

- Opportunity for 2nd stage [SunRail] extension or spur line to 9th Avenue (Goldsboro). Provide more links to where people live.
- Need to add bike/pedestrian or trolley link to station from Historic District.
- Trolley should be a small scale electric vehicle that connects zoo, downtown, waterfront, etc...
- Is SunRail platform private? Will there be public access from north side of the tracks?
- Needs to tie into downtown and airport – why would I get off the train and stop in Sanford and how would I get to downtown Sanford?
- Reserve land for YMCA as part of the TOD.



- Doesn't make sense to create a "new downtown" between the current downtown and the mall – residential in this area is a good idea.

Airport Area

- Need golf cart and bicycle path from airport to downtown along Sanford Avenue.
- Provide shuttle from airport transit station to airport.
- Provide a hotel for use by flight schools.
- Why develop residential around airport?
- Need Silver Lake residential area designated as a Preserve aka The Lake District. Don't extend airport commercial into this area.
- As development occurs near the airport, the character of the area will change, there will be more noise and traffic, and residential uses may be reduced.

Mall/St. Johns Parkway Area

- Need to preserve industrial areas.

Seminole State College Area

- Like the idea of rerouting 17-92 away from the downtown.
- Make connection to college more pedestrian friendly – how do people get from one place to the other?
- Any thought to a YMCA or other large gym in the area or any area? Sanford is in need of such facilities.

Additional Comments

- Display these [workshop] exhibits in Public Works front windows on street to allow for public viewing and increase awareness. This will also get more public interest and get rid of the ugly window treatments. Add lights – make this a nice corner of interest.

III. Target Area Concepts Survey

This survey was part of the Target Area review by the community. The following statements are rated from 1-5, where 1=strongly disagree and 5=strongly agree. People generally responded favorably to all the target areas, with no area receiving less than a 3.0 average score. The Waterfront/Downtown/Georgetown and SR 46/SunRail Station areas received the highest average scores, with the Mall/St. Johns Parkway and Seminole State College areas receiving the lowest average scores. Although the focus on downtown areas is consistent with previous community input, the higher rankings for



other target areas indicates that people want to see all areas of the City prosper and be connected. A breakdown of the survey responses is listed below:

Waterfront/Downtown/Georgetown Area

- This is an appropriate area to focus on community improvements and catalyst projects.

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|------------|------------|------------|------------|-------------|---------------------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | 4.80 average |
| (0) | (0) | (1) | (1) | (13) | 15 responses |
| 0% | 0% | 7% | 7% | 86% | |

- I support the type of improvement concepts and strategies being explored for this area.

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|------------|------------|------------|------------|-------------|---------------------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | 4.60 average |
| (0) | (0) | (1) | (4) | (10) | 15 responses |
| 0% | 0% | 7% | 27% | 66% | |

- These improvements create better connections and stronger destinations for residents and businesses.

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|------------|------------|------------|------------|-------------|---------------------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | 4.53 average |
| (0) | (0) | (2) | (3) | (10) | 15 responses |
| 0% | 0% | 14% | 20% | 66% | |

Comments:

1. Priority #1 – bring tourists and residents with family-friendly locations.
2. Do not allow corporate chains to take over – keep it local and small.
3. More boat day docks are needed to give boaters access to downtown areas.
4. That’s what makes Sanford different – the water is our biggest and best asset.
5. Focus on this area – it is the “heart” of the city.
6. Find ways to attract the “creative class” to this area.
7. Convert Magnolia Avenue and 2nd Street to All-Way Stop for pedestrian safety.

SR 46/Goldsboro Area

- This is an appropriate area to focus on community improvements and catalyst projects.

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|------------|------------|------------|------------|------------|---------------------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | 3.73 average |
| (0) | (1) | (8) | (0) | (6) | 15 responses |
| 0% | 7% | 53% | 0% | 40% | |

- I support the type of improvement concepts and strategies being explored for this area.



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|------------|------------|------------|------------|------------|---------------------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | 3.53 average |
| (1) | (1) | (6) | (3) | (4) | 15 responses |
| 7% | 7% | 40% | 20% | 27% | |

- These improvements create better connections and stronger destinations for residents and businesses.

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|------------|------------|------------|------------|------------|---------------------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | 3.67 average |
| (1) | (0) | (6) | (4) | (4) | 15 responses |
| 7% | 0% | 40% | 27% | 27% | |

Comments:

1. Make sure community is involved at every step.
2. Include family-friendly activities.
3. Like the idea of historic walking tour.
4. Just had a lot of improvements in that area.
5. Already got a new street.
6. this area is prime for a master plan (zoning) to encourage major redevelopment while supporting and encouraging the community's traditional roots (fresh start).

