MOUNT DORA CITY COUNCIL REGULAR MEETING  
October 18, 2011, 7:00 p.m.  
City Hall Board Room, 510 North Baker Street

AGENDA

CALL TO ORDER:  
INVOCATION:  
PLEDGE OF ALLEGIANCE:  
ROLL CALL:  
PUBLIC APPEARANCES (7:00 - 7:30 p.m.)  
ADJUSTMENTS TO AGENDA

PRESENTATIONS

1. Introduce Forres Scotland Exchange Students Rachel Stephen and Robyn Whalley  
   N/A

2. Envision Mount Dora Citywide Final Draft Report  
   03

CONSENT AGENDA

1. Approval of Agreement between Lake Emergency Medical Services and the City of Mount Dora relating to occupancy of Fire Station 35  
   88

2. Historic Marker – 1027 McDonald Street  
   91

PUBLIC HEARINGS  
ORDINANCES

1. Final Reading and Adoption of Ordinance 2011-17 Land Development Code Amendments pertaining to optional garage storage and non-conforming structures  
   102

2. First Reading of Ordinance 2011-18, Special Events  
   109

COUNCIL CONSIDERATION/DISCUSSION OF DEPARTMENTAL TOPICS  
CITY MANAGER
BOARD APPOINTMENTS

If you or someone you know is interested in supporting the City through service on a Board or Committee, please contact Gwen Keough-Johns, City Clerk at (352) 735-7126 or complete an application online at http://www.ci.mount-dora.fl.us/vertical/Sites/%7BB57363BB-8A05-49A7-AE31-DBFCAAA4A5EF%7D/uploads/%7BCE77DD52-3768-4768-9A4F-3B6C084B1CF6%7D.PDF

CITY ATTORNEY INFORMATION/REPORTS

OTHER BUSINESS

MEETING NOTICES

ADJOURNMENT

NOTICE: If any person decides to appeal any decisions made at this meeting with respect to any matter considered at this meeting, such person may need a record of these proceedings. For such purpose, a person may need to ensure that a verbatim record of the proceedings is made which record includes the testimony and evidence upon which the appeal is to be based.

NOTICE: In accordance with the Americans with Disabilities Act of 1990, persons needing a special accommodation to participate in this proceeding should contact Gwen Keough-Johns, City Clerk no later than seven (7) days prior to the proceedings. Telephone (352) 735-7126 for assistance. If hearing impaired, telephone the Florida Relay Service numbers, (800) 955-8771 (TDD) or (800) 955-8770 (Voice) for assistance.
Recommendation:
Staff recommends adoption on the attached Vision Plan.

References/Support:
Envision Mount Dora – Citywide Vision Final Report

Background/Information:
Attached please find the Envision Mount Dora – Citywide Vision Final Report. This report is the culmination of nearly a year of work to help identify issues projects and priorities for the city to focus on over the next several years. This work was done based upon the guidance and direction of hundreds of Mount Dora residents, business leaders, property owners, civic and fraternal organizations, neighborhood groups and city boards and commissions. Information was made available through the project web site with notifications of changes being sent out to individuals and organizations who were partners in in disseminating information throughout the community. All information was reviewed, refined and prioritized by the Envision Steering Committee which was made up of City board and commission members, civic leaders, and representatives of neighborhood groups and organizations. This committee represented a group of that provided a true cross section of interests and expertise within the city. This process was designed as a bottom up look at city plans, programs and policy direction which was intended to provide the Council with an informed and unbiased review of the current position of the City and make recommendations on how to continue to keep Mount Dora someplace special.

Starting with adopted plans such as the Comprehensive Plan, Parks Master Plan, Trails Master Plan, Downtown and Northeast CRA Master Plans, and Economic Development Advisory Committee recommendations the consultant team evaluated the current state of each plan and used these as the basis for beginning the process.
Through a series of focus group and one on one meetings, public forums, design charrette and Council updates existing plans, projects, and policies were reevaluated and redefined to form a focus and new direction for the near and long term future of our City. Through this process basic community values were enumerated. Based upon these values the three core concepts of economic vitality, historic community character and connectivity were derived. During the entire process certain themes developed to base priorities upon. These included activity Centers, Corridors and Gateways. These themes work in concert with the core concepts and values to yield priorities to guide future policy and project direction as we move forward.

**Attachments:**
Envision Mount Dora – Citywide Vision Final Report
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I. Overview of the Process
A. VISIONING STEPS

The Citywide vision was created through a two-phase planning process (Figure 1) that allowed the City of Mount Dora, its citizens and stakeholders to tackle complex planning challenges facing the City. While each step in the process was important and distinct, the strength of the process is evident in the story that resulted from the iterative process of exploring the design and story concepts as a way of better understanding context. Reactions to concepts allow one to quickly pinpoint what matters and better understand what resonates and what doesn’t, and how that can inform key messages about a project. The story matters as much as the design or plan, and the planning process itself is the first chapter in what we hope is a long running story that is the vision for the future of Mount Dora and will guide future actions by the City and its partners over time.

The first component of the visioning process established the context for the plan to guide its development and lay the groundwork for linking plan recommendations to larger community goals such as economic development, downtown revitalization, and lakefront access. This first step sought to answer the question “Where are we now?” Understanding the context not only included an understanding of the physical conditions within the City of Mount Dora and future annexation areas, but the political, social, market and financial opportunities and limits as well. Initial research and explorations provided a tangible condition to test against the context, in its many forms, to quickly identify what is and is not possible.

The second component of the visioning process featured the identification of a working vision map and analysis that was used to present ideas to the community and explore options that helped generate enthusiasm, interest and support for a more vibrant, diverse and economically viable community. This second step clarified “Where are we going?”

The third component of the visioning process focused on adding the evidence and support necessary to define achievable outcomes for the vision through development of design, policy and program considerations, answering the question “Where do we want to be?” Those community design concepts making it through the initial explorations in this study became the scenarios that were developed in more detail and compared in the analysis task of the study process and during the community design charrette.

WHAT IS STORYTELLING?

In a planning context, telling a compelling story is simply the art of persuasion using words, numbers and pictures to foster informed, or enlightened, decision-making. But it is not a simple effort; it takes careful, strategic thought, and must rest upon a solid planning process that is open, interactive, transparent and objective. The storytelling approach used to develop the Citywide Vision for the City of Mount Dora was derived from how it is used in short stories and other compelling narratives: stories grow out of some type of conflict; they involve interesting characters with their own motivations, and there is a process of denouement, the resolution of the conflict and outcome of the story. Like a gripping short story, the storytelling process must begin at the outset of a planning project, and will continue to evolve, through community interaction and analysis, to its conclusion.

However, when the plan is complete, the story should not come to an end. Plans must yield a lasting legacy, in which related actions continue to occur long after a plan is complete. These kinds of plans have a strong, effective message that resonates over time. The principles of storytelling were used to develop those messages, using data, research and analysis as the “proof points” that support and reinforce the message beyond mere pretty pictures. The most compelling planning stories occur when a community’s values are clearly linked to desired outcomes and specific actions. To create that legacy, storytelling was used to cultivate champions of the plan – people who will help carry it forward over subsequent months and years, keeping the flame alive, so that future generations know the story well.
I. OVERVIEW OF THE PROCESS

B. REVIEW OF PRIOR PLANS

A series of long-range planning documents were reviewed as part of the background analysis for this project to help understand area context, locate planning maps for base data use, and develop a reference list of guided previous issues and opportunities that serve as the starting point in evaluating potential development within activity centers and corridors. The planning documents reviewed were the Comprehensive Plan, Land Development Code, Parks & Open space Master Plan, Trails Master Plan, CRA Master Plan, Northeast CRA Master Plan, and Economic Development Advisory Committee (EDAC) Final Report.

C. PUBLIC PARTICIPATION

Public participation was a significant component of the vision development process and occurred throughout the planning process. The Renaissance team worked with City staff to create a comprehensive public engagement process that fostered a citywide conversation about the future of Mount Dora, set a foundation for a vision with a lasting legacy, and clearly defined Mount Dora as a unique place and sets a foundation that creates a vision with a lasting legacy. The results of the study process will guide potential changes in the City's Comprehensive Plan and Land Development Code.

The Steering Committee met a number of times (March 15, 2011; April 19, 2011; May 17, 2011; June 21, 2011; June 22, 2011; July 19, 2011; and October 6, 2011) during the visioning process to review analytical information and proposed vision elements before they were presented to the community at public meetings and provide guidance regarding the desirability of various suggestions. Steering Committee members participated in a camera exercise early in the process through which they used disposable cameras to photograph places, design features, and land uses that they both liked and disliked, as the first step in developing community values based on urban design and land use characteristics. This information was later used at the first community forum to help form the basis of an exercise for the general public regarding desired design elements for Mount Dora. The Steering Committee also provided guidance midway through the three-day charrette conducted by the consultant team, serving as a sounding board for design concepts and philosophies for various districts that were being considered by the design team as a result of public input at the opening presentation/open house. Steering Committee acceptance for the Citywide Vision will be key to endorsement by the City Council.

STEERING COMMITTEE

A Steering Committee comprised of representatives of various City boards and commissions, business and civic organizations, and homeownrs’ associations was established to ensure that a broad-based perspective guided the visioning process. Because of the diverse representation from geographic areas and interests within the City, the Steering Committee was able to understand cross-over issues and assess trade-offs as the vision was developed and capital project priorities were identified. In addition to providing guidance, the Steering Committee served as a group of “champions” for the process and resulting visions who were able to both share important information and ideas to their respective boards and constituencies and also help broaden the base of participation and support for the vision.

The Neigborhood Planning Workshop took place in the City Council chambers on September 21, 2011. The workshop focused on the development of a draft vision statement for Mount Dora and the overall planning process.

The purpose of the Neigborhood Planning Workshop was to provide an opportunity for the public to learn about the visioning process, review draft vision elements, and provide feedback to the consultant team. The workshop was attended by approximately 100 people, and feedback was provided by live audience participation, written comments, and action plans.

The Neigborhood Planning Workshop was designed to be an interactive, hands-on session that engaged the public in the visioning process. The workshop was facilitated by the consultant team, who presented information on the visioning process, reviewed draft vision elements, and facilitated discussion among participants.

WEB SITE

Information on the visioning process was posted on the Envision Mount Dora website, www.envisionmountdora.org, which was launched at the onset of the process and managed by consultant staff. The website included general information about the visioning process, as well as contact information for project managers and upcoming meetings. The website, updated throughout the process, provided interested parties with project information, links to surveys and other opportunities to provide comments and to sign up to receive communications and announcements about the project and the visioning process. During the charrette, the website was updated each evening to provide an overview of the day’s progress, including PDF files of any presentations given at public sessions. The website also included an online survey early in the process that asked respondents the following questions:

• What makes Mount Dora a special place?
• What are some of the challenges facing the City in the future?
• How should the City respond to those challenges?
• What would make Mount Dora a better place to live, work, or visit?

Figure 2: Project Web Site
The responses (a total of 149) were used, in addition to input provided in the focus groups and stakeholder interviews discussed in the next section, to develop the initial set of issues and values that guided the development of the vision for Mount Dora.

**Plan Information Network**

City staff and the consultant identified a contacts list of community groups and citizens to use as a means to share information about the visioning project. A list of community groups and interested citizens was compiled and an initial Plan Information Network (PIN) established at the beginning of the visioning process. This list was updated throughout the project as a key means of communication with the community. The PIN served as a two-way conduit of information, by cultivating contacts who are in position and agreeable to share information with their own networks to increase distribution. PIN contacts were also encouraged to communicate with the City and consultant team. The PIN was used to announce public meetings and direct people to the project website when substantive updates occurred. The PIN grew over the course of the study as contact information was added during various community events and from website sign-up. However, the size of the contact list was less important than the quality of the contacts. A core group of PIN contacts committed to sharing information with their own networks is more valuable than a large list of people who do not help distribute information or share feedback with the City. The PIN was supplemented as a means of communication and outreach by mailing lists maintained by the City, press releases, signage, flyers, and other means.

**Focus Groups and Stakeholder Interviews**

To establish the foundation for the Citywide Visioning Study, a series of individual stakeholder interviews and focus group discussions with various organizations and interests in the City of Mount Dora was held to supplement data collection and review of existing plans and policies. These meetings and interviews were designed to obtain the perspectives and observations from a diverse array of interests that have a defined role in shaping Mount Dora’s future. The meetings helped to set the stage for a broader community dialogue (through the public meetings and charrette discussed later in this section) about growth and development needs, challenges and opportunities facing the City of Mount Dora over the longer term.

The purpose of the focus group discussions was to relate the visioning effort and hear community values, issues, and opportunities from the perspectives of different interests within the City, including downtown merchants and property owners, City boards, various neighborhoods, redevelopment areas and other groups, such as the Public Arts Commission and lakefront interests. The discussions provided an opportunity to generate ideas and feedback on various comprehensive plan and development-related issues. Each meeting typically involved seven to 15 people and lasted between one and two hours, entailing a free-flow discussion facilitated by the consultant using a discussion guide. The meetings were not formally recorded, but a written summary of each discussion served as the official minutes of the meeting (see Appendix).

The stakeholder interviews entailed more informal conversations with key property owners who are not members of a board or interest group within the City. These one-on-one conversations offered an opportunity to hear their perspectives on development-related issues in the City, and have been used for overall context of the focus group discussions. A summary of the key themes, community values, and issues and opportunities that arose in the focus group meetings and interviews is provided in the later section on Aligning Vision with Core Community Values.
I. OVERVIEW OF THE PROCESS

PUBLIC MEETINGS AND EVENTS
Two public meetings and a three-day community planning charrette were held during the visioning process to give the public an opportunity to provide input throughout the visioning process. These events served as key milestones in the visioning process, allowing the consultant team to present ideas and work completed to-date, receive feedback, and modify project activities based on the input received. The public’s input was incorporated into subsequent vision concepts and elements and was provided to the Steering Committee to assist with its discussions. An overview of each event is provided below, and detailed results for each are included in the Appendix.

Community Workshop, May 12, 2011
Over 250 people attended the Community Workshop held on May 12, 2011 at the City of Mount Dora Community Building. The purpose of the meeting was to familiarize the community with the visioning process, obtain feedback using a visual preference survey, identify and affirm community values and the working vision, document input from citizens on their preferred future for the City, and identify potential development scenarios to evaluate and refine during the rest of the visioning process. An overview presentation provided background information and a summary of progress to date, including the results of the focus group meetings and interviews, the community values, and a draft vision statement. Participants were divided into small groups to discuss and mark up maps of the City to signify special places, potential growth areas, connections to the lakefront, desired bicycle and pedestrian trails, key destinations, and other items. Participants also completed a questionnaire to confirm the themes and values identified through the focus groups and interviews and a visual preference survey that captured the community’s reaction to different forms of development.

The results of the workshop exercises were used in several ways: First, a working vision statement and map were created based on the community values affirmed by workshop participants, the tabletop mapping exercise, and the visual preference survey. Second, these activities guided the consultant team in identifications of key areas on which to focus for further discussion and design during the upcoming charrette.

I. OVERVIEW OF THE PROCESS
I. Overview of the Process

Day One, June 21, 2011: The charrette began with a site tour in the morning, during which design team members visited various areas of the City that required further field review. In the afternoon, design team members began creating conceptual drawings covering several of the activity centers identified on the draft Working Vision map: downtown/lakefront, Golden Triangle, Highland Street, Grandview Street, and US 441. Day One also included a Steering Committee meeting that provided an overview of the charrette schedule, the draft vision statement and the market position analysis conducted by the consultant team.

The rest of the afternoon included a design session to further develop these preliminary concepts. The Opening Presentation/Open House was held from 8:00 – 10:00 pm. Attendees were provided with an overview of the process, the draft vision statement, and an introduction to design concepts being considered in the vision. Following the presentation, attendees reviewed the draft Working Vision and preliminary design concepts, offering suggestions and comments to the design team.

Day Two, June 22, 2011: Day Two of the charrette began with a community drop-in session allowing the public to have further discussions with the design team regarding the preliminary concepts. Based on input from the community on Day One and during the Day Two drop-in session, the design team focused on further refinements of the overall vision concept and preliminary designs. Activities during the day included field review (walking and bicycling), a steering committee briefing, and a pin-up review session. During the steering committee briefing and pin-up review, the design team sought input on the design philosophy for various areas of the community that were the focus of design concepts to that point: Downtown/Lakefront, Donnelly Street and SR 46 gateways, Golden Triangle District/Gateway, US 441 Corridor, and Highland Street District. Feedback from the Steering Committee and pin-up review session attendees guided the team’s work into the evening and for Day Three.

Day Three, June 23, 2011: Day Three of the charrette focused on incorporating feedback from the public pin-up review, completing the design concept drawings and computer illustrations for the focus areas, developing preliminary project concepts for each area, creating a policy framework for vision implementation, and preparing the closing presentation.

Over 50 community members attended the various events held during the charrette to provide input and view the works-in-progress. Following the charrette, the consultant team continued to finalize the design concepts that were drafted during the charrette and develop a list of projects (and general costs) and other strategies needed to implement the vision. An update on the visioning process was also provided to the Northeast Community Redevelopment Agency on August 9, 2011.
I. OVERVIEW OF THE PROCESS

Open House, September 14, 2011

The final community meeting for the visioning process was an open house and presentation on the final design concepts and implementation strategies for the vision. The community was given an opportunity to vote on their project priorities, indicating highest and medium priority projects and any projects they did not want to see implemented. A community values questionnaire was also given that tied into the project priorities exercise. Approximately 160 people attended the open house, and most participants indicated clear support for the vision, design concepts, and project priorities, with a few exceptions. A summary of the feedback received from the community at the Open House (see Appendix) was presented to the Steering Committee on October 6, 2011, to provide assistance with prioritization of projects and strategies for implementation.

D. CAPACITY ANALYSIS

As part of the initial background analysis, a build-out scenario was developed to examine Mount Dora’s future growth possibilities. A build-out analysis generally describes the amount and the location of future development that may be allowed to occur based on existing physical conditions, regulatory criteria, and economic trends that influence the “highest and best” uses for land. It provides an estimate of the total number of houses, commercial square footage, employment, and population that could result if all the unprotected, buildable land within the City is developed, if no more land is permanently protected, and if zoning and subdivision regulations remain unchanged. This projection approximates only the holding capacity of the land and potential development impacts; it does not predict future market conditions or anticipate the timing of when full development might occur. The capacity of infrastructure to accommodate possible development is not factored into this analysis.

BACKGROUND DATA

Data was collected and mapped for the land within the Mount Dora City Limits, as well as land in the adjacent joint planning area. This information included land area, constrained sites, developed and vacant acreages, density of housing, employment, and regulatory conditions such as maximum residential and non-residential densities/intensities. This information formed the basis for calculating the build-out or current trend scenario.

ECONOMIC ANALYSIS

Economic analysis done in conjunction with the build-out can provide techniques to estimate if future development can pay for itself in the long term. If not, changes within the zoning and land development codes can be contemplated that, when applied to the build-out, can change the outcomes and development potential.

BUILD-OUT SCENARIO

Build-out is calculated by taking the gross land within the study area and subtracting out constrained sites such as land in public ownership and environmentally sensitive lands to give net usable land. After applying the requirements of the land development code (such as minimum open space and setbacks) and subtracting those requirements from the net usable land, a total developable acreage is determined. For residential areas, the total developable acreage is divided by the underlying lot sizes to obtain an estimate of potential new dwelling units. For commercial areas, the total developable acreage is multiplied by the applicable FAR to determine how much floor space is permitted. Figure 3 shows a summary of projected growth for Mount Dora in terms of population, households, and employment for the year 2035 based on the build-out conditions. Figure 4 shows the balance of developed and vacant lands. Figure 5 shows residential densities and associated employment.

Figure 3: Capacity Analysis - Projected Growth
I. Overview Of the Process

Figure 4: Capacity Analysis - Vacant Land

Legend
- Developed
- Vacant

City Council - October 18, 2011
I. **OVERVIEW OF THE PROCESS**

Figure 5: Capacity Analysis - Density of Housing and Employment
II. Context for the Vision
A. INTRODUCTION

The Citywide Visioning Study for the City of Mount Dora comes at an opportune time, when a lull in economic activities due to the recession has given the community pause to evaluate its current development, mobility and economic policies and consider potential changes that will better position the City for opportunities in the future. At the same time, major changes to state-level growth management policies have been implemented which place more responsibility at the local level, making vision plans now the foundation of good community planning. The premise of the visioning effort is to build upon the several master plans the City has completed in recent years and integrate them into a cohesive overall framework to guide strategic redevelopment, infill and new development opportunities within the existing city limits, designated redevelopment areas and in the established Joint Planning Area with Lake and Orange Counties. Although functional as stand-alone plans, the City Council has expressed a desire to integrate the existing plans, ensure that public support for the direction of the plans still exists, modify them as necessary based upon public input and integrate the plans into a cohesive set of priorities. Thus, the vision that will act as the guide to modifying policies where needed, defining near term and long range planning and capital improvements programming needs and evaluating potential new development or redevelopment activities on important sites throughout the City.

A visioning effort typically arises out of conflicts where policies and actions fail to consistently align with a community’s values. The economic recession of the last several years has placed greater strain on local governments trying to uphold standards for community services as traditional revenue sources from real estate transactions, property assessments and impact fees decline. In Mount Dora, while vacancy rates in the City’s signature historic downtown have raised concerns, the recession’s primary impact on the City’s ability to complete desired capital projects and maintain historical levels of service have caused some to worry that the City may be falling behind more aggressive neighboring cities in Lake County in drawing and retaining both residents and jobs. There is a sense of losing opportunities or concerns with the inability to build upon assets such as the City’s unique location on the shores of Lake Dora to create a stronger draw for people to enjoy downtown more frequently. How to create that draw in an economically viable way that fits the City’s character is a critical question.

