EXECUTIVE SUMMARY

The City of Eustis has completed a citizen-driven master planning study for the Downtown. This planning effort is a catalyst to build upon an existing community voice and provide a shared platform for stakeholders to collaborate and act. The Master Plan covers a unique location on the shores of Lake Eustis, within the “Golden Triangle,” along with Taylor’s and a 30-foot corridor into the surrounding areas for livability and this Master Plan builds on Eustis’ strengths and addresses emerging walkability opportunities to enhance the Downtown through the words of Eustis’ residents and its visitors.

The Master Planning process provided a community forum for discussing these issues and opportunities. The process was guided by a steering committee made up of City staff and representatives from local businesses, community organizations, and neighborhoods. In addition to this committee, numerous one-on-one stakeholder interviews and three public workshops provided the forum to create a forum for public discussions. Based on these discussions and previous efforts, a mission statement was adopted.

To create a Master Plan that correlates the desired physical vision with market opportunities, desired public realm objectives, an adequate transportation system, good urban form, and appropriate land-use and regulatory principles, including strategic actions to achieve results.

In addition to this mission statement, seven planning principles for building a better Downtown were established to help direct the Master Plan process. These principles are:

- Capitalize on Strategic Downtown Districts
- Connect to the Waterfront
- Leverage the Assets (Historic Downtown Landmark)
- Balance the Pedestrian Needs and Transportation Needs
- The City Should be Walkable and Diverse
- Reconvene the Neighborhoods
- Create a Regulatory Plan and Economic Structure that Supports and Markets the Vision

The City of Eustis is located “The City of Bright Tomorrows.” The Master Plan has been developed to enhance quality of life by creating a more walkable community and giving people the opportunity to live, work, or visit in Eustis. The Master Plan process, overall, is a logical step to ensure the livability of the Downtown, which in turn will attract more residents, businesses, and visitors.

The Master Plan articulates the desired land use, development, and transportation planning that the City will implement to create a unique place to live, work, and play. The plan integrates the principles of Livable Communities, Livable Streets, and Good Planning.

WALKABILITY AND TRAFFIC-CALMING

Traffic calming is vital to building beauty to the Downtown Core. One way to accomplish this is to convert

ROADWAYS

The Downtown Core has a network of roadways, some of which are too wide and do not function well. The

MASTER PLAN (THREE PHASES)

The Master Plan is divided into three phases: Phase I, Phase II, and Phase III. Each phase focuses on a different aspect of the Downtown.

Phase I: The Core of the Master Plan

Phase II: Ferran Park

Phase III: Downtown Residential Densification

THE MASTER PLAN (THREE PHASES)

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WALKABILITY AND TRAFFIC-CALMING

Traffic calming is vital to building beauty to the Downtown Core. One way to accomplish this is to convert the current angled parking to parallel parking. In addition to adding beauty to the Downtown while continuing to efficiently accommodate vehicles. The following will further enhance the Downtown Core:

- Planting Street Trees
- Flowering Plants
- Canopy or Shade Structures
- Streetlights

The first option removes angled parking from one side of the block and replace it with parallel parking and a four-passenger lane. This would allow for easier access for emergency vehicles. The sidewalk area would increase from 7'-0" to 9'-0" giving more space for shoppers and retailers.

The second option would remove angled parking altogether and replace it with parallel parking on both sides of the street. This would allow for a two-way traffic lane, while increasing the sidewalk width from 7'-0" to 10'-0", which would also improve the space for tables and chairs, walkways, and other street furnishings.

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GREEN STREETS

These streets capture the run-off water from the street and return it back into the soil as quickly as possible. Tree lawns, median plantings, green roofs, and other such areas can be incorporated into the Master Plan. Not only can this happen at the proposed Stormwater Park, but the City can also retrofit existing stormwater ponds and add more space for green infrastructure. This will add to the overall environmental and aesthetic benefits of the Downtown. In addition to improving the quality of life for the neighborhoods, property and social values will increase.
CATALYST SITES - FUNDAMENTAL SITE

The Lake Eustis Community Development Corporation owns three blocks in the Downtown Core that are zoned for redevelopment. One block faces the Core retail streets — Magnolia Ave and Eustis St. — and the other block has Bay St and Grove St, both of which are critical connections for redevelopment opportunities. The design has been considered options for redevelopment potential, including what is currently allowed by the zoning, as a model mixed-use scheme to drive the decision of which catalyst site to develop first. A master plan for the block is under development to ensure that each site is zoned and something that can continue to be expanded. A Developer’s Toolkit could include:

- Developer’s Toolkit
  - Planning and Abilities
  - Regulations
  - Utilities and Infrastructure
  - Stormwater
  - Environmental Screening (Brownfield Sites)
  - Land Assembly and Catalyst Sites
  - Land Costs and Available Sites
  - Structured Parking

Developer’s Toolkit

- Regulatory/Entitlements
- Utilities and Infrastructure
- Stormwater
- Environmental Cleanup (Brownfield Sites)
- Land Assembly and Catalyst Sites
- Land Costs and Available Sites
- Structured Parking

- Describing existing and desired entitlements can help build surety between the development community and the City. Also, regulatory changes can be advertised to potential developers that may be more attracted to denser, in-town development options.

- By listing specific sites or helping with land assembly, the City can make sites in the Downtown more appealing to potential developers. This can also help the City maintain control over critical development sites.

- By listing the information available on the public tax roll, the City can help provide information for potential developers looking to invest in Downtown Eustis.

- The biggest hindrance to Downtown walkability is the one-way pair of Bay Street and Grove Street (State Road 19). This state road was converted from a two-way street to a one-way street system in the mid-1970’s because of neighborhood concerns. In Phase One, Eustis Street would be opened to two-way traffic and therefore become a viable alternative in dispersing traffic. In converting Bay Street, Eustis Street, and Grove Street to two-way traffic, the design has assumed that the converted traffic projections suggested the one-way pairs are still needed. Unfortunately, this does not consider the utilization of Eustis Street, which is currently underserved because of the one-way portion through the Downtown Core.

- Today, travel through Downtown Eustis takes about 3.4 minutes. With this dispersion assumption and the twowaying of Bay and Grove Street, the traffic flow ratio will only increase by 3.3 minutes. The one minute difference is negligible when compared to the increase in overall connectivity and walkability in the Downtown Core.

- The northern portion of the Downtown Core is a good location for the Marina due to its deeper water and the adjacent City-owned properties. The first phase would include 24 slips, a new boat ramp, a clubhouse with amenities and a concessions building for food and beverage and on-street parking. The second phase would include an additional 24 wet slips, dry stack storage for 45 boats, and the possibility for an expanded site that could include a restaurant and additional parking.

- Getting Ready (2008-2012, beyond)