SR 46/SunRail Station Area

- This is an appropriate area to focus on community improvements and catalyst projects.

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|------------|------------|------------|------------|------------|---------------------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | 4.33 average |
| (0) | (0) | (3) | (4) | (8) | 15 responses |
| 0% | 0% | 20% | 27% | 53% | |

- I support the type of improvement concepts and strategies being explored for this area.

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|------------|------------|------------|------------|------------|---------------------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | 4.33 average |
| (0) | (0) | (3) | (4) | (8) | 15 responses |
| 0% | 0% | 20% | 27% | 53% | |

- These improvements create better connections and stronger destinations for residents and businesses.

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|------------|------------|------------|------------|------------|---------------------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | 4.33 average |
| (0) | (0) | (3) | (4) | (8) | 15 responses |
| 0% | 0% | 20% | 27% | 53% | |

Comments:

1. I want to see where it all connects.
2. What is the cost for commuters?



- 3. Need to promote alternative transportation.
- 4. SunRail should have been at the old station.
- 5. Don't need to create a "new" downtown.

Airport Area

- This is an appropriate area to focus on community improvements and catalyst projects.

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|------------|------------|------------|------------|------------|---------------------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | 3.40 average |
| (2) | (2) | (4) | (2) | (5) | 15 responses |
| 13% | 13% | 27% | 13% | 33% | |

- I support the type of improvement concepts and strategies being explored for this area.

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|------------|------------|------------|------------|------------|---------------------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | 3.47 average |
| (3) | (0) | (5) | (1) | (6) | 15 responses |
| 20% | 0% | 33% | 7% | 40% | |

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- These improvements create better connections and stronger destinations for residents and businesses.

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|------------|------------|------------|------------|------------|---------------------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | 3.53 average |
| (2) | (1) | (4) | (3) | (5) | 15 responses |
| 13% | 7% | 27% | 20% | 33% | |

Comments:

- 1. Let airport pay for its own needs.
- 2. No need for residential improvements.
- 3. Like potential rail station idea.
- 4. Motels.
- 5. Connect to SunRail.

Mall/St. Johns Parkway Area

- This is an appropriate area to focus on community improvements and catalyst projects.

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|------------|------------|------------|------------|------------|---------------------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | 3.20 average |
| (3) | (0) | (6) | (3) | (3) | 15 responses |
| 20% | 0% | 40% | 20% | 20% | |

- I support the type of improvement concepts and strategies being explored for this area.



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|------------|------------|------------|------------|------------|---------------------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | 3.33 average |
| (3) | (0) | (5) | (3) | (4) | 15 responses |
| 20% | 0% | 33% | 20% | 27% | |

- These improvements create better connections and stronger destinations for residents and businesses.

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|------------|------------|------------|------------|------------|---------------------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | 3.27 average |
| (3) | (0) | (5) | (4) | (3) | 15 responses |
| 20% | 0% | 33% | 27% | 20% | |

Comments:

1. Let industry provide needs in this area.
2. This area is already very developed and will continue to grow – we just need to manage the growth well.
3. Yes – 17-92 reroute is a great idea!

Seminole State College Area

- This is an appropriate area to focus on community improvements and catalyst projects.

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|------------|------------|------------|------------|------------|---------------------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | 3.33 average |
| (4) | (0) | (3) | (3) | (5) | 15 responses |
| 27% | 0% | 20% | 20% | 33% | |

- I support the type of improvement concepts and strategies being explored for this area.

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|------------|------------|------------|------------|------------|---------------------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | 3.07 average |
| (4) | (0) | (5) | (3) | (3) | 15 responses |
| 27% | 0% | 33% | 20% | 20% | |

- These improvements create better connections and stronger destinations for residents and businesses.

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|------------|------------|------------|------------|------------|---------------------|
| <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> | 3.00 average |
| (4) | (1) | (4) | (3) | (3) | 15 responses |
| 27% | 7% | 27% | 20% | 20% | |

Comments:

1. Keep focus local.
2. Great opportunity to make this a new hip area with the right development – no one stays in the area now.
3. These areas do need to be redeveloped but there is no clear and convenient connection to the college. They will grow around the facilities they have, not leap-frog up 17-92.