In addition, the downtown district is a major part of Mount Dora’s identity, with strong regional and statewide name recognition as a quaint lakeside destination. Art festivals, bicycling and music events, and other recurring activities that draw visitors to downtown have helped solidify the City’s identity. Yet for all of its value in carving out a unique sense of character of the City as an attraction, one area of conflict is in the orientation of the downtown district as a place for tourists. There is a growing sense that downtown has become too reliant on visitors, and too comfortable with the status quo orientation toward specialty retail and dining. Through discussions early in the visioning effort, there was a consistently expressed desire to make downtown a stronger draw for local residents, with longer business hours and more businesses that provide local services, such as hardware and grocery stores. This issue is directly related to the issue of downtown residential development. The downtown district and its surrounding residential areas are part of the City’s historical character and charm, yet the residential population downtown is not sufficient to support many locally-oriented businesses without drawing people in from a larger area. With new commercial development occurring on US 441 and elsewhere outside of the core, there is a real issue for consideration of policies that would enable more residential development downtown to enhance the sense of vibrancy and contribute toward its economic vitality.

That issue is tied to another area of change – the growth of residential areas on the north and east sides of US 441 in newer subdivisions like Country Club of Mount Dora, Lakes of Mount Dora, Lancaster, Loch Leven Estates, and Summerbrooke. While population growth has been relatively low inside US 441, these areas have experienced higher growth and have the land and platted lots available for it to continue well into the future. With economic resources stretched thin for City services, this raises questions about the equitable share of facilities and services, such as parks and recreation. The issue of equity extends to the Northeast Community Redevelopment Area as well, where residents and business owners in this predominantly African American neighborhood seek to grow local businesses and improve the housing stock. Finally, as the City’s population grows and its economy remains largely oriented to services and tourism, there is a growing desire to diversify the employment opportunities and provide better access to higher wage jobs and job training for current and future residents. There is a belief that expanding employment opportunities in this way will make the City more attractive as a place to live for families and for young residents graduating from high school or college.

While these are by no means the only issues that frame the context for the visioning effort, they are the key areas that require attention and thoughtful consideration by all the City’s citizens, property owners and businesses, staff and elected officials. This context is an important starting point to define values of the City and how those values shape the desired vision hyperlink and diagram. Figure 6: Downtown Mount Dora
II. CONTEXT FOR THE VISION

B. SOCIOECONOMIC CHARACTERISTICS AND TRENDS

Mount Dora is a small town with relatively stable demographics. It has experienced significant growth over the past 20 years, but would not be described as a “high-growth” community, especially when compared to other Florida communities that have seen major influxes of development. The long-term trend in Mount Dora’s demographic profile has been for more families, higher incomes, and more “white collar” workers. Its age profile is older than most communities, and is increasing. At the same time, higher income and educational levels differentiate Mount Dora from nearby communities. The existing housing stock is diverse, but recent new construction has been almost entirely single-family homes.

Market researchers classify the U.S. population into a wide variety of demographic segments in order to analyze consumer preferences, spending habits, and location decisions. ESRI, a national demographics data provider, sorts the population into 5 separate categories. The top three segments in Mount Dora and their key demographic characteristics are shown in Table 1.

Table 1: Mount Dora Key Demographic Characteristics

<table>
<thead>
<tr>
<th>Rank/Segment Name</th>
<th>#1 Midlife Junction</th>
<th>#2 Prosperous Empty-Nesters</th>
<th>#3 Retirement Communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Type</td>
<td>Mixed</td>
<td>Married couples/ no kids</td>
<td>Single</td>
</tr>
<tr>
<td>Income</td>
<td>Middle</td>
<td>Upper middle</td>
<td>Middle</td>
</tr>
<tr>
<td>Employment</td>
<td>Prof/mgmt/services</td>
<td>Prof/mgmt</td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>Some college</td>
<td>Some college, bachelors/grad</td>
<td>Some college, bachelors/grad</td>
</tr>
<tr>
<td>Residential</td>
<td>Single-family, multiunits</td>
<td>Single-family</td>
<td>Multiunits</td>
</tr>
</tbody>
</table>

The population of Mount Dora has grown at an annual rate of 2.7 percent from 1990 to 2000, nearly identical to its 2000-2010 annual growth rate of 2.8 percent. The population was 7,196 persons in 1990, 9,418 in 2000, and 12,370 in 2010 (illustrated in Figure 6). This is steady, not spectacular growth, especially in the context of high-growth communities elsewhere in Central Florida and the housing boom of the mid-2000s. As the population has grown, the community has become more family-oriented. Families with children as a percentage of all households nearly doubled from 1990 to 2000, from 11.6 percent to 21.1 percent, and held fairly steady in 2010 at 19.2 percent. This trend contrasts with many other communities and the nation as a whole, which have seen a decline in the proportion of traditional family households.

As the population has grown the racial composition of Mount Dora has remained fairly stable. Whites have made up around 48 percent of the community over the past 20 years, with blacks declining from around 20 percent in 1990 and 2000 to almost 16 percent in 2010 (perhaps partly due to a change in Census survey choices that allow people to describe themselves as being multiple races). The notable trend has been the steady increase in Hispanics (which can be of any race) in Mount Dora: Starting at 3.1 percent of the population in 1990, this segment increased to 11.7 percent in 2010.

The age profile of Mount Dora is predominantly middle-aged. The median age of the community in 2000 was 46.1 years (the 1990 figure was not available), and increased to 47.9 years by 2010. For comparison purposes, the 2010 median age was 40.2 years in Florida and 37.2 years for the U.S. as a whole. The share of Mount Dora’s population under 18 has declined slightly over the years, from 21.7 percent in 1990 to 18.6 percent in 2010. Meanwhile, the share aged 18-64 has increased, from 51.7 percent to 54.6 percent. The share of the population aged 65+ has stayed fairly stable.

EDUCATION, OCCUPATION, AND INCOME

The educational attainment of the adult population in Mount Dora has increased significantly over the past 20 years. In 1990 22.2 percent of the population aged 25+ held a Bachelor’s degree; from 2005-09 the average figure was 28.3 percent. (Certain detailed demographic data were not yet available from the 2010 Census at the time of this writing.) Greater levels of educational attainment typically translate directly into the ability to secure employment in higher-value occupations that pay larger wages and salaries. This has been the case in Mount Dora. Figure 7 shows that the share of Mount Dora residents employed in “white collar” occupations such as management, professions, sales, and office positions has increased significantly since 1990. Meanwhile, the share of production, construction, and agricultural workers has decreased by more than half.
Household incomes in Mount Dora have risen as the occupational profile of the resident workforce has shifted. The greatest increase was seen between 1990 and 2000, while incomes have stagnated from 2000 to the 2005-09 average. After controlling for the effects of inflation, the median household income in Mount Dora was $41,882 in 1990 and $46,581 in 2005-09, showing almost no growth (see Figure 8). This stagnation of incomes over the past decade is not unique to Mount Dora – it also occurred at the national level and highlights the long-standing challenge of maintaining middle class prosperity in the U.S.

**Housing**

Mount Dora has a diverse housing stock for a town of its size. It has maintained a significant share of rental housing over the years, with a roughly 60/40 split in 2010 between owner-occupied and renter-occupied homes. Seasonal (i.e., vacation) housing is a small proportion of the housing stock, at only 4.4 percent in 2010. Unlike many small towns and suburbs, Mount Dora has a significant share of multi-family residential buildings in its housing stock, primarily small buildings with less than 20 units. Figure 9 shows the breakdown of the housing stock by type.

Almost one quarter of the occupied housing units in Mount Dora are in small multi-family buildings. In a notable recent trend, the percentage of single-family attached units (i.e., townhouses) nearly doubled from 2000 to the 2005-09 average.

New housing development in Mount Dora has been primarily single-family homes (both detached and attached), with little or no multi-family development. Building permit data indicate large multi-family projects were constructed in 1999 and 2008, but otherwise there have been no buildings with five or more units permitted since 1996. A small amount of multi-family units in small buildings were permitted in the late 1990s and early 2000s, but none have been issued since 2005.

Since 1996, Mount Dora has typically issued around 100 new single-family permits per year, the major exceptions being 200 and 212 during the peak of the housing boom. Single-family permit issuance since the market crash has returned to its historical level. While the permit volume stayed fairly consistent over the years, the average value of those permits increased significantly, as shown in Figure 10. This indicates that new home prices in Mount Dora rose even as the demand for them remained steady.

Figure 8: Occupation of Employed Workers

Figure 9: Median Household Income

Figure 10: Housing Stock by Type

Figure 11: Single-Family Building Permits
II. CONTEXT FOR THE VISION

SUMMARY OF SOCIOECONOMIC TRENDS

Population
- Steady, not spectacular growth
- More households are families with children
- Increasing Hispanic population
- Population is getting older
- Working-age population is better-educated, and more work in “white collar” jobs
- Incomes grew from 1990-2000, but stagnated from 2000-2010

Housing
- Single-family attached portion small but increasing
- Small multi-family buildings continue to have a significant share of the existing stock, but are not being built new
- Value of new homes being built has increased
- Permit volume has been steady other than the peak years of the housing boom

From a socioeconomic perspective, Mount Dora can be generally described as a stable, middle-aged, middle-income community with a diverse housing stock that is experiencing moderate growth. Its population has become better educated and more white-collar over the years, most likely due to increasing links with the greater Orlando region through suburban growth.

C. PRIOR PLANS

INTRODUCTION
Several Mount Dora long-range planning documents were reviewed as part of the background analysis for the Citywide Visioning project to help understand area context, assist with content, and provide reference for project mapping and framework. These documents included the Comprehensive Plan, Land Development Code, Parks & Open Space Master Plan, Trails Master Plan, and the Master Plans for the two CRAs. The goal of the review was twofold; first, to become familiar with key City initiatives, and second, to find themes and integrating elements among these documents.

A loosely defined hierarchy exists among the documents, with differing levels of connectivity and coordination between each of them. Generally speaking, the relationship between the documents can be simplistically diagrammed, as shown in Figure 12.

DOCUMENTS
The summaries below briefly describe the documents reviewed and highlight some of the key material that may be relevant to the Citywide Visioning project at different stages:

COMPREHENSIVE PLAN

History
The Comprehensive Plan was originally implemented in 1987 after adoption of the Land Development Code. The latest version, as reviewed and available on the City’s website, is dated July 2010.

Summary
The Comprehensive Plan is mandated under the Florida Growth Management Act and contains a standard group of Elements, each addressing a topic involved with the physical development of land within the City and its adjacent planning area. It is a guide to development regulations and a first step in determining the compatibility of a proposed project with the goals of the City.

While the Comprehensive Plan establishes general standards for the management of growth and provision of services, no specific Citywide vision is contained in the document.

Potential Issues
With the exception of the PUD designation, there is not a Land Use designation that specifically allows mixed use development, either horizontally or vertically. A new policy may need to be defined or language added within existing designations that incorporate these new conditions.

There are recommendations in both the Trails Master Plan and Parks & Open Space Master Plan that are not incorporated into the Comprehensive Plan. In order for the Comprehensive Plan to synchronize with other documents as a long-range strategic plan for the City, these recommendations need to be integrated and be referenced to each other accordingly.

Document Link to Citywide Visioning
All development must be consistent with the Comprehensive Plan, which establishes the general goals for guiding and regulating land uses.
Therefore, the preferred planning scenario recommended as part of this Vision Plan must either conform to the Comprehensive Plan or propose policy amendments that would provide the required conformity going forward.

Reference Maps Use from Document
The Existing and Future Land Use Designation Maps will be important in assigning values for projecting build out, analyzing infill and redevelopment opportunities, and observing general development patterns.

Data/Text Reference from Document
The Future Land Use Element policies and objectives should be referenced as a building block of the project framework, as it references certain areas and corridors where development activities have been prioritized. The Transportation (access and traffic), Conservation (lakefront development), and Recreation and Open Space Elements (park level of service standards) also contain important information pertinent to this Vision Plan.

Land Development Code

History
The Land Development Code was originally implemented in 1987. The latest document, as reviewed through the Municode link on the City’s web site, is dated February 2010.

Summary
The Land Development Code is divided into 8 chapters – Overview, General, Zoning Regulations, Subdivision Regulations, Site Plan Regulations, Design Standards, Utility Construction Specifications, and Definitions. There are 21 zoning designations, each with their own list of permitted uses, conditional uses, and site development standards. This is an “old school” format; most new codes contain expanded tables for permitted uses, conditional uses, and site development standards. Without an expanded Use Table, the permitted and conditional uses listed for each zoning designation appear limited. If something different were proposed, such as green technology development, there may be resistance within the review process by either residents or the City to new ideas. The newest technology permitted are communications towers, listed as a more defined policy for development.

Potential Issues
With the exception of the PUD designation (which does not specify height limitations except that it should be compatible with adjacent development) and the EC designation (which is governed only by FAR), all other zoning designations in Mount Dora have maximum building heights of either 25 feet (within 100 feet of Lake Dora or where scenic views of the lake would be destroyed) or 35 feet. Height policies may need to be amended in certain zoning designations to promote economic investment, new mixed use development, and infill and redevelopment in target areas. The allowable heights should be carefully selected so as to balance the requirements of economically feasible development projects with the potential impacts to adjacent properties and the character of the community.

Through the visioning process, there were views expressed by many participants in favor of allowing an increase in the height limit in strategic areas to encourage reinvestment in properties for economic growth and enable more locally-oriented services in the downtown district. There were also participants who expressed a desire to maintain the current height limits. While a clear consensus on this issue did not emerge, there was general support for the vision elements related to a more economically vibrant downtown, including images showing taller buildings in certain locations, such as Pineapple Point, South Highland Street and along the railroad tracks at the southern end of Baker and Tremain Streets. In order to achieve those aspects of the vision, strategic changes in the height limits will need to occur.

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There is not a zoning designation specifically designed to accommodate mixed use development. Although the C-2/Downtown Commercial zoning allows residential over retail, this does not provide a fully integrated mixed use environment. A new designation, along with new design standards for such things as on-street and shared parking, street frontage zones, streetscapes, and buffering, may need to be defined.

Document Link to Citywide Visioning
At the level of scenario planning intended for this Vision Plan, the most important portion of the Land Development Code will be the Zoning section. In order to make the design assumptions needed to project development within the different scenario maps, zoning design standards such as FAR, maximum building height, coverage, setbacks, and minimum required open space will need to be factored and calculated.

Reference Maps from Document
The Architecture and Site Design illustrations give a good feel for the scale, site layout, and streetscape preferred by the City.

Data/Text Reference from Document
The Land Use/Zoning matrix and design standards (in particular roads and parking) provide good information for uses and their layout. The Downtown Exempt District, bordered by 6th Avenue on the north, railroad tracks on the south, Baker Street on the east and McDonald Street on the west contains specific requirements for parking and development requirements for building on existing parking sites.

Parks & Open Space Master Plan

History
There is no date listed on the Parks & Open Space Master Plan, although text within the document indicates completion in 2003. There are no updates listed in the City document file. According to the City, this plan was never adopted into policy.
II. Context for the Vision

Summary
The goal of the Parks and Open Space Master Plan is to create an attractive and livable community by providing an adequate supply of park land and recreational facilities, as well as providing protection of the environment by establishing greenways, natural areas, and open spaces. It contains an inventory and analysis of existing facilities in Mount Dora and in adjacent surrounding areas within Lake, Seminole, and Orange Counties, a summary of issues, current and future needs for parks and greenways, design standards, funding mechanisms, and a master plan (three phase plan for the years 2005, 2015, and 2025).

Potential Issues
According to the Parks and Open Space Master Plan, the parks system in Mount Dora has been stagnant for many years. It states that 80% of park usage in Mount Dora is focused in four locations (Cauley Lott, Gilbert, Lincoln Avenue, and Donnelly Parks). However, new development has occurred north and east of the US 441 corridor and the larger public recreational needs in this area have not been universally addressed, even though some internal project amenities have been built. New developments are being built and annexed into the City.

The Parks and Open Space Master Plan starts with the Comprehensive Plan Recreation Element as a baseline, and then compares that to the National Recreation and Parks Association (NRPA) guidelines and criteria to create an evaluation matrix of current and future needs and facilities. The NRPA recommended levels of service indicate that the Recreation Element does not contain all the types of parks and facilities needed for Mount Dora (especially in light of changing younger demographics), does not address the incorporation of environmentally sensitive lands and greenways, and does not include policies for financing these future needs. The Parks and Open Space Master Plan proposes revisions to the Comprehensive Plan to match its recommendations.

The Parks & Open Space Master Plan also indicates that the Land Development Code does not require new developments to dedicate land for parks, trails, and greenways. It proposes revisions to the Land Development Code to match the Parks and Open Space Master Plan recommendations. Other funding sources proposed include grants, public-private partnerships, general bond issues, recreation park tax districts, and funding through future development.

Looking at the incremental plans, the proposed recommendations in the Phase I (2005) plan have only been partially implemented. This lag in the short-term objectives can probably be traced to lack of funding in the City and the prolonged economic downturn. Although the long-range proposals (2015 Phase II and 2025 Phase III) are usually flexible because many development assumptions are being made about future growth trends and the economy, this lag at the start of the project will push back succeeding elements.

The Parks and Open Space Master Plan includes a trail component, primarily using data derived from regional plans (specific plans are not identified). It calls for urban trails and greenway trails, each at a level of service of 1 linear mile of trail/2000 population, but contains no specifics on location and potential right-of-way acquisition needs for these trails. Funding is specified as through grants, development agreements, and revisions to the Land Development Code.

Document Link to Citywide Visioning
The Parks & Open Space Master Plan will be a useful tool in conjunction with the Citywide Visioning scenario planning. It considers existing and proposed neighborhood locations, population demographics, and growth indicators (in both existing and future service areas) when locating the hierarchy of proposed park facilities. The Parks and Open Space Master Plan considers surrounding County facilities and cultural resources as part of its planning for Mount Dora. This is all useful information that can be input into the scenario planning models. Park locations may need to be revised, especially outside the US 441 corridor, as part of this planning process.

Reference Maps Used from Document
The Parks & Open Space Master Plan, as well as the incremental plan phases for 2005 and 2015 should be a part of the basic framework when laying out networks and connectivity. The Regional Parks and Open Space Inventory and Potential Open Space Connection maps should also be referenced, as they put Mount Dora in the larger Lake County context.

Data/Text Reference from Document
The Citywide Inventory provides a good orientation for existing park locations and facilities. The Needs Assessment contains comparisons between L.O.S. standards in the Comprehensive Plan and the NRPA (industry standard guidelines) that provides a potential starting point in recognizing the City’s needs. The Park Standards section defines the hierarchy of park types and population served and will be valuable in projecting development outside the US 441 corridor.

TRAILS MASTER PLAN

History
The Trails Master Plan was completed in 2009. There are no plan updates listed in the City document file.

Summary
The goal of the Trails Master Plan is to enhance the community by providing a non-motorized network that serves the interests of all citizens in the community regardless of income, background, and ability. The study recognizes the changing trends in area demographics and the need to provide active fitness and health pursuits. Trails will be shared by a variety of users including recreational bicyclists, commuters, in-line skaters, pet walkers, joggers, and nature walkers. The Trails Master Plan also supports the vision of the Comprehensive Plan by providing improved public health, recreation opportunities, environmental preservation, economic gain, and transportation improvements. It is consistent with this vision by integrating existing facilities with those anticipated through new development, by promoting the establishment of open space corridors to facilitate alternative modes of transportation while providing access to recreational opportunities, and by serving as a catalyst for improvements to the community while encouraging quality development. Updates to
the Trails Master Plan are proposed on a five-year cycle. The Trails Master Plan contains design standards, trail development, trail implementation, and maintenance sections. It utilizes some of the 2003 Parks & Open Space Master Plan, mainly proposed community park locations. It does not follow the trail network outlined in that Plan. The Trails Master Plan proposes an ascending hierarchy of trails including park/nature, community, urban bicycle & pedestrian, shared use, and regional.

Right-of-way acquisition methods for securing land for the trail network include strategies involving new development, public lands, railroad corridors, and roadway rights-of-way. Acquisition options include fee simple purchase, easements, railbanking, rail abandonment, and rail-with-trails. Trail construction is proposed in conjunction with a variety of development activities, including with roadway construction, with park construction, with new development, with bicycle and pedestrian enhancements, or as stand-alone projects. It identifies a number of potential Federal, State, and County funding sources, as well as advocating public and private ventures and partnerships.

**Potential Issues**

The project implementation has not yet begun due to the economy and financial constraints, so initially there will be two major issues that need to be addressed to get the plan up and running. First, since there are essentially no trail systems within the City, right-of-way will need to be negotiated and acquired. Second, in order to meet the suggested minimum level of service standards of 1 linear mile of shared use trail per 1500 population and 1 linear mile of hiking/nature trail per 6750 population, 12.8 miles of trails need to be constructed (based on 2015 population projection from Lake County of 20,266). This will prove to be quite an undertaking, both in terms of time and money.

Although several types of trails are specified, bicycle lanes and shared lane markings, which will be important features in urban areas, are not discussed.

The Trails Master Plan should be reconciled with the Parks & Open Space Master Plan and the coordinated recommendations incorporated into the Comprehensive Plan and Land Development Code by reference.

As the trail systems expand from Mount Dora into adjacent areas, there will need for intergovernmental coordination to determine who will take responsibility for trail segments, including maintenance and upgrade.

**Document Link to Citywide Visioning**

The Trails Master Plan follows the lead of the Parks & Open Space Master Plan, creating multimodal connections between destinations such as residential neighborhoods, schools, and the downtown/lakefront area. Proposed trail locations may need to be revised as part of the Citywide Visioning scenario planning process.

**Reference Maps Use from Document**

The Future Trails Network, Potential Overpass/Underpass Locations, Trail Priorities, and Trail Destinations should all be used as part of the connectivity framework. Special attention should be paid to integrating trail systems in the downtown and lakefront areas.

**Data/Text Reference from Document**

The hierarchy of trail types and design standards should be used as reference.

**MOUNT DORA COMMUNITY REDEVELOPMENT AGENCY (CRA) MASTER PLAN**

**History**

The original Mount Dora Community Redevelopment Agency (CRA) Master Plan was written in 1987. The format of the document covered elements required by Florida law for a Findings of Necessity. The 2002 CRA Master Plan Update (Long range Plan 2003-2013) was done in response to changed conditions within the area, a different set of community needs and expectations, and the completion (or non-relevance) of many of the objectives from the original document. The CRA boundary for the update remained the same as from the original Plan.

The 2010 CRA Master Plan Update added vision and mission statements, as well as a revised set of goals and objectives. Objectives are spelled out in greater detail than in the 2002 plan and include more in depth implementation strategies. The CRA boundary was not expanded.

**Summary**

The CRA was formed in May 1987 at the request of business and civic leaders who decided a need existed to improve business conditions in the downtown and other older commercial areas within the City. The CRA is comprised of six subareas: Downtown area, Donnelly Street corridor, Fifth Avenue corridor, Highland Street business area, lakefront area, and Robie and Camp Avenues workplace area. The CRA is made up of a Board (seven members of City Council), an Advisory Committee (seven volunteer members), and City staff (Planning and Development Department). The CRA is funded through tax increment financing, with the taxing entity remitting 95% of the TIF monies to the CRA trust fund.

The goals of the CRA are to “1) Encourage investments into private property and businesses, 2) Enhance public places including a well designed, high quality lakefront. 3) Promote a pedestrian friendly environment that connects neighborhoods, business districts and public spaces. 4) Continue improvements to public areas and infrastructure that are both functional and attractive. 5) Increase business, residential and tourist presence to create an active and viable mixed use environment.”

**Potential Issues**

One of the objectives in the original CRA Master Plan was to provide a better linkage between the lakefront and downtown by creating both visual and physical connections. This item remained in the 2002 CRA Master Plan Update as a top priority project and remains in the 2010 CRA Master Plan Update, making it a top priority for this Citywide Visioning project. In conjunction with this objective, enhancement of lakefront areas has remained a high priority.

Other issues from the 2002 CRA Master Plan Update that still remain...
II. CONTEXT FOR THE VISION

as priorities in the 2010 CRA Master Plan Update are the need for a connected network of pedestrian walkways, the creation of a unified wayfinding system for vehicular traffic and pedestrians, and improvement of parking for retail customers, tourists, and delivery vehicles.

Document Links to Citywide Visioning

Six Plan Objectives tie into the framework for the Citywide Visioning scenario planning. First - “create a network of safe and attractive sidewalks and other pedestrian walkways throughout the CRA.” The Master Plan includes a package of design standards and amenities to create a unified appearance within the CRA, including sidewalk widths, crosswalks, pavers, landscaping, lighting, and wayfinding. Second - “provide trails and facilities as designated in the Mount Dora Trails Master Plan and ensure other CRA projects are considered and coordinated with the Master Plan.” The top priority within the Plan that is located within the CRA is a regional trail along Old 441 and the Florida Central Railroad line. Other Plan items within the CRA include the Tremain Street Greenway and the Baker Street trailhead. Third - “redesign Mount Dora’s lakefront area to create a more accessible, functional and attractive site.” Several projects have been completed in the recent past, including redevelopment of Gilbert Park and Grantham Point. Top priorities now include improvement of the Fourth Avenue docks, redevelopment of Child’s Park and preparation of a conceptual site plan for the lakefront at Evans Park and Pineapple Point. Fourth - “develop programs to encourage redevelopment of properties in the Highland Street business corridor to create a more viable commercial area.” Lot widths and depths in this area are often limited, so redevelopment may include aggregation of lots into functional sites, even as much as block size. This flexibility needs to be incorporated into the Land Development Code. Fifth - “provide adequate space for and improve the use of public parking areas to accommodate the parking needs for employees, customers, delivery vehicles and tour buses.” This includes revisions to the existing parking garage, addition of parking spaces, and unified wayfinding. Sixth - “recommend land use and zoning changes that would improve the development pattern.”

Amending the Future Land Use and Zoning Maps could create more appropriate densities and compatible uses for needed development.

Reference Maps Use from Document

The CRA Pedestrian Improvement Areas map, reference excerpt from Trails Master Plan showing the Baker Street trailhead, CRA lakefront map, and public parking map are all important documents to reference in development of downtown and lakefront scenarios.

Data/Text Reference from Document

The goals and objectives provide insight into priority projects and programs in the core areas of Mount Dora.

NORTHEAST COMMUNITY REDEVELOPMENT AREA MASTER PLAN

The original Northeast CRA Master Plan was written in June 1990. Its inventory of existing conditions is consistent with the requirements of a blight study and the analysis of needs is very general.

The 2010 NE CRA Master Plan Update indicates that the NE CRA boundary has been expanded from 350 acres to 469 acres. A vision and goal are stated, as are plan elements, objectives, and priority projects.

Summary

The NE CRA was formed in August 1990 at the request of neighborhood residents who wanted to revitalize the area. The unique character and goals for the area led to the formation of a new CRA even though its boundary is contiguous with an existing CRA formed within the same general time period. The boundary is generally defined by Limit Avenue on the north, Donnelly Street on the west, Tenth Avenue on the south, and US 441 on the east (see RPG base map for exact boundaries). The NE CRA is made up of a Board (seven members of City Council), an Advisory Committee (seven member volunteer), and City staff (Planning and Zoning Department). The NE CRA is funded through tax increment financing, with the taxing entity remitting 95% of the TIF monies to the NE CRA trust fund.

“The goal of the Mount Dora Northeast Community Redevelopment Agency Master Plan is to create a framework for providing improvements to public areas and infrastructure that encourages private redevelopment activities and to facilitate investment into private property through programs in line with the vision.”

Potential Issues

The main issue presented in the update is the need to aggregate properties in the neighborhood business district on Grandview Street (properties zoned C-1 and located between Lincoln and Grant Avenues) in order to create redevelopment sites. Many parcels are as small as 50-feet wide and 100-feet deep. Existing parcel size usually limits development opportunities due to existing zoning provisions for parking and buffers within this neighborhood setting.

Document Links to Citywide Visioning

Two Plan Objectives tie into the framework for the Visioning scenario planning. First, to “promote pedestrian and bicycles access to parks, churches, schools, and commercial areas, and other community meeting places through provisions of safe and convenient sidewalks, multi-use trails, crosswalks, and traffic calming designs.” A prioritized project for the CRA is the Lincoln Avenue shared use trail. Second, to “encourage and facilitate redevelopment of commercial property in Neighborhood Business District on Grandview Street between Lincoln and Grant Avenues.”

Reference Maps Use from Document

The Lincoln Avenue Trail Plan is an important community connection as described above. The Grandview Street Commercial Development Incentive Area map shows the primary areas for commercial redevelopment.

Data/Text Reference from Document

The goals and objectives provide insight into priority projects and programs in the core areas of Mount Dora.
COMMON THEMES
Mount Dora is a special place that is unique to central Florida. It is a town rich in history and country charm and its lakefront setting, parks, and trees form strong identifiers.

Although there are several distinct ideas evident within each of these planning documents, the primary and central themes that appear in multiple planning documents are these - protection and retention of the unique sense of place and character of Mount Dora; promotion of community; and creation of an attractive and livable community.

Other themes evident include improvement of area conditions to attract and retain businesses, residents, and tourists; preservation of natural beauty and resources, especially the lakefront and parks; and improvements to connectivity and transportation networks.

INTEGRATION
Although these documents act as stand-alone plans, they offer an ordered and evident degree of integration with each other. The Land Development Code defines the standards and procedures for zoning and land development in accordance with the vision of the Comprehensive Plan. The Parks & Open Space Master Plan and Trails Master Plan, in defining level of service requirements, reference parallel sections within the Comprehensive Plan and Land Development Code, as well as each other. The two CRA Master Plan Updates reference both the Parks and Open Space Master Plan and Trails Master Plan when discussing connectivity and improvements to transportation networks.

SUMMARY
These planning documents will be referenced in greater detail during the course of this Vision Plan by the consulting team and modifications will be proposed as necessary to reflect both the intended content of the plans as well as new vision and direction based on community input. Once recommendations have been made, the individual plan priorities will be included as part of a unified strategic vision plan that will guide long-range planning efforts in Mount Dora.

D. INFILL AND REDEVELOPMENT OPPORTUNITIES
Infill and redevelopment are compact forms of development that use land and other resources efficiently to improve and create more livable communities. Infill is the construction of new buildings within existing urban areas on vacant or remnant parcels of land. Redevelopment is new or more intensive uses for land or buildings within an existing urban area. It may involve replacing existing structures with new ones or converting them to new uses. Redevelopment may also result in a change of use.

Infill and redevelopment support a number of Citywide planning objectives, including economic development and improved tax base, revitalization of downtown and close in neighborhoods, preservation and enhancement of neighborhood, improvement of transportation choices and connectivity, and enhanced walkability of neighborhoods.

Several areas of Mount Dora are interspersed with excellent infill and redevelopment opportunity sites. These underutilized, often functionally obsolete, and vacant parcels are scattered throughout the urban environment and create disjointed, disconnected, and incoherent street fronts. Many of these sites are situated within transitional districts that are primed for mixed use residential, commercial, and retail development. Tapping into existing infrastructure and revitalizing infrastructure investment more efficiently uses and directs community resources and makes these distressed sites community assets.

As the downtown and lakefront areas are improved and revitalized, surrounding areas will begin to experience renewed development interest as well. Maintaining and upgrading the visual character of older Mount Dora is only one factor in sustaining quality residential and commercial neighborhoods. Maintaining the cultural character of older areas by encouraging well-designed housing is another essential component to maintaining the diversity and livability that defines much of the area’s character. Redevelopment opportunities in older established areas of the City are uniquely challenged to maintain and, in many cases, upgrade the character of the City’s older neighborhoods. As development pressure increases, the City must strengthen its sense of visual identity by recognizing the elements that are an inherent part of the City’s heritage and convey a unique, attractive image that reflects the character of Mount Dora.

Infill and redevelopment will be promoted in the target growth areas identified by this Vision Plan as mixed use activity centers. Well planned and designed infill and redevelopment can improve livability by connecting the community, locating housing near services and jobs, and promoting a variety of housing types. It can increase transportation choices by creating communities for walking and bicycling and by reducing automobile dependency and use. It can promote sustainability by revitalizing neglected neighborhoods, preserving natural habitat, and by using resources more wisely and efficiently.

Coordination of public policies and private investment is required to encourage development of underused and skipped over areas. The following strategies can encourage well-planned infill and redevelopment:
• work with community residents and business owners;
• identify design concepts that improve neighborhood quality, connectivity, and sustainability;
• encourage transportation improvements;
• simplify development standards and remove regulatory obstacles;
• provide incentives for developers; and
• develop master plans that support infill and redevelopment.

The capacity analysis (Overview of the Process section) primarily looked at new development on vacant lands. It is not typically set up to consider potential future development on under developed or already developed properties. Additional analysis was completed that considered the possible progression of growth in core areas of the City.

In order to identify problems and potential solutions, economic and physical trends were considered and mapped. The occupancy and history of buildings were noted. Are buildings vacant because they are no longer functional or due to neglect, location, and changes in market conditions? Land and building values were charted. In areas where land values were similar to improved values, redevelopment potential was indicated. Lot patterns were drawn to show long, narrow, or shallow lots that might have potential for aggregation. Properties surrounded or partially
II. Context for the Vision

surrounded by development were highlighted, as were areas offering strategic advantages to the community if developed, such as lands near parks, community centers, or schools.

In order to identify problems and potential solutions, economic and physical trends were considered and mapped. The occupancy and history of buildings was noted. Are buildings vacant because they are no longer functional or due to neglect, location, and changes in market conditions? Land and building values were charted. If land values were greater than improved values, redevelopment potential was indicated. Lot patterns were drawn to show long, narrow, or shallow lots that might have potential for aggregation. Properties surrounded or partially surrounded by development were highlighted, as were areas offering strategic advantages to the community if developed, such as lands near parks, community centers, or schools.

Figure 13 indicates property values within the central Mount Dora development area, based on data collected from the City’s web site. Darker colors indicate higher value land, with the vertical extrusion of the color a representation of relative value. (Please note, this has nothing to do with actual heights of buildings). Several areas of lower value land were identified in neighborhoods of higher value. These areas may be candidates for redevelopment activity. Additionally, the larger identified lower land value parcels may be best utilized by considering up-zoning to support more appropriate density/intensity uses. Additional analysis was completed that considered the possible progression of growth in core areas of the City.
E. Market and Economic Context

Mount Dora will grow and develop within a larger market and economic context that will shape the opportunities available. For this reason, one element of the visioning process was to prepare an assessment of Mount Dora’s market position. This is a high-level snapshot summary of where the community stands in the marketplace, including a comparison with peer/competitor communities and consideration of how developers and other real estate interests will view Mount Dora. Key development areas or topics are addressed including downtown/retail development, housing, and the proposed Employment Center. The market position findings also can be compared with the stakeholder input and community values developed throughout the visioning process to see how aligned community goals are with market dynamics.

Peers and Competitors

Mount Dora’s demographics were compared with a sample of peer/competitor communities to evaluate its position within a group of communities that would be the most relevant to individuals or businesses making investment and location decisions. The communities selected were identified in the initial stakeholder discussions: Eustis and Tavares in Lake County, and Winter Garden, Sanford, and DeLand from outside the county. All of the communities have notable downtown districts, which is Mount Dora’s signature feature.

In terms of population, Mount Dora is the smallest of the group, with only Tavares also showing a population under 10,000 people. Population density in Mount Dora also is among the lowest. The towns that are farthest from Orlando – Mount Dora, Eustis, Tavares, and DeLand – all cluster around 1,500 to 1,800 persons per square mile. Sanford and Winter Garden each show a density of around 2,300 persons per square mile, which reflects the impact of suburban growth due to greater proximity to the center of the region. Mount Dora’s population growth over the past decade has been roughly comparable with the group with the exception of Winter Garden, which was comparable in size to the Lake County communities in 2000 but emerged by 2010 as a major suburb of Orlando.

Mount Dora shares a basic demographic profile with Tavares that is centered on older households without children at home. The percentage of households with persons under age 18 is under 20 percent in both Mount Dora and Tavares, while it is 40 percent in Winter Garden. Only Tavares has a median age that is higher than Mount Dora’s (52.5 years versus 47.9 years), and these are both substantially higher than the lowest of the group, which are Sanford (32.4 years) and Winter Garden (34.7 years).

The profile of Mount Dora diverges, however, when considering income and educational attainment. Mount Dora has the second highest median household income of the group, although at $46,581 per year it is still relatively moderate. The other two Lake County communities are both under $40,000 per year. Winter Garden leads the group with a median income of $61,432 per year. But Mount Dora’s education attainment is comparable to Winter Garden’s, with 28.3 percent having a Bachelor’s degree or higher versus 31.2 percent in Winter Garden. These two communities surpass the overall Florida rate of 25.6 percent, while the rest of the group shows a lower level of educational attainment.

Mount Dora’s housing stock is one of the most diverse of the group, with a significant proportion of single-family attached and multi-family units. Only Sanford, which has a significantly larger population and housing stock, has a lower percentage of single-family detached homes (including mobile homes). The other two Lake County communities in particular are focused on single-family detached homes, with percentages at or above 80 percent of their total housing stock. Home prices are higher in the communities closer to Orlando, with median sale prices in Sanford and Winter Garden coming in around $180,000 and the other communities at $125,000 and below.
II. CONTEXT FOR THE VISION

Table 2: Top Three Employment Sectors by Community

<table>
<thead>
<tr>
<th>Community</th>
<th>#1 Sector</th>
<th>#2 Sector</th>
<th>#3 Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mount Dora</td>
<td>Retail Trade</td>
<td>Health Care and Social Assistance</td>
<td>Accommodation and Food Services</td>
</tr>
<tr>
<td>Eustis</td>
<td>Health Care and Social Assistance</td>
<td>Retail Trade</td>
<td>Accommodation and Food Services</td>
</tr>
<tr>
<td>Tavares</td>
<td>Public Administration</td>
<td>Health Care and Social Assistance</td>
<td>Professional, Scientific, and Technical Services</td>
</tr>
<tr>
<td>Winter Garden</td>
<td>Construction</td>
<td>Retail Trade</td>
<td>Accommodation and Food Services</td>
</tr>
<tr>
<td>Sanford</td>
<td>Retail Trade</td>
<td>Public Administration</td>
<td>Manufacturing</td>
</tr>
<tr>
<td>De Land</td>
<td>Public Administration</td>
<td>Manufacturing</td>
<td>Retail Trade</td>
</tr>
</tbody>
</table>

Breaking down the employment bases by industry sector shows that retail, food services, and health care predominate in the group, particularly in Mount Dora. The accompanying table shows the top three sectors in each community by size. The composition of the employment base in Mount Dora is reflected in wage levels. Of the group, Mount Dora has the lowest percentage of jobs paying more than $40,000 per year, at 21 percent. The comparable figure in both Sanford and DeLand is 38 percent. In Tavares the figure is 33 percent, primarily due to the substantial presence of health care and government jobs.

To summarize the comparison of Mount Dora with the peer/competitor communities, Mount Dora has:
- The smallest population and is among the least densely settled
- A modest growth rate
- The smallest proportion of families and among the oldest population
- Among the highest in income and education levels
- A more diverse housing stock, with low prices
- A small employment base focused on lower-paying retail and food service jobs

DOWNTOWN/RETAIL

Downtown Mount Dora is still a major destination that surpasses its nearby competitors, as seen in Figure 19. Its business mix is focused on serving visitors, not local residents or workers, which makes it an economic engine that draws much of its support from outside of the community. Economic conditions are challenging overall, but especially for the small independent retailers that predominate in the downtown. Vacancies are significant, but a windshield survey indicates that they are primarily concentrated in a few specific buildings and in less-prominent locations. There is limited opportunity for adding new commercial space downtown, so economic recovery should serve to fill up some of the currently vacant space, given Downtown Mount Dora’s strong market position.

Other retail in the community is located mostly along US 441, a continuation of the commercial corridor that begins to the west in Eustis. There is a substantial amount of vacant land in this corridor, particularly within Mount Dora, which suggests that it will continue to attract retail development as trade area population and incomes grow. There is also a small cluster of retail on Highland Street, focused on the Liberty Avenue intersection, and in the Golden Triangle area on Old US 441.
**Gap Analysis**

A gap analysis indicates that potential retail development opportunities are for destination businesses that draw from a large area. Household retail spending was compared with local retailer sales within 7-minute, 15-minute, and 30-minute drive-time trade areas starting from the heart of Mount Dora (see Figure 20) to assess whether there was a surplus of spending in any retail sector that is “leaking” out of each trade area due to an under-supply of stores.

**Figure 20: Mount Dora Retail Trade Areas**

The 7-minute drive time represents a typical trade area for local convenience shopping – primarily groceries and everyday items. The 15-minute drive time is typical for most other shopping. The 30-minute drive time represents destination shopping such as unique restaurants, specialty shops, and other experiences that people will drive longer distances to obtain, and this drive time can even be longer depending on the strength of the destination in the marketplace.

Based on the calculations of retail spending surplus or deficit in each trade area, the gap analysis produced the following findings:

- **7-minute trade area**
  - Small opportunity in home improvement sales, but difficult to compete with big-box retailers
  - Large surplus in groceries, small surplus in drugstores – everyday shopping demand is covered

- **15-minute trade area**
  - Opportunities in home improvement and fast food – most appropriate for the US 441 corridor
  - Surplus in full-service restaurants – local dining demand is covered

- **30-minute trade area**
  - Large opportunities in restaurants, catering/banquets, and clothing

In summary, the gap analysis found that local spending in Mount Dora and adjacent neighborhoods is currently being covered by existing stores – there is little or no leakage and therefore minimal sales support for new stores in the area. New local-serving retail will have to follow population growth and be precisely targeted at specific sectors where gaps emerge. An aggressive retailer also might be able to win away market share from existing stores through marketing and pricing strategies, or offering superior service or products not currently available in the area. However, the analysis did find large gaps in the 30-minute drive-time area for restaurants, catering/banquets, and clothing stores. The distance of the drive means that new retailers must be destinations in order to attract enough sales to be feasible. These retailers would be competing for sales with other destination areas and major shopping malls.

**Downtown Mount Dora & Highland Street**

Downtown Mount Dora is still unrivaled as a destination, and opportunities exist to capture more additional sales in specific retail sectors, but nearby competitors are building their own niches. Tavares is focusing on entertainment and recreation, while Eustis has a mix of local-serving goods and services balanced with visitor-oriented shops. Both of these downtowns have waterfront access and views, as well as significant vacant and underutilized parcels that could become future development opportunities.

Downtown Mount Dora – it provides a positive improvement to the community and reinforces the downtown’s drawing power as a destination.

Highland Street could be an emerging retail corridor that supports and supplements the downtown, but the limited number of retail gaps available to capitalize on means that retail development on Highland will have to primarily target the same sources of demand as downtown. Careful planning will be needed to build connections and achieve synergies between the two areas. Retail development in the Golden Triangle would likely serve primarily existing and new local residents, plus transit users if service is implemented. Meanwhile, the US 441 corridor covers most everyday shopping demand in the area, and is likely to continue to be as the trade area grows.

**II. Context for the Vision**

**Housing**

Projections of the change in the number of households by age and income in the 15-minute drive-time area around Mount Dora indicate that near-term demand for new housing will come primarily from middle income, empty-nester and retiree households (see Figure 21). Long-term projections from 2015 to 2030 for Mount Dora, Tavares, and Eustis indicate that nearly all household growth will be in households age 65 and up. This is the core age demographic for condominiums. However, the income level of these households on average may not be sufficient to support much new development in the near term, especially mixed-use buildings that require more-complicated construction and often structured parking (such as underground or enclosed garages).
The condominium market in Mount Dora is fairly modest, averaging 34 sales per year since 1996. Median sales prices, outside of the boom years, have been around $120,000, which is probably not high enough to support new construction, especially of the quality level that would be appropriate for the historic downtown. Even when market conditions recover, Mount Dora will be a pioneering condominium market for these reasons, although the downtown’s strength as a regional destination suggests that there may be the potential to attract some buyers from a further distance away who have higher incomes. Although the age demographics are favorable, the bulk of the target market is found in the middle income brackets, and these households will also have less equity in their existing homes (after the housing crash) available to finance a condominium purchase. While the housing market recovers and buyers’ individual financial situations improve, enhancing the downtown’s appeal as a lifestyle destination will help to maximize its potential for condominium development.

**Employment Center**

The development potential of the Employment Center is driven solely by accessibility to the planned Wekiva Parkway. The area is a pure greenfield site that is not an established office/industrial market or employment center. The historic development patterns of Central Florida have resulted in most jobs being concentrated in the south half of the region – the opposite direction from Mount Dora. Figure 23 shows the census tracts in the region with the highest numbers of jobs, and their location relative to Mount Dora.

The proposed Employment Center represents a potential opportunity to diversify the housing market in Mount Dora by attracting an additional base of potential homebuyers that may be interested in new product types and living close to their jobs. New development opportunities might include townhouses, rental apartments, and variations on single-family detached homes (traditional neighborhood development, conservation subdivisions, etc.). Since the household projections suggest that the local housing market will be driven by the preferences of older households, introducing a new source of demand to the local market could help stimulate a wider range of development activity.
Industrial space is concentrated in southern Orange County, which accounts for 57 percent of the building space in the regional market. The majority of Orlando-area industrial space is used for distribution, which values interstate highway and airport access. Research, high-tech, and medical/biotech development is focused on existing or emerging centers such as the UCF Technology Park and the Medical City near Lake Nona. With prominent anchor institutions and major public sector support, these locations will be highly competitive in their specialized property sectors.

For the Employment Center to succeed, it will need to develop a compelling story and unique market position to attract investment. It will probably require a well-capitalized master developer who has a strong vision for the project and sufficient resources to make a long-term investment. One idea could be a mixed-use center that promotes sustainability, natural amenities, and the unique character of Mount Dora. A transit link with the downtown could strengthen the connection with the Mount Dora “brand” and provide dining, entertainment, shopping, and recreational amenities that surpass the typical suburban opportunities. The marketing strategy would focus on green/high-tech companies that resonate with the story. Since this is a long-term development opportunity, the strength of the community’s vision and the policies put in place to implement it will play a major role in setting the stage for future development.

**Key Themes of Market Position**

Based on the context within which Mount Dora will compete for future development, three key themes are central to reinforcing and enhancing the community’s existing market position:

- **Destination**
  - Supports the community’s priority of strengthening and enhancing the downtown area
  - Lakefront improvement is a key means of reinforcing downtown’s market position
  - Near-term retail opportunities are tied to maintaining and enhancing downtown’s destination status

- **Limited downtown capacity**
  - There is not much room for growth in the downtown without impacting adjacent residential neighborhoods
  - Create complementary centers with strong links back to the downtown
  - Carefully consider the function and land use mix of new centers to create synergy, not competition between them

- **Brand**
  - Establish the Mount Dora community character in new development to leverage the market strength of its destination qualities

These themes should be considered in developing the long-term vision for Mount Dora.
III. Aligning Values with the Vision
III. Aligning Values with the Vision

Aligning the Vision with Core Community Values

A vision for the future of Mount Dora that transcends the status quo and has staying power beyond the short-term must be based on core values in the community. Once identified, the vision statement and subsequent implementation (or action) steps must be aligned with these core values. These values are not likely to change over the short-term and provide a good framework for guiding the community (government, citizens, businesses, and other organizations) as it moves forward. The community values identified in Table 3 are the result of a thorough review of the City’s existing planning documents and thoughtful conversations with a series of focus groups, the Steering Committee, the City Council, and citizens about what makes Mount Dora a special place. The review found that the City ascribes to the three-legged stool (or triple bottom line) of environment, economy, and social/equity. For each of those areas, descriptive themes were suggested, and based on those themes, the values were derived.

Along with these community values, focus group participants and interviewees also highlighted a number of challenges and opportunities facing the City of Mount Dora. Summarized below, these challenges and opportunities also guided the development of scenarios and alternative solutions for the visioning process.

<table>
<thead>
<tr>
<th>Topic Area</th>
<th>Descriptive Themes</th>
<th>Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environment</td>
<td>Quaint, historic, scenic, unique, trees and terrain, mix of town and country, eclectic, compact, comfortable scale, walkable, relaxed pace, authentic, waterfront, traditional, conservation ethic</td>
<td>Preservation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Uniqueness</td>
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<td></td>
<td>Sense of Community</td>
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<td>Balance</td>
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<td></td>
<td></td>
<td>Adaptability</td>
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<td></td>
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<td>Vitality</td>
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<td>Traditional</td>
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<td></td>
<td></td>
<td>Sustainability</td>
</tr>
<tr>
<td>Economy</td>
<td>Destination(s), busy, convenient, artistic, activities and events, vital</td>
<td>Accessibility</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Connectivity</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Quality</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Prosperity</td>
</tr>
<tr>
<td>Social &amp; Equity</td>
<td>Active, involvement, friendly, safe, volunteerism, culture, availability of healthcare, community responsibility</td>
<td>Welcoming/Hospitality</td>
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<td></td>
<td></td>
<td>Diversity</td>
</tr>
</tbody>
</table>
III. Aligning Values with the Vision

Challenges

The key challenges or issues facing Mount Dora reflect its unique character and position within the region. In many ways, the challenges are the result of the City’s success over the last 10 to 15 years, and the transitions that have occurred in terms of overall growth and the changing market in the downtown district. The economic recession has created financial challenges to accomplish capital projects and spur investment. The following challenges were identified as consistent themes during the meetings and interviews:

- The growth of commercial activity along US 441 is a potential concern for the City in terms of its unique character and the economic vitality of its greatest asset – downtown. Participants expressed a desire to maintain and support small, locally-owned businesses and provide a gateway into downtown from US 441.
- Competition from other cities in the region is a concern. Some cities, such as Tavares and Eustis, are working on their waterfront areas to draw business, festivals and visitors, while other cities, such as Winter Garden, Sanford and DeLand, have undergone a significant transformation to attract residents, new businesses and visitors. Participants were concerned that if Mount Dora does not change and adapt, it will be left behind.
- Parking availability downtown is an area of concern, although most acknowledge it is largely a perception of parking limitations during large events or inconvenient parking locations that aren’t highly visible or are at the top of a hill.
- Traffic flow and speeding are challenges to the character of Mount Dora, particularly on 5th Avenue and in the Northeast part of the City.
- Maintenance is a key challenge for parks and recreation facilities. The City has developed and expanded quality facilities but is facing the problem of adequate staff and resources to maintain what has been built.

Opportunities

- The lakefront is an underutilized asset that could be an iconic destination that defines the City and attract residents and visitors alike. Mount Dora is a town of romance and nostalgia, but it is not a highly sought-out destination at this time. There are opportunities to support and promote the downtown and waterfront as a destination for weekend getaways, meetings and events throughout the year.
- To most observers, Mount Dora is becoming a younger city and is becoming more diversified with year-round residents, families with children, and part-time residents with vacation homes.
- The downtown area has a good interconnected street grid. There is an opportunity to improve street connectivity in targeted growth areas, such as the employment center.
- The same street grid provides a number of access points into downtown. Promoting and expanding opportunities for bicycling, walking and other non-auto forms of transportation could better connect various parts of the City to downtown.

Desired Outcomes and Measures

The following outcomes and measures for the Citywide Visioning Study were identified by focus group participants and interviewees:

- A unified plan that integrates the various existing plans for the City and creates a single master plan for the greater Mount Dora area is essential to defining and connecting various areas of downtown and the City as a whole.
- Sustained leadership on key priorities over time is essential. Progress along defined indicators or targets must be measured.
- Maintain the sense of character and scale that defines the City today.

Areas of Further Dialogue

The following issues were discussed at length by focus group participants and interviewees, indicating a need for continuing dialogue during the visioning process and beyond.

- Viability and applicability of mixed use development in areas outside of downtown.
- Potential expansion of the downtown area given physical and land use characteristics.
- Desirability of increasing allowable building heights downtown.
- Opportunities to increase adequate parking that is convenient to destinations.

These community values guided the visioning process, providing the backdrop for the vision statement, the various alternatives and design concepts evaluated, and the resulting implementation strategies for the vision. They tell the story of a community seeking a vibrant, diverse economy that endures over time for a wide range of residents, business owners, and visitors.
IV. Vision Elements
A. **Overall Vision**

The Citywide Visioning Study establishes a concise statement of the City's values and goals and provides a guide for future planning and development.

The Vision that has emerged from this project is a recognition of the importance of strategically managing growth in order to maintain a small town character while still encouraging new business opportunities, providing appropriate mixed use development, developing feasible transportation plans, and preserving the beauty of the unique environmental features that Mount Dora celebrates.

The Vision is meant to guide the City's planning and development activities. It is intended to clarify and confirm the direction of key redevelopment, revitalization, transportation connectivity, and economic growth goals that will enhance and sustain the quality of life in Mount Dora for all residents. The Vision will continue to evolve, but its overall direction and key recommendations spring from the values defined by the community.

Figure 26 illustrates the different Vision building blocks and how their inter-relationships are strategically linked to the overall achievement of the values and goals defined by the community for this project.

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**Figure 26: Pillars of the Vision**

- **Economic Vitality**
  - Dynamic and attractive downtown core for tourists and residents
  - Link downtown with the lakefront
  - Job and training opportunities
  - Promote and market the community
  - Partnerships

- **Historic Community Character**
  - Small town charm
  - Great neighborhoods
  - Quaint, authentic and inviting places
  - Retain unique community icons
  - Natural and environmental treasures

- **Connectivity**
  - Older and newer neighborhoods
  - Walking, bicycling network
  - Safe and connected streets
  - Park and lakefront access
  - Wayfinding and smooth transitions to destinations
IV. Vision Elements

Vision Map

The Vision Map is generally considered as a working document that identifies issues and opportunities, illustrates complex project concepts and relationships, and graphically depicts actions and strategies that help move from the current reality to a preferred future vision. It is part of the foundation that guides the planning process.

The Vision Map for this project was derived from data gathered from existing City planning documents and through focus group discussion, stakeholder interviews, surveys, interactive web site questionnaires, and community workshop exercises with public participation from hundreds of residents.

The Vision Map is a fluid document that provides guidance for achieving both short- and long-term community goals. It defines the future development direction of the City’s existing and emerging centers, corridors and gateways, each with a distinct identity and development form, yet well-connected to the City’s downtown historic district and lakefront, the community’s primary cultural and economic focal point. However, it is a framework/resource only and leaves specific project development to the City, private enterprise, market conditions, and economic forces.
IV. Vision Elements

The Citywide Visioning Study includes a look at the US 441 corridor between SR 44/North Donnelly Street and SR 46/1st Avenue, a portion of the City that is largely undeveloped. The goal is not only to look at the transportation system and how it can meet long term needs of Mount Dora and safely and efficiently move people and goods, but to provide the opportunity to direct future development in such a way as to reduce the negative effects of that transportation system on the surrounding environment.

Corridors

Corridors are the geographic areas adjacent to primary transportation routes. The term applies to both the transportation infrastructure itself and to the existing and proposed development surrounding that infrastructure. Corridor planning tries to provide high quality transportation options, ensure access to that transportation system, protect environmental and community resources, foster economic development along the corridor, and develop livable communities. It is a balancing act in which safety and congestion issues must complement the land uses.

The Citywide Visioning Study includes a look at the US 441 corridor between SR 44/North Donnelly Street and SR 46/1st Avenue, a portion of the City that is largely undeveloped. The goal is not only to look at the transportation system and how it can meet long term needs of Mount Dora and safely and efficiently move people and goods, but to provide the opportunity to direct future development in such a way as to reduce the negative effects of that transportation system on the surrounding environment.

The structure and layout of future development within the corridor is designed to support the community character, reinforce the setting and vision voiced by the community, and improve the overall quality of life for residents. It accommodates a broad range of mobility options and provides a sense of safety for all non-motorized users.

Primary gateways announce arrival to a general area and create landmark entry features. While the main function is to welcome visitors and provide a sense of safety for all non-motorized users, the gateway element should be more than just a sign. The design should include landscaping, streetscaping, and/or public art. These gateways not only serve as an introduction to the area itself, but to the style and branding of the City and the primary visual elements of the subsequent wayfinding system that help orient the visitor to new surroundings.

Secondary gateways are located along wayfinding routes and are used to reinforce the direction of travel, as well as define neighborhoods or districts. These gateway elements are usually smaller than primary gateway elements, but utilize the same basic form and design elements. As shown on the Vision Map (Figure 27), there are five locations where primary gateway elements are proposed. Three of these are along US 441 – at SR 46/1st Avenue, at Limit Avenue, and at Donnelly Street. There is also a primary gateway at Old US 441 and Eudora Road and SR 46 where it will intersect the Wekiva Parkway. These intersections are primary routes into Mount Dora and capture the majority of traffic from surrounding communities, including metropolitan Orlando, Mt. Plymouth/Sorrento, Eustis, Tavares, and Leesburg.

Secondary gateway elements are proposed on US 441 at Eudora Road, Grandview Street (proposed extension) and Limit Avenue, and on South Highland Street and North Donnelly Street entering the Mount Dora core.

Philosophy and Principles

The design philosophy for this Vision Plan involves three broad-brush concepts:

1. Site and setting – recognizing and relating to the existing patterns of form, function, and movement;
2. Context, Scale, and Character – respecting existing relationships and drawing on them for guidance; and
3. Sustainability – preserving resources and respecting the environment by relating to the site and taking advantage of its qualities.

The overall philosophy of the project and the principles developed for each target growth district and corridor are based in the core values affirmed by the community. They are broad parameters by which future plans and actions can be evaluated.
IV. Vision Elements

TRANSPORTATION VISION

The City of Mount Dora envisions a network of transportation facilities that moves people and goods, provides multiple avenues for accessing destinations and districts, increases safety and connectivity, and offers choices in travel modes, both within the City and to other communities in the region. The transportation network within the City of Mount Dora will strive toward the following characteristics:

CONNECTIVITY

The City of Mount Dora seeks to create and maintain a street network with a high level of connectivity in order to increase safety and provide multiple points of access and travel to destinations. A well-connected transportation network offers a number of benefits to the City. Within specific districts, increased street connectivity, when combined with other features, such as short block lengths, street trees, small building setbacks, sidewalks, bicycle facilities (as appropriate), and on-street parking, can change the characteristics of the area to improve safety and walkability, making it a more desirable destination for residents and visitors alike. These characteristics promote slower traffic and increased activity within the street corridor (such as walking, bicycling, shopping, etc.). Increased connectivity can also lessen the need to widen roadways and increase visibility and economic development opportunities through additional street frontage in these areas.

The overall vision indicates a desire for a more fully developed local street, sidewalk, bicycle and trail network to support accessibility and mobility in and between the districts. This interconnected multimodal network accessing all areas of Mount Dora is intended to overcome barriers, such as US 441, and encourage use of various modes of travel in and around the City. Currently, the downtown area has a well-connected street network accompanied by sidewalks and urban form that provides numerous paths of travel and creates a walkable environment.

Other areas of the City will require a more complete network of local and collector roadways that allows traffic to disperse among a series of small roadways that are more conducive to walking and bicycling, rather than creating a need for more wide, high speed roadway corridors for travel within the City.

MULTIMODAL

Multimodal implies the design of transportation facilities which accommodates automobile, bus, bicycle, and pedestrian travel and can provide for travel across the City as well as connect with regional systems. The City seeks to create a multimodal transportation network that provides increased mobility opportunities for all users. This network will include on-street modifications to support bicycle travel, improved sidewalk facilities, a regional rail and transit corridor, a regional trail...
facilities and other on-and off-road facilities identified in the existing Trails Master Plan, as well as opportunities to transfer between modes of transportation (intermodal sites).

**Complete Streets**

Complete Streets are safe, comfortable, and convenient for travel for everyone, regardless of age or ability – motorists, pedestrians, bicyclists, and public transportation riders. A Complete Streets policy indicates a commitment to design roadways that are more accessible for use by all modes, but it does not require that all multimodal elements be present within each roadway corridor. Complete Streets can be designed in a variety of forms, and specific elements present are determined based on the roadway characteristics and the context of the surrounding areas. As new facilities are constructed, modified or resurfaced, the City should consider appropriate facilities and design treatments – that recognize the needs of all users to gradually create a network of complete streets. These treatments may include gateway and corridor enhancements to encourage slower traffic, improved connectivity, bicycle facilities and/or treatments, such as shared lane markings (sharrows) and bicycle lanes, and improved transit stops with shelters.

**Figure 29: Example of Bicycle Lane**

**Hubs and Amenities for Transit**

The City of Mount Dora will create multiple opportunities for existing and future passenger transit through transit hubs and amenities, roadway design and urban form that support and encourage transit use and accessibility. An intermodal hub in the Golden Triangle Area would integrate passenger transit and other forms of travel (auto, bicycle or local bus service) and provide connections with the downtown and lakefront areas. As described above, future roadway construction and modifications would improve pedestrian access to create opportunities for transit. In addition, future development and redevelopment would be encouraged in these districts to provide a mix of uses and appropriate housing densities that would support transit use and provide convenient shopping opportunities at trip ends. The City envisions a future transit network that includes both local service, such as a shuttle or circulator route that connects the activity centers and downtown and links with remote parking areas, as well as regional bus and/or rail service.

**Neighborhood Electric Vehicles and Other Low Speed Vehicles**

The City of Mount Dora seeks to safely integrate Neighborhood Electric Vehicles (NEVs) and other Low Speed Vehicles (LSVs) into the transportation network to provide opportunities for this alternative means of travel. NEVs/LSVs have become increasingly popular in communities across the country as alternatives to single occupant automobiles. Development of a successful strategy for NEV/LSV use within the City will require a great deal of education and communication regarding policies and regulations once they are developed. A number of issues need to be considered, including the type of vehicle allowed per State of Florida regulations, safety issues, parking facilities for NEVs, and travel ways. Allowing use of NEVs within the City has the potential to improve the quality of life for residents and businesses if properly planned and implemented. Well-designed transportation networks for NEVs and other low speed vehicles, such as golf carts, can help fill a gap in the existing array of multimodal transportation alternatives. NEVs and golf carts can serve as useful alternatives to gas-powered automobiles, particularly for the many short trips made every day. They have enabled people to travel farther and faster than they would on bicycles without having to switch to a car.

Each of these characteristics described above is important to the creating a transportation network that enables the City of Mount Dora to maintain its unique character and encourage new development and redevelopment activities that support the City’s overall vision for a diverse, vibrant and sustainable community. The future transportation network cannot be created in a vacuum – it must be supported by complementary land use and urban form/design that encourages development patterns that provide both access and mobility within the City.
B. Activity Centers

Downtown
The downtown is the heart of Mount Dora and the area where the majority of community interest has been centered during the course of this planning project. Its preservation and revitalization of its economy are top priorities among residents and therefore it plays the most important role in the Citywide vision. The intent is to strengthen the area as the primary focal point and draw for the City, both improving the opportunities it provides in the daily life of residents and expanding the wide variety of activities it offers to visitors as a travel destination.

The strongest near-term potential for economic growth is attracting “destination” trips to downtown, those generally in the 30 minutes or longer travel time profile. This means strengthening Mount Dora’s unique identity and draw, creating more diverse destinations for the downtown and greater connections to the lakefront. Longer term, additional compatible residential development in the downtown area will help support demand for future locally-oriented commercial uses, such as specialty grocery, hardware, and similar types of stores. The vision is to make selected physical changes in the existing roadway network, parking locations, and undeveloped parcels to extend and enhance the connections downtown for pedestrians and bicyclists, as well as those who drive to the area, that would help spur longer and more frequent visits to the downtown for both residents and tourists.

Design Philosophy
The character, scale, and historic value of the downtown should not only be preserved, but enhanced where possible. As the core of the community, the downtown should be well connected, by multiple means of mobility, to all other parts of the City. The downtown has a unique relationship with the lakefront and the connection between the two should be strengthened, both visually and physically, wherever possible.

Principles
The core vision principles for the Downtown as recommended include:

- Preserve the unique and historic character of the downtown.
- Expand residential opportunities.
- Create opportunities for mixed use infill and redevelopment.
- Promote accessibility through conveniently-located parking facilities.
- Provide multimodal access and encourage energy efficiency.
- Maintain views of Lake Dora.
- Enhance wayfinding to guide people to a wide range of accessible destinations.
Vision and Projects

The City’s success has always hinged on the historic downtown area. While the composition of the area has changed over the past decade, its role as the focal point of the community has remained the same. Every effort should be made to promote the downtown, as well as adjacent lakefront area, as a destination for weekend getaways, meeting location for both professional groups and the creative community, and provider of a series of varied special events throughout the year. It should also be an area that supports the needs of the local community and becomes a familiar part of the local neighborhood fabric. One potential scenario that was explored during the community charrette was the conversion of 4th Avenue to a pedestrian mall. Anchors will be established at each end to increase the visual and physical ties between the downtown and lakefront and provide neighborhood entrance for greater accessibility. The conversion of space from vehicular use to pedestrian space will not only promote walkability and increase visibility of adjacent shop fronts, but it will create room to hold special outdoor events. Figure 36 shows an early concept for the pedestrian mall of three blocks that ran from North McDonald Street on the west to North Baker Street on the east. The north/south cross roads would be kept open to facilitate street connectivity and allow access for emergency vehicles. Figure 37 shows how this pedestrian mall might look with large glassed retail displays, street trees, and pavement treatments. Figure 38 is a revision to the earlier concept based on community feedback during pin-up sessions. In this later concept, the pedestrian mall is shortened by one block, moving the eastern terminus from North Baker Street to North Donnelly Street. It also proposes enhanced streetscape treatments from North McDonald Street to the City docks to tie together the downtown and lakefront and encourage walking. Streetscape enhancements are also shown on the east side from North Donnelly Street to North Baker Street. In this concept...
IV. Vision Elements

Figure 36: Downtown and Lakefront

Plan, 4th Avenue will be closed between North Baker Street and North Tremain Street, with the block from 5th Avenue to 3rd Avenue becoming the terminus of 4th Avenue and a focal point of downtown. It would contain a mix of uses as well as a wrapped parking deck. The uses on the east side of the block would transition down in size and density to blend with the existing character of North Tremain Street. Upon further discussion between the City and community after the charrette, it was decided that 4th Avenue should remain open to North Tremain Street and that any terminus focal point should preserve both the access and views along the street.

Another way to increase walkability within the downtown is to provide parking facilities at key locations entering the downtown area. When teamed with a coordinated wayfinding program and potential shuttle service, this will get travelers out of their vehicle sooner and on foot exploring the downtown. It will also minimize the amount of traffic circling the core streets of downtown looking for a single destination and concentrating solely on parking adjacent to that location. Figures 34 show downtown public parking (delineated and signed spaces only) as it currently exists. In figure 35, additional public parking locations are indicated at a number of points around the perimeter of the downtown that will allow vehicle capture from a number of directions that are adjacent to several general destination areas. These parking areas will not only help spread out the traffic throughout the downtown area, but will allow quicker ingress and egress during special events.

The City is also working on plans to reconfigure Donnelly Street between E. 4th and 5th Avenues (see Figures 34 and 35 for reference). The plan calls for the removal of the angle parking on the east side of the street, with that depth being taken up by widening the sidewalks on either side of the street. The increased sidewalk width will allow greater pedestrian accessibility to storefronts, provide opportunities for outdoor seating, and provide a transition into the proposed 4th Avenue pedestrian mall.

The following table describes projects, time frames, and associated planning level preliminary costs for potential improvements in the Downtown area. These projects represent the different options and scenarios that were explored during the community charrette by designers, presented to and discussed with the community during charrette public sessions, and revised based on community comments and direction.

Table 4: Downtown Projects

<table>
<thead>
<tr>
<th>IMPROVEMENT PACKAGE</th>
<th>TIMEFRAME</th>
<th>LOCATION AND DESIGN SPECIFIC CRITERIA</th>
<th>PLANNING LEVEL COST ESTIMATE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Near Term</strong></td>
<td>Enhanced wayfinding program</td>
<td>Areawide</td>
<td>$15,000</td>
</tr>
<tr>
<td>4th Avenue pedestrian mall</td>
<td>4th Ave</td>
<td>Areawide</td>
<td>$200,000 – 300,000 per block</td>
</tr>
<tr>
<td>Streetscape improvements</td>
<td>5th Ave to 4th Ave</td>
<td>$75,000 per block</td>
<td></td>
</tr>
<tr>
<td>Donnelly Street streetscape</td>
<td>Current City project</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Mid Term</strong></td>
<td>Trolley</td>
<td>Key locations entering downtown</td>
<td>$750,000/year (FDOT grant)</td>
</tr>
<tr>
<td>Parking facilities</td>
<td>Areawide</td>
<td>$8,000 - 12,000 per space</td>
<td></td>
</tr>
<tr>
<td><strong>Long Term</strong></td>
<td>Redevelopment of parking lots</td>
<td>Areawide</td>
<td>$20,000 - 30,000 per lot for site preparation, zoning/policy changes, etc.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$50,000 - 100,000 per lot for conceptual design/development planning</td>
</tr>
</tbody>
</table>
Illustrations
The following concept plans were developed during the community charrette and graphically illustrate the projects presented above.

Figure 37: Rendering of 4th Avenue Pedestrian Mall

Figure 38: Concept plan for 4th Avenue Pedestrian Mall
Vision Elements

2. Lakefront

The Lake Dora waterfront is Mount Dora’s expansive public realm and natural beauty. Stretching from Palm Island Park, Gilbert Park, and Grantham Point on the south to Simpson Cove, Evans Park and Pineapple Point to the City docks at the end of E. 4th Avenue, it offers multiple recreation opportunities both along and on the water and a vast array of environmental resources that appeal to a variety of users.

Design Philosophy

The Lakefront is an amenity and destination and should be accommodated as such. Its connections with the downtown (primarily N. Donnelly Street and E. 4th Avenue) need to be strengthened, both visually and physically, so that the synergy between the two areas is enhanced, promoting a variety of uses, increasing the opportunities for interaction, and offering accessibility and connectivity for both residents and visitors.

Principles

The core vision principles for the Lakefront as recommended include:

- Provide meaningful public access to and along the waterfront.
- Create a major destination that serves as the anchor for a variety of activities on the waterfront and in downtown.
- Complement the existing Lakeside Inn in terms of use, character, and configuration.
- Complement the unique character of the historic downtown.
- Provide opportunities for a mix of uses that may include retail, entertainment, hospitality, meeting space, arts, civic, and educational.
- Enhance connections with downtown and establish ties to the overall community to avoid becoming an enclave.
- Promote environmental sustainability.
- Maintain views of Lake Dora.
- Enhance wayfinding to guide people to a wide range of accessible destinations.

Vision and Projects

The lakefront is the most recognized feature of Mount Dora and provides the memorable setting that helps define the scenic charm and setting of the City. Although there are plenty of opportunities for interaction along the length of the lakefront, most residents feel that Lake Dora is an underutilized asset in the community. Next to the downtown, the lakefront is the area that residents have designated as the highest priority for future projects. The preservation and enhancement of its environmental and recreational qualities play an important role in the Citywide vision.

The intent is to strengthen the connections with downtown, making the lakefront a focal point and destination that will draw both residents and visitors alike to a variety of activities both along the shores and on the water.

Pineapple Point

A concept that has been discussed at length during the Citywide Visioning Study is the development of Pineapple Point, a tree-covered site between the Lakeside Inn and Evans Park along Edgerton Court. It was continually listed as a top potential catalyst project in focus group and community meetings, and in web site questionnaires. Figure 36 shows the first charrette concept for Pineapple Point. It included mixed use retail and a museum along the lakefront. This concept was not well-received at the pin-up session with participants saying that the concept did not give the highest and best use for the property. Figure 39 shows a revised concept that included restaurant and retail uses along the waterfront with parking areas worked in among the existing vegetation and tree canopy. An addition to the Lakeside Inn site was proposed that would complement the lakefront development and tie the two areas together. A mixed use block is also proposed north of Charles Avenue that would allow lakeside views. This block would include structured parking tucked under the building to offset the existing parking currently on that block. The Lawn Bowling Club would not be changed in any way. This concept was better received than the first one, but still not well-received at the public pin-up sessions, so Figure 40 was developed. It shows the development of Pineapple Point into a mixed use destination that becomes the central focal point of the lakefront. An iconic element will be located at the end of Donnelly Street, connecting the lakefront to the downtown and drawing people to the water from the urban core. This location will also provide public access to the water along a boardwalk that will contain docking berths to allow people to come to the area from other parts of the lake. As in the earlier concept plan, a mixed use block is proposed north of Charles Avenue and the Lawn Bowling Club remains unchanged.

Charles Avenue

Another option discussed during the charrette was the closing of Charles Avenue from North Donnelly Street to North Tremain Street to vehicular traffic; with the exception that access to the Mount Dora Boating Center would be maintained. Charles Avenue will become a linear green space that connects Simpson Cove with Pineapple Point and provides neighborhood connections to downtown and lakefront areas. Figures 39 and 40 both show this linear park concept. The southeast corner of Charles and Donnelly Street will be tiered into an amphitheater with grassed and walled seating that overlooks the Lawn Bowling Club. This setting will allow greater numbers of people to observe and learn the game and watch matches and tournaments.

The following table describes projects, time frames, and associated planning level preliminary costs for potential improvements in the

<table>
<thead>
<tr>
<th>IMPROVEMENT PACKAGE</th>
<th>IMPROVEMENT PACKAGE</th>
<th>LOCATION AND DESIGN SPECIFIC CRITERIA</th>
<th>PLANNING LEVEL COST ESTIMATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Splash park</td>
<td>Evans Park</td>
<td>$150,000</td>
<td>$150,000</td>
</tr>
<tr>
<td>Boardwalk promenade</td>
<td>Pineapple Point</td>
<td>$250 - 300 per linear foot</td>
<td>$250 - 300 per linear foot</td>
</tr>
<tr>
<td>Covered pavilion at 4th Ave. City docks</td>
<td>City docks</td>
<td>$75,000</td>
<td>$75,000</td>
</tr>
<tr>
<td>Enhanced wayfinding program</td>
<td>Area wide</td>
<td>$15,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>Streetscape improvements</td>
<td>Area wide</td>
<td>$75,000 per block</td>
<td>$75,000 per block</td>
</tr>
<tr>
<td>Pedestrian improvements from downtown to 4th Ave. docks</td>
<td>4th Ave.</td>
<td>$100,000 - 200,000</td>
<td>$100,000 - 200,000</td>
</tr>
<tr>
<td>Charles Avenue linear park</td>
<td>Close roadway to traffic</td>
<td>$1.5 m</td>
<td>$1.5 m</td>
</tr>
<tr>
<td>Amphitheater</td>
<td>Charles Ave.</td>
<td>$50,000 – 250,000</td>
<td>$50,000 – 250,000</td>
</tr>
<tr>
<td>Rebuild Marina</td>
<td>Rebuild Marina</td>
<td>$250 – 300 per linear foot</td>
<td>$250 – 300 per linear foot</td>
</tr>
<tr>
<td>Conference Center at Pineapple Point</td>
<td>Pineapple Point</td>
<td>TBD</td>
<td>TBD</td>
</tr>
</tbody>
</table>
Lakefront area. These projects represent the different options and scenarios that were explored and discussed during the community charrette by both designers and the public.

**Illustrations**

The following concept plans were developed during the community charrette and graphically illustrate the projects presented above.

**Figure 39: Pineapple Point Concepts - Restaurant/Retail**

**Figure 40: Pineapple Point Concepts - Conference Center**
3. Golden Triangle

The Golden Triangle area marks the western entry to the City along Old US 441 19A and Edudora Road, which was the primary route from Tavares and Leesburg into Mount Dora before US 441 was constructed and traffic was re-routed away from the urban core. Dated strip shopping centers sit on either side of Old 441 east of the Eudora Road intersection, reminders of better days when the area was more active. Although an outparcel building along Old US 441 has been successfully redeveloped into a technical school and there are a couple of long-standing restaurants, the building space is generally rundown and underutilized.

Design Philosophy

The Golden Triangle area is still an important entrance into the City and needs to establish a “sense of place” that announces the transition into the urban Mount Dora area, while complementing the character of the existing neighborhood fabric. Its peripheral location makes it a logical place to establish multimodal connections to other parts of the City.

Principles

The core vision principles for the Golden Triangle as recommended include:

- Orient future redevelopment towards greater multimodal accessibility by reducing large parking lots and providing an internal street and sidewalk network with supporting infrastructure.
- Provide opportunities for a mix of uses that may include retail, professional office, educational, healthcare, civic, and residential.
- Promote a transition along Old US 441 from a suburban context and cross section to a more urban context and cross section.
- Maintain appropriate character and scale transitions with the adjacent existing neighborhoods.
- Reserve space to incorporate a shared use path along Old US 441.
- Integrate existing and future passenger transit to enable the district to function as an intermodal hub.
- Reinforce gateway themes by incorporating similar design elements into architectural and streetscape features.
- Enhance wayfinding to promote the transition from gateways into the downtown area.

Vision and Projects

The intent for the Golden Triangle is to revitalize the area as a neighborhood focal point and re-establish its importance as a gateway for traffic coming into the City from the west. As shown on Figure 41, the vision centers on redevelopment of the two existing shopping centers into employment-based mixed use centers with supportive retail, civic, and educational activities, as well as public open spaces. The roadway transition from a rural context to an urban context along Old US 441 will begin with a reconfiguration of the intersection with Eudora Road into a “roundabout” junction that simplifies the existing configuration that contains skewed roadway approaches. A “roundabout” is a circular roadway where traffic moves in one direction around a central island. From that intersection east to approximately Greenway Drive, Old US 441 will be transformed into a boulevard roadway section with a landscaped median, sidewalks, and “complete streets” enhancements, including bicycle lanes that continue west towards downtown. The vision also calls for an intermodal hub to be located in this area that would integrate passenger transit and other forms of travel and provide connections with the downtown and lakefront areas. In conjunction with this, a separate shared use path will be created along the railroad right-of-way that provides a connection to the downtown along the lakefront.

The following table describes projects, time frames, and associated planning level preliminary costs for potential improvements in the Golden Triangle area. These projects represent the different options and scenarios that were explored and discussed during the community charrette by both designers and the public.

<table>
<thead>
<tr>
<th>Improvement Package</th>
<th>Location and Specific Criteria</th>
<th>Planning Level Cost Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Near Term</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Create boulevard on Old US 441</td>
<td>Eudora to Greenway Dr.</td>
<td>$150 – 200 /linear foot</td>
</tr>
<tr>
<td>Modify intersection for roundabout</td>
<td>At Eudora Road</td>
<td>$200,000 – 250,000</td>
</tr>
<tr>
<td>Primary gateway monumentation</td>
<td>At roundabout</td>
<td>$25,000</td>
</tr>
<tr>
<td>Enhanced wayfinding system</td>
<td>Area wide</td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>Mid Term</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fund expansion and environmental rehabilitation</td>
<td>In front of shopping center</td>
<td>$50,000 – 50,000</td>
</tr>
<tr>
<td>Utility line improvements to City trunk lines</td>
<td>Parallel Old US 441</td>
<td>TBD</td>
</tr>
<tr>
<td>Develop Master Plan (City option to buy and market)</td>
<td>Existing shopping center</td>
<td>$75,000 – 150,000</td>
</tr>
<tr>
<td>Streetscape improvements</td>
<td>Eudora to Pointsetta Dr.</td>
<td>$50,000 per block</td>
</tr>
<tr>
<td>Intermodal Hub with park and ride</td>
<td>On City Property, to the south near WWTP</td>
<td>$350,000</td>
</tr>
<tr>
<td><strong>Long Term</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Orange Blossom Express</td>
<td>TBD</td>
<td>TBD</td>
</tr>
</tbody>
</table>
Illustrations

The following concept plans were developed during the community charrette and graphically illustrate the projects presented above.

Figure 41: Golden Triangle
IV. Vision Elements

4. Highland Street

Highland Street is a neighborhood corridor with a mix of residential, neighborhood commercial, light industry and warehouse uses. It is anchored at the north end by the high school. This area serves as a primary gateway into Mount Dora, coming to Highland from US 441 on the south and coming to Highland from SR 46 and 1st Avenue from the east. Although redevelopment has been actively pursued in this area, there are still vacant and underutilized sites sprinkled along the street frontage.

Design Philosophy

Highland Street serves as a transition from the gateway areas to the downtown and lakefront and the corridor should reinforce that travel route for visitors. The area also needs to pursue development activity that revitalizes, defines, and unifies the neighborhood.

Principles

The core vision principles for Highland Street as recommended include:

- Develop compatible infill opportunities that address Highland Street.
- Provide opportunities for a mix of uses that may include retail, professional office, light industrial, creative, civic, and residential.
- Encourage redevelopment of the former citrus co-op as an active mixed use site that helps anchor the district and provides a sense of arrival into the City.
- Provide defined public open spaces along the street.
- Create neighborhood destinations.
- Reserve space to incorporate a shared use path within or adjacent to the existing railroad right-of-way.
- Reinforce gateway themes by incorporating similar design elements into architectural and streetscape features.
- Enhance wayfinding to promote the transition from gateways into the neighborhood and downtown areas.

Vision and Projects

Highland Street is an important component of the Citywide vision as one of the key gateways into Mount Dora and as an underutilized community asset. The intent is to unify the area as an important neighborhood focal point and distinct destination but also provide improved connections to the adjacent downtown core. The vision specifies different projects and treatments for the north and south portions of Highland Street, with 1st Avenue being the delineation between the two.

North Highland Street

As shown on Figure 43, the North Highland Street vision centers on neighborhood-supportive retail and professional office, as well as public open space amenities to define intersections and reinforce the travel route from gateways towards downtown. North Highland Street intersections at both 1st Avenue and 5th Avenue are key areas that will continue to evolve as hubs of redevelopment activity. Open space and wayfinding elements will be located at each of these intersections to help reinforce the travel path towards downtown for visitors.

South Highland Street

Figure 44 shows the South Highland Street vision that centers on development of a mixed use creative village adjacent to the railroad line north of Robie Avenue that creates a gateway into the City. Figure 42 illustrates how development on either side of the existing overpass will signify arrival into a unique area and promote a visual “sense of place”. Expansion and connection of existing light industrial uses to the Highland Street corridor will also be encouraged, as shown on Figure 44.

The “complete streets” enhancements such as street trees, benches, lighting, and crosswalks that have been installed on North Highland Street will be continued to South Highland Street to create a distinct and unified look to the corridor, improve livability and safety for residents, and provide improved accessibility for people who walk or bicycle.
Illustrations
The following concept plans were developed during the community charrette and graphically illustrate the projects presented above.

Table 7: North Highland Street (5th Avenue to First Street) Projects

<table>
<thead>
<tr>
<th>IMPROVEMENT PACKAGE</th>
<th>IMPROVEMENT PACKAGE</th>
<th>LOCATION AND DESIGN SPECIFIC CRITERIA</th>
<th>PLANNING LEVEL COST ESTIMATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Near Term</td>
<td>Enhanced wayfinding system</td>
<td>Areawide (See Vision Plan) Robie Ave. to Camp Ave.</td>
<td>$5,000 $15,000 $50,000 – 100,000</td>
</tr>
<tr>
<td></td>
<td>Secondary gateway monumentation</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Create Artist Co-op</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mid Term</td>
<td>Define 1st and 5th Avenue corners (redevelopment opportunities)</td>
<td>Purchase corner for park, enhance intersection and create gateway TBD Areawide</td>
<td>$500,000 - $1,000,000 $1.5m $25,000 / annually</td>
</tr>
<tr>
<td></td>
<td>Create loft space</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Façade Grants</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 8: South Highland Street Projects

<table>
<thead>
<tr>
<th>IMPROVEMENT PACKAGE</th>
<th>IMPROVEMENT PACKAGE</th>
<th>LOCATION AND DESIGN SPECIFIC CRITERIA</th>
<th>PLANNING LEVEL COST ESTIMATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Near Term</td>
<td>Design Guidelines for artists co-op Streetscape improvements Enhanced wayfinding system</td>
<td>Robie Ave. to Camp Ave. Areawide; Benches, trash receptacles, ped ramps, streetprint Areawide</td>
<td>$25,000 – 30,000 $50,000 per block $5,000</td>
</tr>
<tr>
<td>Mid Term</td>
<td>Create loft space Façade Grants Expand and connect light industrial to Highland with compatible uses</td>
<td>TBD Areawide Robie Ave. area</td>
<td>$1.5m $25,000 / annually TBD</td>
</tr>
<tr>
<td>Long Term</td>
<td>Technology/Training Center</td>
<td>TBD</td>
<td>$600,000</td>
</tr>
</tbody>
</table>
5. **GRANDVIEW STREET**

North Grandview Street is a neighborhood corridor with a mix of residential and neighborhood commercial uses, as well as some small citrus plots. This area serves as a primary gateway into Mount Dora, coming on both Limit and Lincoln Avenues from US 441 to the east. Although redevelopment has been actively pursued in this area, there are still vacant and underutilized sites sprinkled along the street. Redevelopment has been slowed in this area by small lot sizes that do not allow conformity to current regulatory requirements.

**Design Philosophy**

North Grandview Street serves as a transition from the gateway areas to the downtown and lakefront and the corridor should reinforce that travel route for visitors. The area also needs to pursue development activity that revitalizes, defines, and unifies the neighborhood.

**Principles**

The core vision principles for Grandview Street as recommended include:

- Improve accessibility and visibility between the Grandview commercial area and US 441 via Limit Avenue, Lincoln Avenue, and the possible extension of Grandview Street.
- Acquire suitable sites and develop infill opportunities.
- Provide opportunities for a mix of uses that may include retail, professional office, educational, civic, and residential.
- Provide defined public open spaces along the street.
- Preserve open space and provide buffers between future commercial along US 441 and neighborhood residential areas.
- Improve livability and safety with “Complete Streets” enhancements to Lincoln and Limit Avenues, as well as Grandview Street.
- Create neighborhood destinations.
- Reinforce gateway themes by incorporating similar design elements into architectural and streetscape features.

- Enhance wayfinding to promote the transition from gateways into the neighborhood and downtown areas.

**Vision and Projects**

The Northeast Community Redevelopment Area plays an important role in the Citywide vision as one of the two designated redevelopment areas in Mount Dora. The intent is to strengthen the area as an important neighborhood focal point and unique part of the community’s identity. The vision centers on North Grandview Street, and its role for neighborhood-supporting retail, civic, and educational activities, as well as public open space amenities to create a community destination. The intersection of Lincoln Avenue and North Grandview Street will continue to evolve as the social and economic hub of the redevelopment area. The design approach is to support neighborhood-scale infill and redevelopment near this intersection. Figure 45 shows the form that redevelopment could take, with buildings fronting the street and shared parking and utilities located in the rear areas of lots. An additional goal is to foster improved street connectivity, helping to link US 441 into the Northeast CRA and enhancing the connections between the northeast area and downtown. This will entail enhancements to both Lincoln Avenue and Limit Avenue to improve livability and safety along these roadways by adding “complete streets” features, such as wide sidewalks, shade trees, crosswalks, lighting where necessary, and bicycle facilities and treatments. Both roadways serve as important gateways into the City and the redevelopment area, and should be redesigned to encourage slower traffic and improved accessibility for people who walk, bicycle or ride transit. This would improve connectivity to the planned Tremain Street Greenway, as well as North Donnelly Street, along with enhanced access to parks, schools, and retail locations in the area.

The vision also calls for an extension of North Grandview Street beyond Limit Avenue to US 441 (see Figure 47), with a design that enhances the visual attractiveness of the community through a linear open space and tree-lined corridor along the two-lane roadway extension. This extension will be done as property in the area starts to develop. This gateway would provide another draw into the Northeast CRA to support infill and redevelopment as appropriate near the Lincoln/Grandview intersection. The goal is to preserve open space and provide a buffer from anticipated commercial development north of Limit Avenue facing US 441. Improved wayfinding, cultural signage treatments, and enhanced streetscaping are also key elements of the North Grandview Street/Northeast CRA vision.

The following table describes projects, time frames, and associated planning level preliminary costs for potential improvements in the Grandview Street area. These projects represent the different options and scenarios that were explored and discussed during the community charrette by both designers and the public.

**Table 9: Grandview Street Projects**

<table>
<thead>
<tr>
<th>Improvement Package</th>
<th>Improvement Package</th>
<th>Location and Design Specific Criteria</th>
<th>Planning Level Cost Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Near Term</td>
<td>Streetscape improvements</td>
<td>Area wide</td>
<td>$50,000 per block</td>
</tr>
<tr>
<td></td>
<td>Enhanced wayfinding program</td>
<td>Area wide</td>
<td>$5,000</td>
</tr>
<tr>
<td></td>
<td>Sidewalks (new and repair)</td>
<td>See Vision Plan for locations</td>
<td>$20 – 50 per linear foot</td>
</tr>
<tr>
<td></td>
<td>Secondary gateway monumentation</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td></td>
<td>Acquire property for commercial redevelopment</td>
<td>Lincoln Avenue Trail</td>
<td>TBD</td>
</tr>
<tr>
<td>Mid Term</td>
<td>Commercial redevelopment</td>
<td>TBD</td>
<td>$25,000 annually</td>
</tr>
<tr>
<td></td>
<td>Façade grants and development incentives</td>
<td>Area wide</td>
<td></td>
</tr>
<tr>
<td>Long Term</td>
<td>Roadway extension to US Highway 441</td>
<td>From Limit to US 441, 0.6 miles</td>
<td>$200 – 300 per linear foot</td>
</tr>
</tbody>
</table>
Illustrations
This following are graphics previously done by the City illustrating redevelopment in the Grandview corridor.

Figure 45: Grandview Street Redevelopment

Figure 46: Grandview Street Commercial Development Incentive Area
6. Employment Center

The employment center, while not designed at this time, is projected to be located along SR 46 near its intersection with the proposed Wekiva Parkway.

Design Philosophy

The employment center area, largely undeveloped at this time, contains several features such as environmental areas, topography, and citrus groves that should be incorporated into the design of the center. It needs to provide connectivity to different parts of Mount Dora to create jobs-to-housing linkage.

Principles

The core vision principles for the Employment Center as recommended include:

- Guide future development activity and form in coordination with Lake County through a joint master plan.
- Provide opportunities for a mix of employment and educational uses in proximity to housing.
- Promote accessibility from regional roadways and a well-connected street network comprised of collector roads and local roads that support all users.
- Develop support services and amenities to complement the employment activities within the district.
- Create multimodal opportunities and seek to provide transportation links connecting to the downtown area.
- Reinforce gateway themes by incorporating similar design elements into architectural and streetscape features.
- Enhance wayfinding to promote the transition from gateways into the downtown area.

Vision and Projects

The intent of the employment center is to create job and educational facilities within the community, thus providing additional opportunities to retain the local work force. The Wekiva Parkway (when completed) will become a primary travel route into Mount Dora and the Wekiva Parkway/SR 46 intersection thus becomes a new eastern gateway into Mount Dora. The vision centers on an employment complex around this hub that is easily accessible from the major roadways, but is also integrated into an enhanced local street network. The complex will combine a first-class business environment with a campus style setting that respects and enhances the natural environment and the site.

The following table describes projects, time frames, and associated planning level preliminary costs for potential improvements in the Employment Center area. These projects represent the different options and scenarios that were explored and discussed during the community charrette by both designers and the public.

Table 10: Employment Center Projects

<table>
<thead>
<tr>
<th>Improvement Package</th>
<th>Improvement Package</th>
<th>Location and Design Specific Criteria</th>
<th>Planning Level Cost Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Near Term</td>
<td>Detailed master plan</td>
<td>East of US 441, between SR 46 and Wolf Branch Road, between Britt and Round Lake Road</td>
<td>$125,000 - 175,000</td>
</tr>
<tr>
<td>Mid Term</td>
<td>Utility line extensions (joint planning agreements) Street connectivity improvements</td>
<td>Areawide</td>
<td>TBD</td>
</tr>
<tr>
<td>Long Term</td>
<td>Integrated trails network</td>
<td>Connecting Downtown to the Round Lake Road Area</td>
<td>TBD</td>
</tr>
</tbody>
</table>
7. US 441

The US 441 corridor provides the entry portal into Mount Dora for a majority of travelers. The corridor generally contains typical highway commercial uses and higher density multi-family residential development representative of most regional roadways in central Florida. Large portions adjacent to the highway are still undeveloped or underutilized.

Design Philosophy

The US 441 corridor, as a primary gateway into the City, needs to provide a good “first impression” for visitors. Although it contains larger scale development, it should still complement the style associated with Mount Dora, both in the buildings and in the outdoor areas.

Principles

The core vision principles for the US 441 Corridor as recommended include:

- Enhance the visual experience and sense of identity upon entering the Mount Dora area.
- Create multimodal opportunities to link residential and retail areas along the corridor.
- Enhance pedestrian crossings to increase safety for non-motorized users.
- Reflect the unique character of Mount Dora while enabling appropriate commercial growth.
- Enhance the greening of the corridor through street tree and landscape plantings.
- Maintain the capacity and function of the regional roadway.
- Reinforce gateway themes by incorporating similar design elements into architectural and streetscape features.
- Enhance wayfinding to direct people toward the downtown and lakefront.

Vision and Projects

The US 441 corridor is the primary entryway into Mount Dora and the first impression that visitors often have as they come into the area. The intent is to enhance the visual “sense of arrival”, establish the identity and style of the City, and in coordination with the wayfinding program, direct people towards the downtown and lakefront destinations. The vision centers on three primary features. First, gateway elements will be established at key intersections as described elsewhere in this document. Second, pedestrian improvements such as enhanced crosswalks will be developed at intersections to highlight non-motorized users and promote safe crossing for bicycles and walkers. Figures 48 and 49 show parallel roadways being constructed on either side of US 441. Buildings will front on these roadways instead of the highway, drawing local users off US 441 and spreading out overall traffic loads. By pulling the buildings away from the highway frontage and hiding parking in the middle of the site, additional canopy tree buffers can be added along the US 441 right-of-way, creating a green canopy that helps preserve the unique character of the City and helping announce arrival into the Mount Dora area.

Table 11: US 441 Projects

<table>
<thead>
<tr>
<th>Table 11: US 441 Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Near Term</td>
</tr>
<tr>
<td>Primary gateway monumentation (Donnelly, Limit, SR 46)</td>
</tr>
<tr>
<td>Secondary gateway monumentation (Eudora, Lincoln)</td>
</tr>
<tr>
<td>See Vision Map for locations</td>
</tr>
<tr>
<td>$25,000 each</td>
</tr>
<tr>
<td>$15,000 each</td>
</tr>
<tr>
<td>Mid Term</td>
</tr>
<tr>
<td>Corridor enhancements</td>
</tr>
<tr>
<td>Infill opportunities</td>
</tr>
<tr>
<td>Pedestrian treatments at intersections (work with FDOT) safe haven at medians</td>
</tr>
<tr>
<td>Donnelly and 1st Ave., sidewalks, bike lanes, landscaping, and streetscaping</td>
</tr>
<tr>
<td>Private development</td>
</tr>
<tr>
<td>Donnelly, Limit, and Lincoln</td>
</tr>
<tr>
<td>TBD</td>
</tr>
<tr>
<td>TBD</td>
</tr>
<tr>
<td>TBD</td>
</tr>
</tbody>
</table>

Figure 48 illustrates the North Grandview Street extension as described above, as well as the buffering that separates the commercial uses along US 441 and the neighborhood residential areas. Figure 49 illustrates how the commercial uses along US 441 would transition into the residential fabric as the blocks move away from the highway.

The US 441/Donnelly Street intersection is a key gateway into Mount Dora. In addition to the gateway element and pedestrian improvements, shared lane markings will be added from this intersection into the downtown area to increase awareness of sharing the road with bicyclists and encourage bicycle ridership.

The US 441/1st Avenue intersection is also a key gateway into the City. In addition to the gateway element improvements, the road cross section will be altered to allow installation of a bicycle lane to Highland Street. Along this same stretch of road, streetscape enhancements will be added that will essentially extend the Highland Street district and reinforce travel direction towards the downtown.

The following table describes projects, time frames, and associated planning level preliminary costs for potential improvements in the US 441 Corridor. These projects represent the different options and scenarios that were explored and discussed during the community charrette by both designers and the public.
IV. Vision Elements

Illustrations

The following concept plans were developed during the community charrette and graphically illustrate the projects presented above.

Figure 48: Grandview Street Extension

Figure 49: US 441
### D. Project Priorities

Based on input from the community during the course of the Citywide Visioning Study and discussions with the Steering Committee, a list of priority projects was developed. While all the projects defined in the target centers and corridors during this process are important, the projects shown in Table 12 represent catalyst capital projects or strategic actions that should be emphasized first. This emphasis represents a combination of projects already discussed or in motion by the City, projects that should be emphasized first. This emphasis represents a combination of projects already discussed or in motion by the City, projects that provide “bang for the buck,” and projects that can be accomplished without great difficulty. The philosophy of the steering committee was “little and often makes much.” These projects will help provide direction to the City as it goes through its annual budgeting process and prioritizes future planning efforts.

Table 12: Recommended Project Priorities

<table>
<thead>
<tr>
<th>Target Area</th>
<th>Responsible Party</th>
<th>Strategy</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown</td>
<td>Public</td>
<td>Streetscape improvements</td>
<td>Areaside, including bicycle facility treatments on selected streets</td>
</tr>
<tr>
<td>Downtown</td>
<td>Public</td>
<td>Additional parking facilities</td>
<td>Expand existing garage and secure other locations</td>
</tr>
<tr>
<td>Highland Street</td>
<td>Public</td>
<td>Streetscape improvements</td>
<td>1st Avenue to Orange County line</td>
</tr>
<tr>
<td>Highland Street</td>
<td>Public</td>
<td>Enhanced wayfinding</td>
<td>Areaside; coordinate with existing Citywide system</td>
</tr>
<tr>
<td>Highland Street</td>
<td>Public</td>
<td>Gateway monumentation</td>
<td>Locations as shown on Vision Map</td>
</tr>
<tr>
<td>Lakefront</td>
<td>Public</td>
<td>Charles Avenue closure/create linear park</td>
<td>Create linear park linking downtown to Gilbert Park</td>
</tr>
<tr>
<td>Lakefront</td>
<td>Public</td>
<td>Boardwalk promenade</td>
<td>Pineapple Point/Evans Park</td>
</tr>
<tr>
<td>Lakefront</td>
<td>Public</td>
<td>Streetscape improvements</td>
<td>Areaside</td>
</tr>
<tr>
<td>Lakefront</td>
<td>Public</td>
<td>Enhanced wayfinding</td>
<td>Areaside; coordinate with existing Citywide system</td>
</tr>
<tr>
<td>Grandview</td>
<td>Public</td>
<td>Sidewalk and trail extensions</td>
<td>Complete connections and fill gaps</td>
</tr>
<tr>
<td>Grandview</td>
<td>Public</td>
<td>Acquire property for redevelopment</td>
<td>Strategic acquisition to promote infill and add size for non-residential use</td>
</tr>
<tr>
<td>US 441</td>
<td>Public</td>
<td>Corridor enhancements</td>
<td>Buffering and streetscape improvements, including gateways</td>
</tr>
<tr>
<td>Employment Center</td>
<td>Public</td>
<td>Joint master plan with Lake County</td>
<td>Areaside</td>
</tr>
<tr>
<td>Citywide</td>
<td>Public</td>
<td>Expand wayfinding system</td>
<td>Citywide; special attention to gateway locations</td>
</tr>
<tr>
<td>Citywide</td>
<td>Public</td>
<td>Modify policies and codes to enable vision</td>
<td>Staff brings forward specific recommendations</td>
</tr>
<tr>
<td>Citywide</td>
<td>Public</td>
<td>Expand marketing and brand identity</td>
<td>Promote city initiatives and opportunities</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Target Area</th>
<th>Responsible Party</th>
<th>Strategy</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highland Street</td>
<td>Private</td>
<td>Redevelop intersection at 5th Ave</td>
<td>Public open space and redevelopment</td>
</tr>
<tr>
<td>Highland Street</td>
<td>Private</td>
<td>Develop artist co-op</td>
<td>Create mixed use environment</td>
</tr>
<tr>
<td>Highland Street</td>
<td>Private</td>
<td>Develop loft space</td>
<td>Create mixed use environment</td>
</tr>
<tr>
<td>Lakefront</td>
<td>Private</td>
<td>Mixed use destination at Pineapple Point</td>
<td>Acquisition, master planning and development of property</td>
</tr>
<tr>
<td>Lakefront</td>
<td>Private</td>
<td>Marina redevelopment</td>
<td>Acquisition, master planning and development of property</td>
</tr>
<tr>
<td>Grandview Street</td>
<td>Private</td>
<td>Extend Grandview Street</td>
<td>Strategic acquisition to promote infill</td>
</tr>
<tr>
<td>Golden Triangle</td>
<td>Private</td>
<td>Shopping center redevelopment</td>
<td>Acquisition, master planning and development of property</td>
</tr>
<tr>
<td>Golden Triangle</td>
<td>Public/Private</td>
<td>Master plan/shopping center redevelopment</td>
<td>City option to buy and market</td>
</tr>
</tbody>
</table>
V. Implementation Strategies
**V. Implementation Strategies**

The Citywide Visioning Study is intended to guide possible changes to the City’s Comprehensive Plan, Land Development Code and two CRA Plans, the main City documents that address how development activity can occur in Mount Dora. As described in the Context section of this report, there are a number of growth and development-related challenges facing the City as it considers the future and how to best ensure that Mount Dora retains its unique small town charm and historic character while prospering economically. Anticipating and meeting those challenges in a thoughtful and deliberative manner is the essence of the visioning effort. The first thing to understand is that this is a long-term vision. Few of the recommendations described in previous sections will happen in the next year or two. There are budget constraints and competing needs that preclude undertaking major capital projects in the near term. Furthermore, many of the recommendations are ultimately market-driven, based on decisions that will be made by the private sector, whether to sell or develop property, redevelop a building, or invest in the area. Other changes are driven by state, regional or county funding, such as completion of the planned Wekiva Parkway, widening of US 441 through the City, and modifications to Old US 441 from the western end of the City into downtown.

With that understanding, the City has a variety of useful tools in the toolbox to enable and encourage desired development activity in target areas, and there are other measures that should be considered as part of the vision for ensuring Mount Dora remains a great community long into the future. This section describes those activities that should be undertaken to guide implementation of the long term vision.

**The Comprehensive Plan and Development Code**

Major changes in the Comprehensive Plan and Land Development Code are not necessary to achieve the vision defined in this report. For the most part, the future land use, zoning and regulatory mechanisms are in place to support the vision. For instance, the City already enables mixed use development in the downtown district and identified target areas, and has standards that encourage a pedestrian scale of development. The City has recognized that roadway widening, apart from US 441, is not a preferred mobility strategy. However, there are some changes that the City of Mount Dora should consider as it moves forward.

The City should consider establishing a new mixed use zoning district that would potentially apply to target redevelopment areas, such as the Golden Triangle district and the area at the south end of Highland Street where the railroad intersects. The Comprehensive Plan currently has no such future land use designation, and this would help guide the desired form of future development and redevelopment. The mixed use designation can provide more flexibility and certainty for potential development in these areas, and the City can identify thresholds for residential and non-residential use components, if desired. The mixed use district should have associated design standards as part of the Land Development Code, which would encourage a pedestrian-oriented and multimodal site design, addressing parking maximums and location, building orientation and characteristics, front and side setbacks, on-site multimodal facilities like bicycle parking, preferential spaces for electric vehicles, etc.

Mount Dora should consider modifying its existing citywide 35 foot height limit in the downtown district and specific areas adjacent to the district. While this limit helps maintain the small scale quaint “village feel” that many people value, it presents a critical constraint on the ability of the downtown to sustain its long-term economic vitality. Therefore, a strategic and limited adjustment to this height limit appears warranted to promote new economic investment that would help City residents realize a more diversified downtown. The vision for additional residential development in and around the downtown core area cannot be realized with the current height limit, and the potential for waterfront views offer an attractive opportunity for new investment in the City. The Comprehensive Plan should provide for an additional residential height limit in the downtown district and specific areas adjacent to the neighborhood. Mount Dora should not be home to very tall buildings, and the market is not likely to be there in the future for multi-story commercial office or medical buildings. Rather, the City should consider increasing the height limit to 50-60 feet in areas such as Pineapple Point, on the north side of the railroad tracks between Baker Street and Tremain Street, along Baker Street and 5th Avenue across from City Hall, and at the former Grower’s Cooperative site on South Highland Street. These areas represent potential market-driven opportunities for greater density of development and investment that could be key ingredients toward helping downtown Mount Dora capitalize on its unique location and iconic image. The height limits should remain in place for all other areas, with possible exception for the Golden Triangle district as part of the mixed use zoning designation.

**Transportation Mobility**

Changes to Florida’s growth management law in 2011 making concurrency optional for transportation mean that Mount Dora cannot automatically deny development on the basis of not meeting an adequate...
V. Implementation Strategies

level of service. While not a focus of the visioning effort, if the City wishes to no longer maintain a transportation concurrency provision as a basis for development review and approval, it will need to amend the Comprehensive Plan as part of the update of the Comprehensive Plan. Until that occurs, provisions for transportation concurrency in the currently adopted plan apply. Although this technical aspect of growth and development did not arise during the visioning process in any detail, there was general support for the City using the vision as a basis for guiding how future development can help the City achieve its mobility and access goals.

Complete Streets
The City should review the Comprehensive Plan’s transportation element to develop a Complete Streets policy consistent with the vision for Limit Avenue, Lincoln Avenue, Old US 441, Grandview and other roadways. Such a policy is consistent with the City’s vision for a multimodal community that avoids widening roads that are not regional in nature, such as US 441. A Complete Streets policy would affirm the City’s intent to provide appropriate facilities and design treatments – as feasible – to new or existing roadways, when repaved or modified, that recognize the needs of all users, including pedestrians, bicyclists and motor vehicles. Complete Streets treatments should consider the particular needs of people of all ages and abilities, within the constraints of reasonable cost and available right-of-way.

Transit Accessibility
In addition, the City should address transit accessibility and infrastructure objectives in the Comprehensive Plan, to support the desire for a local shuttle or circulator route that would connect future growth areas at the Golden Triangle, the employment center and downtown. A specific routing plan, stops and capital facilities would be determined later. The Comprehensive Plan should affirm the desire for an intermodal facility at the Golden Triangle that would enable the future Orange Blossom Express or another form of regional transit, if eventually funded by other agencies, to serve the City of Mount Dora with a hub for transfers between auto, bicycle or local bus service. In addition, specific on-street modifications to support bicycle travel, such as shared lane markings (sharrows) and bicycle lanes on Donnelly Street, First Avenue and other roadways, needs to be addressed in the Comprehensive Plan.

Local and Collector Roadways
The City should ensure that the Comprehensive Plan addresses the need for proper spacing of local and collector roadways in the growth area east of US 441 and in the employment center area. There is an inadequate roadway network today to support much additional development, and it will be prudent to establish a roadway spacing and connectivity policy for that area as a way to ensure a balanced and dispersed traffic pattern that will maintain a network of two-lane roads that are more conducive to walking and bicycling.

Parks and Recreation
The City Council did not formally adopt the Parks and Recreation Master Plan, so its goals, objectives, policies and major recommendations will need to be incorporated into the Comprehensive Plan as necessary. The vision calls for more equitable distribution of parks to serve the growing east side of the City, and affirms the desire to improve connectivity between parks through a multimodal network of walkable and bicycle-friendly streets. A downtown streetscape and wayfinding plan would complement the parks and recreation amenities within the City.

Ultimately, the Comprehensive Plan amendment should acknowledge and reference the visioning study in a formal way to provide sufficient guidance for City staff, boards and elected officials. This is important as a means of guiding future development in an era of limited state oversight and optional concurrency. The City can use the vision as a basis for negotiating development agreements, with completion of specific projects called for in the vision a possible component of development mitigation. In addition, the City needs to incorporate near and mid-term projects into the Capital Improvements Element of the Comprehensive Plan, with near-term financially feasible projects added to the annual Capital Improvements Program. During budget season, this continued advancement of visioning project outcomes will go a long way toward keeping the vision fresh and showing a sense of accomplishment.

Incentives
An important step toward achieving the vision for desired development and redevelopment in the target areas of the City involves financial incentives to support projects that complete key aspects of the vision. One strategy is to provide for a two to five year property tax abatement on properties that are developed or redeveloped with a site plan that is consistent with the vision and implementing policies and regulatory language in the Comprehensive Plan and Land Development Code. The short-term loss of revenue for a given parcel will eventually be offset over time by a higher stream of future revenues from an improved or more intense commercial or multifamily residential structure. Sales tax receipts of improved retail commercial properties are also likely to rise after redevelopment.

In addition, in some parts of the City, such as the Northeast CRA, small lot sizes lacking in depth preclude development that meets all regulatory requirements, such as on-site parking and building setbacks. While lot assembly is already allowed in a C-1 zoning designation and is a private sector decision, the City can incentivize lot assembly and development through property tax abatement, and should also consider further relaxing some of the individual site requirements in the Northeast CRA.
to encourage development activity on smaller vacant lots. For instance, on-site parking standards could be reduced or waived and allowances provided for off-site parking within a certain distance.

**Promoting the Mount Dora Brand**

Another implementation tactic is to improve the marketing and promotional materials for the City. During the visioning process, there were concerns expressed that Mount Dora is not sufficiently business-friendly, that the City does little to promote itself to tourists in the theme park area, or to local residents in the City and surrounding region. The City, Chamber of Commerce and Lake County Economic Development Commission should partner in ways that use the vision to invite visitors, potential residents and prospective businesses to the City. This may entail development of multimedia marketing materials, promoting specific development parcels and highlighting the “unique by nature” elements of Mount Dora that make it stand out among many Florida communities.

The City of Mount Dora already has a brand identity, but a more focused and updated brand image is likely necessary to fully achieve the expressed vision for the City. In particular, the City of Mount Dora should work cooperatively with Lake County and the cities of Eustis and Tavares to develop and promote complementary activities in each community, from boating and recreational events to festivals and educational opportunities. Having a sense of shared purpose within the East Lake County region is a win-win opportunity for each partner entity. This will be increasingly important as major roadway projects like US 441 and the Wekiva Parkway are funded and completed.

**Wayfinding**

With the recognition that Downtown Mount Dora is the key to the City’s long term economic sustainability and overall success as a community, an improved signage and wayfinding program should be implemented to direct people from regional roadways into the downtown area. Once in downtown, a locally-oriented wayfinding system should guide people to parking locations, retail shops and hotels or recreational destinations, including the lakefront. These regional wayfinding elements are an important part of the gateway treatments at Donnelly Street and US 441, the Golden Triangle and at First Avenue and US 441, among other locations. Signage for wayfinding should reinforce the community’s iconic image as a historic place of unique natural beauty.

![Figure 52: Example of Existing Wayfinding in Mount Dora](image)

**Monitoring**

Over time, the City of Mount Dora will need to check in and track its collective progress toward achieving the vision. One way the City will do this is through the Comprehensive Plan. It is recommended that the City establish a short list of five to 10 indicators and benchmarks that it can report progress toward during annual or biannual reports to the City Council. This is an important tool to keep focus on the vision in light of the certain turnover of elected officials, appointed officials and staff who have been involved in the process, and would help to cultivating new champions for the vision and its recommendations as they evolve.

Examples of potential indicators or benchmarks may include:

- Number of streets or amount of street linear footage with Complete Streets treatments
- Miles of on- or off-street treatments to assist bicycle travel
- Percentage of city population living within a selected distance from a public park
- Downtown residential population
- Number of vision projects incorporated into the Capital Improvements Element and Program
- Establishment of a financial incentives program to spur redevelopment
- Number of properties using incentives and incremental new taxable value added to the community
- Establishment of an official branding and marketing campaign that corresponds with the vision

**Conclusion**

The Citywide Visioning Study entailed a community-driven process to explore how best to guide future development and preservation activities in the City of Mount Dora. The vision articulated in this document focuses primarily on how key target areas and corridors – the historic downtown and lakefront, Highland Street, the Golden Triangle shopping center area, the Grandview Street redevelopment area, US 441, and the newer areas north and east of US 441 – should evolve to best reflect the community’s character and sense of place. In particular, the visioning effort addresses key strategies to strengthen the community’s unique assets, position the City for long-term sustainability, and reinforce the values expressed through an extensive dialogue with citizens and local business owners. It is through that dialogue, conducted in small group meetings, informal one-on-one conversations, large, well-attended public workshops and other forums, that a vision emerged to guide potential changes to the City’s Comprehensive Plan and Land Development Code, as well as related capital improvement projects. The vision clearly focuses on the importance of the downtown core and lakefront as an essential element of the City’s special identity and long-term economic vitality; but that area must be complemented in the future by careful planning and support of the City’s other areas, whether they are existing neighborhoods and commercial areas or emerging places for future development.

This is a long-term vision that will occur through a combination of public actions and private actions, and private responsive, initiatives. However, there are numerous elements of the vision that can be accomplished in the near term that will serve as catalysts for desired private investment. Some of these actions entail policy and code revisions, while others involve capital projects like streetscaping, wayfinding and roadway modifications. This is the community’s vision, intended to guide discussions of the City’s
V. Implementation Strategies

appointed advisory boards and City Council to address issues related to change in the built environment, economic growth, neighborhood stability and lasting enjoyment of the City’s unique natural setting. Every few years, the City should revisit the vision and reflect on how well it is accomplishing it, and whether adjustments are needed. This continuing process of forward thinking and self-aware reflection is critical to keeping the vision alive as a guiding influence of positive change in the community.
APPENDIX A: PUBLIC INVOLVEMENT PLAN
SUMMARY OF FOCUS GROUP DISCUSSIONS AND STAKEHOLDER INTERVIEWS

Introduction
Along with data collection and review of existing plans and policies, the foundation for the Citywide Visioning Study is being established through a series of individual stakeholder interviews and focus group discussions with various groups and interests in the City of Mount Dora. The focus group meetings and individual interviews were designed to obtain the perspectives and observations from a diverse array of interests that have a defined role in shaping Mount Dora’s future. The meetings helped to set the stage for a broader community dialogue through the Citywide Visioning Study about growth and development needs, challenges and opportunities facing the City of Mount Dora over the longer term.

The purpose of the focus group discussions was to relate the visioning effort to community values from the perspectives of different interests within the City. The following groups participated in the meetings:

- Arts and Cultural Affairs
- Parks and Recreation
- Lakefront
- Historic Preservation
- Downtown Business
- Northeast Redevelopment Area
- Northeast Lakes Neighborhoods
- Downtown Neighborhoods

The discussions provided an opportunity to generate ideas and feedback on various comprehensive plan and development-related issues. Each meeting involved from five to 12 people and lasted between one and two hours, entailing a free-flow discussion facilitated by the consultant using a discussion guide. The meetings were not formally recorded, but a written summary of each discussion served as the official meeting minutes.

The stakeholder interviews entailed more informal conversations with key property owners who are not members of a board or interest group within the City. These one-on-one conversations offered an opportunity to hear their perspectives on development-related issues in the City, and have been used for overall context of the focus group discussions.

This document provides a summary of the key themes, community values, and issues and opportunities that will likely influence the Citywide Visioning Study as it enters its next phase. It is not meant as an inclusive documentation of all comments, ideas and suggestions; but rather serves to highlight areas of general consensus and where further community dialogue is needed.

Community Values
The character of downtown Mount Dora and its surrounding neighborhoods provides historic charm and a relaxed pace that its residents and businesses alike appreciate. Yet there are surrounding parts of the community where growth has occurred and is expected to occur in the future that are also an important part of the community and will likely shape the city’s future. The following table summarizes the key themes and values that should guide the visioning process toward defining and evaluating scenarios for the future:

<table>
<thead>
<tr>
<th>Topic Area</th>
<th>Descriptive Themes</th>
<th>Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environment</td>
<td>quaint, historic, scenic, unique, trees and terrain; mix of urban and country,</td>
<td>Preservation</td>
</tr>
<tr>
<td></td>
<td>eclectic, compact, comfortable scale, pedestrian-friendly, relaxed pace, authentic</td>
<td></td>
</tr>
<tr>
<td>Economy</td>
<td>destination(s), vital, busy, convenient, artistic, activities and events</td>
<td>Accessibility</td>
</tr>
<tr>
<td>Social &amp; Equity</td>
<td>active, involvement, friendly, safe, volunteerism, availability and quality of health</td>
<td>Welcoming/Hospitality</td>
</tr>
</tbody>
</table>

Challenges
The key challenges or issues facing Mount Dora reflect its unique character and position within the region. In many ways, the challenges are the result of the City’s success over the last 10 to 15 years, and the transitions that have occurred in terms of overall growth and the changing market in the downtown district. The economic recession has created financial challenges to accomplish capital projects and spur investment. The following challenges were identified as consistent themes during the meetings and interviews:

- The growth of commercial activity along US 441 is a potential issue for the City in terms of its unique character and the economic vitality of its greatest asset – downtown. Chains and mixed use centers may represent a threat to existing “mom & pop” businesses. Defining the gateway into the core part of the City is a related issue.

- Competition from other cities is a concern. Cities like Tavares and Eustis are viewed as aggressively working on their waterfront areas to draw business, festivals and visitors. Other cities, such as Winter Garden, Sanford and DeLand were cited as places that have undergone a significant transformation to attract residents, new businesses and visitors. The concern is that if Mount Dora does not change and adapt, it will be left behind.

There was considerable discussion about the vacancy level in the downtown area, and a desire among many participants to develop strategies to reduce the vacancy rate.

Parking was cited by a number of groups as an issue, although most acknowledge it is largely a perception of parking limits because of the events and the fact that nearby parking is not highly visible.

Traffic flow and speeding are challenges to the character of Mount Dora, particularly on 5th Avenue. In the Northeast part of the City, Lincoln Avenue has become a gateway and when the trail is constructed and beautification occurs, it will strengthen its role.

Maintenance is a key challenge for parks and recreation facilities. The City has done a good job of developing and expanding these facilities, but is facing the problem of adequate staff and resources to maintain what has been built. There is also the question of making better use of existing parks, such as Donnelly Park, through their facilities and connectivity.

There are good plans in place but no action has occurred to move them...
Appendix A: Public Involvement Plan

forward. This is a reflection of the economy and limits on available revenues, but at several meetings the discussion focused on a lack of persistent vision and commitment.

Opportunities
The lakefront. It is an under-utilized asset that should be an iconic destination to define the City and attract residents and visitors alike. The waterfront is its own destination in many ways, but many also see the need for a type of use that will anchor the waterfront as a destination, such as restaurants, a museum or a conference center for meetings and special events. The Pineapple Point site was a central part of most every discussion, along with creation of a boardwalk that would attract people to the lakefront for sunset and a respite from boating for lunch and shopping.

Mount Dora is a town of romance and nostalgia, but it is not Disney. The City should work to support and promote the downtown and waterfront as a destination for weekend getaways, meetings and events throughout the year. The City is a great lunch destination, but could become a great weekend destination with a refurbished Lakeside Inn, meeting facilities, events and a lakefront destination.

Demographics – to most observers, Mount Dora is getting younger and is becoming more diversified with year-round residents, families with children, and part-time residents with vacation homes in the City.

Improve street connectivity in targeted growth areas, such as the employment center, and make sure that a network exists for all modes of travel to tie residential areas to commercial destinations.

Expand bicycling, walking and other non-auto forms of transportation to connect various parts of the City to downtown, and from neighborhoods to commercial areas. This would include trails-to-trails, new multi-use pathways and on-road facilities, as well as potential forms of transit services, such as trolleys or shuttles to/from parking locations. The use of golf carts was mentioned several times, as well as finding ways to overcome the barrier of US 441.

Highland Street is a key gateway into the City, and is an under-utilized asset, with a primary focus on neighborhood-supportive retail and professional office. It should be distinct from the downtown district, but better connected.

Grandview Street used to be a thriving commercial area that has declined. It presents an opportunity as a focal point for the neighborhood and residential-supportive services.

A farmer’s market was a consistent desire, although the location was not specified.

How to Respond
Participants in the focus group discussions had a variety of suggestions for how the City should respond to its challenges and opportunities. The following ideas reflect consistent topics and themes through those discussions:

Seize upon the underused opportunity of the lakefront to define a new destination that strengthens the downtown district, providing both recreational and economic value to the City.

Promoting and marketing Mount Dora through a variety of means to attract nearby residents as well as niche visitors and tourists from other parts of the region.

Develop an expanded communication network to keep citizens informed on what is happening in the City, including events, new businesses and services.

Strengthen the City’s gateway corridors and focal points to provide a sense of arrival and transition from higher speed regional roadways to various districts and destinations in town.

A better wayfinding and signage strategy, linking the various destinations, highlighting parking locations, and having an integrated trails and parks network that connects parks and other destinations to residential areas. Attractive gateways could help anchor the wayfinding system.

Promote more residential development in and around the downtown commercial district. This will encourage businesses to adapt and respond to that market, spurring more of a year-round and 18-hour community.

Create a multi-purpose center for youth recreational activities and adults of all ages. The Community Building serves part of that need with events, but people would like to see it better utilized for different purposes, such as movies, theater and various acts.

Diversify the economy by focusing on information-age industries in the employment center and other areas, as appropriate. Create a high tech incubator near or in downtown; this would be an attractive catalyst that would draw people from other parts of Central Florida.

Desired Outcomes and Measures
Create a unified plan to integrate the various plans and have a single master plan for the greater Mount Dora area. This is needed to define and unify different parts of downtown and the city as a whole.

There was broad consensus that implementation – making things actually happen – is key.

Sustained leadership on key priorities over time is essential. Track and measure progress along defined indicators or targets that relate to economics, population and the environment. Create a baseline of measurement that includes topics such as public safety; demographics (income/mix) and other measures of quality of life, and then track that as part of public record. Suggestions included:

- Best Places
- Happiest Places
- Safety
- Education
- Always something going on…strong indicator
- Measure of density and diversity of land uses
- Quality of health care – availability/proximity of services

Maintain the sense of character and scale that defines the City today.

Topic Areas Needing Further Dialogue
The following issues were discussed at length, with differing opinions and perspectives expressed during the process. These issues will need continuing dialogue and focus during the remaining phases of the visioning effort.

- Mixed use development in areas outside of downtown (from a scale and competition standpoint)
- Whether and how to expand downtown given physical and land use characteristics
• How to define and accommodate strategic increases in density in or adjacent to the downtown district
• Character of the downtown as it evolves with increased activities and residential neighbors
• Parking supply and strategies to connect parking with destinations
• Uses and activities on the lakefront
• US 441 as a barrier (physical and psychological) for a unified city
• Regional transportation impacts on the community
Appendix A: Public Involvement Plan

Visual Preference Survey

Purpose

- Guide visioning process in terms of building or development scale, form and character
- Begin thinking where certain development forms may fit better than other places
- Help planning team determine aspects of the built environment that may work in some places in the City in the future

Instructions

- Review series of images showing different styles and forms of development; think about various elements of the image
- Evaluate each image solely on the building form, not the use. Is it appropriate for the character of Mount Dora, either now or in the future?
- Rate each image from 1 to 5, with 1 being most negative and 5 being most positive
- Add your notes in the space provided for each image

Image No. 1 (3.63 avg) Residential

Image No. 2 (3.01 avg) Residential

Image No. 3 (2.59 avg) Residential

Image No. 4 (1.74 avg) Residential

Image No. 5 (3.10 avg) Residential

COMMUNITY WORKSHOP
Visual Preference Survey
May 12, 2011

City Council - October 18, 2011
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Appendix A: Public Involvement Plan

Image No. 6 (3.76 avg) Mixed Use

Image No. 7 (3.37 avg) Mixed Use

Image No. 8 (4.04 avg) Mixed Use

Image No. 9 (1.81 avg) Mixed Use

Image No. 10 (2.93 avg) Commercial

Image No. 11 (3.21 avg) Commercial

Image No. 12 (2.38 avg) Commercial

Image No. 13 (2.58 avg) Commercial
Appendix A: Public Involvement Plan
Tabletop Mapping Exercise

Summary

Community Workshop
May 12, 2011

The following sections highlight the information noted on the sixteen (16) maps produced during the tabletop exercise at the community workshop:

Gateways
There was general agreement among the maps on primary gateway entrance areas to Mount Dora:
- Old US 441/Eudora Road area on the west;
- US 441/N. Donnelly Street area on the north;
- US 441/Limit Avenue and US 441/SR 46 areas on the east; and
- Highland Street/Crane Avenue area on the south.

Secondary gateways were noted at the following locations:
- Highland Street/1st Avenue;
- Highland Street/5th Avenue;
- N. Donnelly Street/Limit Avenue; and
- SR 46 east of Mount Dora, possibly in the Wekiva Parkway area.

Individual maps noted not only that gateway signage be erected, but that the areas in the general proximity of the gateways be cleaned up and/or developed in order to provide an organized look that tells the traveler they are arriving in Mount Dora. Some tables suggested creating parking areas at gateways and providing trolley service to the downtown area. Another suggestion was to provide electronic sign messaging at the gateway to promote current events.

Areas of Preservation
The areas identified for preservation of character were generally consistent among the maps and include:
- Downtown: keep the existing character of the historic area but clean up storefronts and fill empty businesses, add landscaping and other streetscape amenities, consider closing select streets to create pedestrian malls, and allow no high rise buildings or other features that would block lake views.
- Lakefront: maintain the park areas, open spaces, views, and public access along the lakefront.
- Lawn Bowling Club: keep at current location, consider adding greens to provide opportunities for national tournaments, and improve aesthetics by replacing the chain link fence with hedges.
- Citrus grove along old 441 near lake: save and create a park or natural area.
- Lakeside Inn: refurbish to create destination.

Areas of Change
The areas identified for change were varied among the maps and include:
- Golden Triangle area: eliminate strip center look, redevelop with mixed uses to feel more like Mount Dora, improve the dangerous intersection conditions at old 441/Eudora Road, and add tree canopy to the corridor.
- Lakefront: rebuild the boardwalk, consider a promenade and restaurant at Pineapple Point to draw more people to lakefront, add parking areas, create an art center, provide more accessibility by integrating lakefront areas from 4th Avenue to Pineapple Point, and improve the marina/City docks.
- Highland Street corridor: continue beautification and improve uses.
- Grandview Street corridor: beautify and improve uses.
- 1st Avenue corridor: clean up and landscape to improve gateway into City.
- N. Donnelly Street corridor: clean up and landscape to improve gateway into City.
- Limit Avenue corridor: clean up and landscape to improve gateway into City.
- Employment Area: create an employment area east of Mount Dora along SR 46 that could include mixed use development, technology users, commercial (but not strip centers), higher learning facilities such as a community college, and condominiums or senior living facilities.
- US 441: allow selective development that maintains open spaces and orange groves, provide 3-4 story mixed use with no more big boxes, provide suburban professional offices, create landscaping and buffers to provide more of a boulevard feel, improve intersections and traffic management, and provide a trolley connecting the US 441 corridor to downtown.
- NE Lakes communities: provide a park in this area and create a bicycle/golf cart path network that connects the communities to each other as well as to areas inside US 441.

Other Discussion
Other themes identified on the maps include:
- Need for creation of high paying jobs in Mount Dora to retain young people.
- Refurbish and paint railroad bridges and trestles.  Remove old train cars.
- Provide a movie theatre in Mount Dora.
- Improve the relationship between Mount Dora and surrounding communities.

Recreation and Mobility
The areas identified for recreation improvements include:
- East/West trail: convert the old railroad tracks running through Mount Dora to a multi-use trail and provide trailheads west (Golden Triangle area) and east (Highland Street near Robie Avenue) of the downtown. The trail could tie into regional facilities and connect Tavares to the west and Sorrento to the east.
- N. Donnelly Street sidewalk: connect the downtown to areas north of US 441 and provide a pedestrian bridge over US 441.
- Highland Street corridor: provide a youth recreation center.
- Evans Park: cut tree canopy to provide better views of the lakefront.
- Childs Park: spruce up the park facilities with new water fountain, landscape, lights, and benches.
- Frank Brown Park: provide tennis courts in a safe location for night play.
- NE Lakes communities: provide a park in this area and create a bicycle/golf cart path network that connects the communities to each other as well as to areas inside US 441.

Appendix A: Public Involvement Plan

Envision

Mount Dora: A Place to Love
CITY OF MOUNT DORA VISIONING STUDY

COMMUNITY VALUES EXERCISE

SUMMARY

Community Workshop
May 12, 2011

This exercise was used to reaffirm and/or revise the community values initially compiled during the focus group discussions and through input from the steering committee and City Council. Pending steering committee approval, these revised community values will be used to guide the visioning process as it defines and evaluates various concepts for the future of Mount Dora.

<table>
<thead>
<tr>
<th>Topic Area</th>
<th>Descriptive Themes</th>
<th>Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environment</td>
<td>Quiet, tourist, scenic, unique, trees, business, mixed-use, walkable, small-town</td>
<td>Variety</td>
</tr>
<tr>
<td></td>
<td>sense, vibrant, historic, ambiance, waterfront, dense, preservation, sustainable,</td>
<td>Sense of Community</td>
</tr>
<tr>
<td></td>
<td>natural, quality of life, beauty, natural, product, preservation, unique, balanced</td>
<td>Traditional Sustainability</td>
</tr>
<tr>
<td>Economy</td>
<td>Destinations, busy, environment, economic, activities and events, vital</td>
<td>Accessibility</td>
</tr>
<tr>
<td></td>
<td>Connectivity, arts, community, quality of life, culture, quality, healthy</td>
<td>Quality</td>
</tr>
<tr>
<td>Social &amp; Safety</td>
<td>Arts, entertainment, friendly, safe, volunteer, culture, availability of healthcare,</td>
<td>Service</td>
</tr>
<tr>
<td></td>
<td>community responsibility</td>
<td>Participatory</td>
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<td></td>
<td>Safety</td>
<td>Consultation</td>
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<td></td>
<td>Diversity</td>
<td>Safety</td>
</tr>
<tr>
<td></td>
<td>Liveability</td>
<td>Quality</td>
</tr>
<tr>
<td></td>
<td>Diversity</td>
<td>Quality</td>
</tr>
</tbody>
</table>

RESULTS SUBMITTED FOR THE COMMUNITY WORKSHOP

Surveys submitted: 149

1. WHAT MAKES MOUNT DORA A SPECIAL PLACE?

Climate; beautiful landscape; resident pride of ownership in maintaining their properties; pedestrian friendly; small government with a willingness to talk with residents about issues; closeness of larger city like Orlando yet maintaining small town with minimal congestion and traffic; many opportunities to get involved in community; scale of downtown district is comfortable; old charm; not allowing national retailers to be in the downtown area; a town where merchants get to know you and call you by first name; unique location and residents; solid financial footing of City government; rare co-existence of urban sophistication and demographic diversity with small southern town simplicity; variety of venues; location by waterside; laid back pleasant feeling; small town with cosmopolitan feel because the residents have lived all over the globe; historic character; parks welcome residents and visitors to our public spaces; unique location in Florida; concerned and involved citizens; low rise buildings; unique shops and restaurants; small business area adjacent to beautiful waterfront; tree covered streets; festivals; safe peaceful town; orange groves are a unique feature; throwback to 50s small town America; lawn bowling club; marina; just off the beaten path; residents who care about their city; reasonable population density; old time beauty; arts flavor; old Florida era features; crime rate is low; sense of community; easy walking to library, downtown, parks and lake; hills; hidden jewel; small shops, not shopping centers; walkability; pet friendly; easy access to both coasts; away from the madding crowds where you can find a peaceful day or a lifetime; green spaces; no modern architecture; life by waterside; laid back pleasant feeling; small town with cosmopolitan feel.

2. WHAT ARE SOME OF THE CHALLENGES FACEING THE CITY IN THE FUTURE? HOW SHOULD THE CITY RESPOND TO THOSE CHALLENGES?

Limited resources. Staying vibrant and alive in this economy. Prioritize improvements. Use volunteer community help wherever possible and reduce the need for more City employees.

The fact that none of the stores want to stay open past 5pm makes residents feel unwelcome in their own town. We need to improve the nightlife as well. We’ve got to strive to become a primary destination again.

An aging population of people who want things to be like they were and therefore will not make the changes necessary to move forward.

Need to have all the empty store fronts occupied and make it affordable for business to survive. Better marketing.

Keeping the growth on the north and east sides of US 441 from creating a separate community that is perceived as “different” from Mount Dora.

Finding ways to have viable small businesses in downtown Mount Dora instead of increasingly empty stores.

Managing development of businesses on US 441 to provide services instead of increasingly empty stores.

Need to have all the empty store fronts occupied and make it affordable for business to survive. Better marketing.

Maintain small town character while keeping growth and revenues.

Give residents a reason to come downtown. Unfortunately, there are no longer the basic services downtown that would naturally attract residents.

Replace deteriorating infrastructure. Need realistic long-range planning for infrastructure budgeting. Get underground utilities.

Revitalize downtown shopping by partnering with real estate owners to provide affordable rents. Encourage owners to lower rents. Provide incentives. Streamline permitting process or temporarily reducing fees.

Envision

Mount Dora
Balancing progress (change) with preservation (historical personality).

Incredibly poor parking plan. More off-street parking.

Don’t permit unlimited curb cuts on US 441.

Do more to integrate the subdivisions into the downtown culture. Maybe a “locals” day or night.

Inability of Mount Dora to communicate with its citizens. Merchants have no way to target market to residents. How do we get someone to undertake a good little weekly newsletter or newspaper? Web site other than City?

It is vital that we limit the population density of existing neighborhoods to preserve property values. Develop all you want along the 441 corridor, but don’t change the zoning for anything south of Limit and west of 441.

Requirements need to be more flexible and affordable for the small businesses. Participation of business property owners needs to be less selfish.

Growth on the other side of 441. Needs such as shopping, post office, schools and parks should be addressed.

Educate land owners and business owners on who their potential customers really are.

Find a way to incorporate the waterfront as a draw. Floating docks need to be moved to the City docks making it easier for boaters to dock and visit downtown.

Keeping the streets and parks safe for pedestrians/biking citizens and visitors. Sidewalks should be maintained/improved throughout the City. Bike paths, either designated as part of the roadway or separate from the roadway should be developed.

Keeping the downtown area prosperous. Becoming less dependent on tourism. Finding new events to attract people to our City. Increase residential density in our downtown area. Higher density would benefit our commercial businesses and the City.

Code enforcement and noise control. Need to be more proactive including enforcing truck restrictions and speed limit along old 441 by lake.

The challenge is to maintain the character of the City core against the developer driven agendas and not allow overdevelopment of the new 441 corridor resulting in major road congestion like 436, Eustis and Tavares. The City should respond by not further weakening the restrictions already in place to control development along 441.

Keeping the tax millage rate significantly lower than Tavares and Eustis will foster economic development opportunities more than incentives and giveaways.

Keep the commercial properties downtown from being converted into the same look white/whitewashed facades that detract from the old Florida look/feel for which Mount Dora was once known.

Find a way to make it financially or politically unattractive for property owners from holding properties vacant (commercial and residential).

Keeping what we have updated. Maintain the downtown area. Maintain our public parks and spaces.

Competition from other cities. Leakage of people from our City to other more progressive, more attractive cities in the area – commercial, residential and tourist.

People that do not know what they are doing in charge – this includes elected officials and local business people. Enforce all laws and ordinances fairly. No council member truly represents the voters – merely their own interests. City has its own agenda which is not that of the citizens.

Mount Dora might be too complacent. We are much bigger than the historic downtown area. Why are we not pursuing chains? It’s time to realize that we are no longer that sleepy little community that we once were 10 to 15 years ago.

3. What would make Mount Dora a better place to live, work, or visit? Maintain its unique charm and ambiance. Emphasize the importance of the historic features of the City.

Downtown stores need to be open longer, but they need to have business to do that. Allow some multi-level apartment or condo development to happen near downtown. This puts people within walking distance and they will tend to frequent the shops and restaurants. Concentrate on making attractive, enjoyable, walkable centers. A downtown that is ALIVE.

Mount Dora is missing the boat by not utilizing the lakefront. Boaters are always looking for destinations. Lakeside Inn docks could be promoted for public docking and it puts people right downtown. Better use of lakefront. Lakefront must be incorporated into the downtown area. Improve and expand the nature park by the boat launch area. Buy Pineapple Point and turn it into a unique park and restaurant site. Integrate the lakefront and have more music, art and events.

We need to develop our lakefront and promote it as a place to live, stay and play. I suggest mixed development – residential and business.

Find some other way than developing the lakefront that would certainly spoil the beauty of the City that many people now enjoy visiting.

Better paying jobs. Encourage small industrial companies to relocate near old 441. Encourage small clean industry and manufacturing across the highway. Attract small professional business or commercial enterprises. Bring in an institute of higher learning.

Golf cart/bicycle paths that connect developments to the north and east of US 441 with the downtown area. Development of residential/professional/business areas on Highland and also downtown. For those residents, establish trolley route to 441 shopping. Add electric golf cart shuttle services. A vital public transportation system beyond the current bus system. A local train connecting to neighboring towns.

Mount Dora is missing the boat by not utilizing the lakefront. Boaters are always looking for destinations. Lakeside Inn docks could be promoted for public docking and it puts people right downtown. Better use of lakefront. Lakefront must be incorporated into the downtown area. Improve and expand the nature park by the boat launch area. Buy Pineapple Point and turn it into a unique park and restaurant site. Integrate the lakefront and have more music, art and events.

Mount Dora would be a better place to live if the downtown catered more to locals, such as having a local farmer’s market and more local events. Need a movie theater.

Better business environment. More restaurants and activities. Better or renovated hotel. Upscale or midscale restaurants on 441. Medical facilities.

Appendix A: Public Involvement Plan

City Council - October 18, 2011
Appendix A: Public Involvement Plan

A biking path between Mount Dora and Tavares (old 441 to Lakeshore Drive). Forget the train and transform the tracks along the lake to walking/ cycling. A park on the other side of 441. Add other club sponsoring group sports to the lawn bowling area like tennis, shuffleboard, pool, etc…this would be an attraction other surrounding towns don’t have – a center for the people to play in.

Encourage the development of technology infrastructure such as internet and wireless communications.

More downtown parking. Use additional lots or slant-in parking.

Innovative parking garages.

Move the boardwalk replacement to top priority. Rebuild it now, not years from now.

Add more greenery and flowers. Replace trees and appropriate landscaping. Replant live oaks. Buy Mrs. Egerton’s grove on old 441 for a park.

It is quite nice as it is now. Preservation of existing conditions is probably the best goal. Avoid overextending and growth of government. Do not expand existing services and avoid increasing debt.

Fix the uneven and dangerous sidewalks in the downtown and on Donnelly Street before creating newer sidewalks in less populated regions of the City. Address paving needs.

Wayfinding signage and maps.

Code enforcement needs to be more active and fair. We should be trying to comply with the intent of the codes and not the letter of the code in some cases with older properties.

A more receptive, cooperative environment between P&Z and business owners. More openness from Mayor, City Council members and the Police Chief. Greater urgency toward improving overall appearance of the City.

Fill the vacant store fronts with new businesses. Do something to assist the local businesses.

Development of more shopping and cultural events. We need to make the City a destination for visitors. A place they come for entertainment.

The whole town needs to be more unified and customer-friendly. Too many politics in this small town and too many factions with their own special interests.

The question appears to imply that major changes are needed to make Mount Dora a better place. That premise is dead wrong. There is already a nice place.

This mission statement can swing any which way. Too vague.

Mount Dora a better place. That premise is dead wrong. There is already a nice place.

The vision statement and project priorities.

Vision Statement

Participants indicated strong support for the vision statement. In response to the question “Do you agree with the vision statement,” 42 people indicated “Yes,” while only one person check “No.” Specific comments received are shown below:

- Diverse…socially, economically, visually… etc.? Vibrant… creative, encourage (public arts), economic (shopping)… ? Sustainable… as in “keep things (sustain) the way they are”… ?
- Or: responsible use of resources, disposal of waste, use of existing infrastructure?

- Unique… one of a kind… is that inclusive? (see “diverse”)
- This vision statement can swing any which way. Too vague.
- Create an environment/community more desirable to young families, more families purchase homes = tax revenue.
- Allow with control and focus more commercial venues “creature comforts” i.e., movie theaters, better shopping, restaurants, etc.
- Promote Mount Dora as the unique, beautiful, and diverse city that welcomes growth and the future.

Project Priorities

A board was displayed for each Activity Center showing the identified projects and their relatively costs. Participants were asked to place green dots on their highest priority projects, yellow dots on their second highest priority projects, and red dots on any projects they thought should be low priority or not included. A listing of the projects receiving the most votes (10 or more) in each category is shown below (full results of this voting are included as an attachment):

Open House Summary

Open House September 14, 2011

The final community meeting for the visioning process was an open house and presentation on the final design concepts and implementation strategies for the vision. The community was given an opportunity to confirm the vision statement and vote on their project priorities, indicating highest and medium priority projects and any projects they did not want to see implemented. Approximately 160 people attended the open house, and most participants indicated clear support for the vision, design concepts, and project priorities, with a few exceptions. This feedback will be used by the Steering Committee to identify project priorities and will be incorporated into the final vision documentation.

The following sections highlight the information provided by participants regarding the vision statement and project priorities.

<table>
<thead>
<tr>
<th>Highest Priority Projects (Green Dots)</th>
<th>Activity Center</th>
<th>Project</th>
<th>Green</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lakefront</td>
<td>Mixed-use destination at Pineapple Point</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>downtown</td>
<td>4th Avenue pedestrian mall (between Donnelly and McDonald)</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>downtown</td>
<td>Boardwalk promenade</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>downtown</td>
<td>Improved pedestrian environment from downtown to 4th Avenue docks</td>
<td>31</td>
<td></td>
</tr>
<tr>
<td>downtown</td>
<td>Additional parking facilities</td>
<td>29</td>
<td></td>
</tr>
<tr>
<td>US-41 Corridor</td>
<td>Pedestrian/bicycle/golf cart overlaps across US 441</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>US-41 Corridor</td>
<td>Enhance buffers and tree canopy along right of way to create a green corridor</td>
<td>22</td>
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</tr>
<tr>
<td>Grandview</td>
<td>Repair existing sidewalks and extend new segments</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>downtown</td>
<td>Streetscape improvements</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>Lakefront</td>
<td>Splash park</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>US-41 Corridor</td>
<td>Primary gateway monumentation with landscape and signage elements (at Donnelly, U.S. 441)</td>
<td>14</td>
<td></td>
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<tr>
<td>Highland Street</td>
<td>Design guidelines for artisans co-op</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>downtown</td>
<td>Enhanced wayfinding system to direct people to parking and destinations</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Golden Triangle</td>
<td>Master plan for shopping center redevelopment (City option to buy and market)</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Highland Street</td>
<td>Streetscape improvements</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>US-41 Corridor</td>
<td>Pedestrian crossing treatments at intersections coordination (coordination of work with FDOT)</td>
<td>10</td>
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<tr>
<td>Grandview</td>
<td>Streetscape improvements</td>
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Second Highest Priority Projects (Yellow Dots)

<table>
<thead>
<tr>
<th>Second Highest Priority Projects (Yellow Dots)</th>
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<th>Project</th>
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<tr>
<td>downtown</td>
<td>Develop trolley route (FDOT) grant</td>
<td>24</td>
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<tr>
<td>Lakefront</td>
<td>Splash park</td>
<td>22</td>
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<tr>
<td>US-41 Corridor</td>
<td>Pedestrian/bicycle/golf cart overlaps across US 441</td>
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<td>downtown</td>
<td>Additional parking facilities</td>
<td>14</td>
<td></td>
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<tr>
<td>Lakefront</td>
<td>Close Charles Avenue to create linear park</td>
<td>14</td>
<td></td>
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<tr>
<td>downtown</td>
<td>Secondary gateway monumentation to reinforce travel path and define area</td>
<td>12</td>
<td></td>
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<tr>
<td>Lakefront</td>
<td>Enhanced wayfinding program to direct people to parking and destinations</td>
<td>11</td>
<td></td>
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<tr>
<td>Golden Triangle</td>
<td>Primary gateway monumentation with landscape and signage elements</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>downtown</td>
<td>4th Avenue pedestrian mall (between Donnelly and McDonald)</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Grandview</td>
<td>Accommodate commercial redevelopment</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>
Appendix A: Public Involvement Plan

Questionnaire
Participants were also asked to complete a questionnaire regarding their opinions about project priorities. Participants were asked to indicate their level of agreement with each on a scale from 1 – 5 as indicated below.

A total of 92 surveys were completed, and the average score for each statement and the comments are provided below:

<table>
<thead>
<tr>
<th>Question</th>
<th>Average Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The proposed 4th Avenue pedestrian mall (between Donnelly and McDonald Streets) would create a clear connection between the downtown and lakefront, promote walking, and provide a central location to hold special events.</td>
<td>3.8</td>
</tr>
<tr>
<td><strong>Comments:</strong> Expand from Donnelly to 3rd and McDonald to Baker. Turn rail line into bike path. See downtown Winter Garden.</td>
<td></td>
</tr>
<tr>
<td>2. Buildings taller than the current 55’ height limits in the downtown should be considered as long as views of Lake Dora are preserved and the proposed building complements the existing scale and character of the area.</td>
<td>2.8</td>
</tr>
<tr>
<td><strong>Comments:</strong> Taller buildings are ok on periphery of downtown but not in central core.</td>
<td></td>
</tr>
<tr>
<td>3. New parking facilities located at key entry points to downtown will help promote overall accessibility and relieve some of the existing on-street traffic congestion.</td>
<td>4.0</td>
</tr>
<tr>
<td>4. Walkability is a measure of how inviting or unwinding an area is to walking. Improving walkability in the downtown would make people more likely to shop and attend various activities there.</td>
<td>4.3</td>
</tr>
<tr>
<td>5. Pineapple Point should be developed as a signature destination comprised of mixed use buildings that complement the historic character of downtown and ensure public access to the lakefront.</td>
<td>3.8</td>
</tr>
<tr>
<td>6. Charles Avenue should be closed to motor vehicles to create a linear park connecting Gilbert Park and Simpson Cove to Pineapple Point, Evans Park, and the downtown.</td>
<td>3.1</td>
</tr>
<tr>
<td>7. The Golden Triangle should be redeveloped as a mixed use destination that defines the western entrance into the City.</td>
<td>3.0</td>
</tr>
<tr>
<td><strong>Comments:</strong> Nice thought, but low priority.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>Average Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>8. Redevelopment and infill along North Highland Street between the high school and 1st Avenue should provide a mix of neighborhood-oriented uses that complement the existing scale and help define and unify the area.</td>
<td>3.9</td>
</tr>
<tr>
<td>9. Redevelopment of South Highland Street from First Avenue to the city limit including the old citrus grove’s co-op into an active mixed use site would help anchor the southern Highland Street district and provide a sense of arrival to the City.</td>
<td>3.8</td>
</tr>
<tr>
<td><strong>Comments:</strong> terrible idea, unneeded/redundant access; possible that by not splitting parcel with road, white property gives better development.</td>
<td></td>
</tr>
<tr>
<td>10. Extension of Grandview Street to the north of Limit Avenue through the existing orange grove to US 441 would provide a needed gateway into the area and increase access to the neighborhood commercial area.</td>
<td>2.9</td>
</tr>
<tr>
<td><strong>Comments:</strong> considerations gateway arch or columns to help define entry ways</td>
<td></td>
</tr>
<tr>
<td>11. Key intersections along US 441 (Donnelly, 1st Avenue, Limit, Grandview) should add enhanced pedestrian crossing elements that increase the visibility of non-motorized users and improve their crossing safety.</td>
<td>3.9</td>
</tr>
<tr>
<td><strong>Comments:</strong> these communities were planned as self sufficient entities from the standpoint of recreation and leisure facilities; these subdivisions have some recreational enhancements built in;</td>
<td></td>
</tr>
<tr>
<td>12. Wayfinding signage and gateway elements should be incorporated and highlighted along US 441 to announce arrival into the City and direct visitors from the highway towards the downtown area.</td>
<td>4.3</td>
</tr>
<tr>
<td>13. Multi-use paths for pedestrians, bicyclists, and golf carts should be provided to the residential areas north and east of US 441 to retail development along US 441 and provide better accessibility to the downtown and other areas of the City.</td>
<td>3.4</td>
</tr>
<tr>
<td><strong>Comments:</strong> likely high cost and low usage, low priority.</td>
<td></td>
</tr>
<tr>
<td>14. Park and open space sites should be developed north and east of US 441 to give these residents convenient leisure facilities as well as provide opportunities for expansion of citywide recreation programs.</td>
<td>3.7</td>
</tr>
<tr>
<td><strong>Comments:</strong> these communities were planned as self sufficient entities from the standpoint of recreation and leisure facilities; these subdivisions have some recreational enhancements built in;</td>
<td></td>
</tr>
</tbody>
</table>
### Appendix A: Public Involvement Plan

**City of Mount Dora Citywide Visioning Study**
Open House, September 14, 2011

#### Results of Project Prioritization Exercise
Sorted by Overall Priority

<table>
<thead>
<tr>
<th>Activity Center</th>
<th>Project Description</th>
<th>Green</th>
<th>Yellow</th>
<th>Red</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lakefront</td>
<td>Mixed-use destination at Pineapple Point</td>
<td>42</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Lakefront</td>
<td>Boardwalk promenade</td>
<td>32</td>
<td>7</td>
<td>0</td>
</tr>
<tr>
<td>Downtown</td>
<td>Enhanced pedestrian environment from downtown to 4th Avenue docks</td>
<td>31</td>
<td>7</td>
<td>0</td>
</tr>
<tr>
<td>Downtown</td>
<td>Additional parking facilities</td>
<td>29</td>
<td>14</td>
<td>11</td>
</tr>
<tr>
<td>US 441 Corridor</td>
<td>Pedestrian/bicycle/golf cart overpass across US 441</td>
<td>22</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>Grandview</td>
<td>Repair existing sidewalks and extend new segments</td>
<td>20</td>
<td>7</td>
<td>0</td>
</tr>
<tr>
<td>Downtown</td>
<td>Streetscape improvements</td>
<td>17</td>
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<tr>
<td>Lakefront</td>
<td>Lakeside park</td>
<td>16</td>
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<tr>
<td>US 441 Corridor</td>
<td>Primary gateway monumentation with landscape and signage elements</td>
<td>14</td>
<td>4</td>
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<tr>
<td>Highland Street</td>
<td>Design guidelines for artists co-op</td>
<td>14</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Downtown</td>
<td>Enhanced wayfinding system to direct people to parking and destinations</td>
<td>12</td>
<td>0</td>
<td>9</td>
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<tr>
<td>Golden Triangle</td>
<td>Master plan for shopping center redevelopment (City option to buy and market)</td>
<td>12</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>US 441 Corridor</td>
<td>Pedestrian crossing treatments at intersections coordination (coordination of work with FDOT)</td>
<td>10</td>
<td>6</td>
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<tr>
<td>Grandview</td>
<td>Streetscape improvements</td>
<td>10</td>
<td>6</td>
<td>0</td>
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<tr>
<td>Downtown</td>
<td>Develop trolley route (FDOT)</td>
<td>9</td>
<td>24</td>
<td>2</td>
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<td>Lakefront</td>
<td>Streetscape improvements</td>
<td>9</td>
<td>9</td>
<td>0</td>
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<tr>
<td>Highland Street</td>
<td>Creation of artist co-op</td>
<td>9</td>
<td>8</td>
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<tr>
<td>Golden Triangle</td>
<td>Boulevard road section along old US 441</td>
<td>9</td>
<td>7</td>
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<tr>
<td>Lakefront</td>
<td>Close Charles Avenue to create linear park</td>
<td>8</td>
<td>14</td>
<td>5</td>
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<tr>
<td>Lakefront</td>
<td>Covered pavilion at City docks</td>
<td>8</td>
<td>9</td>
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<tr>
<td>Grandview</td>
<td>Orange Blossom Express – rail service to Orlando</td>
<td>8</td>
<td>2</td>
<td>19</td>
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<tr>
<td>Golden Triangle</td>
<td>Enhance wayfinding system to direct people toward downtown</td>
<td>7</td>
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<tr>
<td>Golden Triangle</td>
<td>Old US 441 Eudora Road intersection for roundabout</td>
<td>6</td>
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<td>Lakefront</td>
<td>Redevelop marina</td>
<td>5</td>
<td>9</td>
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#### Additional Projects

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<tr>
<th>Activity Center</th>
<th>Project Description</th>
<th>Green</th>
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<th>Red</th>
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<tr>
<td>Golden Triangle</td>
<td>Pond expansion and environmental rehabilitation</td>
<td>5</td>
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<tr>
<td>Lakefront</td>
<td>Enhanced wayfinding program to direct people to parking and destinations</td>
<td>4</td>
<td>14</td>
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<tr>
<td>Golden Triangle</td>
<td>Primary gateway monumentation with landscape and signage elements</td>
<td>4</td>
<td>11</td>
<td>4</td>
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<tr>
<td>Lakefront</td>
<td>Amphitheatre-style seat terrace adjacent to lawn bowling club</td>
<td>4</td>
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<tr>
<td>Highland Street</td>
<td>Create a technology/ trimming center</td>
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<tr>
<td>Highland Street</td>
<td>Enhanced wayfinding system to direct people toward downtown</td>
<td>4</td>
<td>5</td>
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<tr>
<td>Highland Street</td>
<td>Define 1st and 5th Street corners (redevelopment opportunities and open space areas)</td>
<td>4</td>
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<td>Highland Street</td>
<td>Secondary gateway monumentation to reinforce travel path and define area</td>
<td>3</td>
<td>12</td>
<td>0</td>
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<tr>
<td>US 441 Corridor</td>
<td>Secondary gateway monumentation (at Eudora, Lincoln) to reinforce travel path and define area</td>
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<tr>
<td>Highland Street</td>
<td>Create loft space opportunities</td>
<td>3</td>
<td>4</td>
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<td>Grandview</td>
<td>Create roadway extension of Grandview Street from Limit Avenue to US 441</td>
<td>2</td>
<td>15</td>
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<td>Grandview</td>
<td>Accommodate commercial redevelopment</td>
<td>1</td>
<td>10</td>
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<td>Golden Triangle</td>
<td>Streetscape improvements on Old US 441</td>
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<td>Highland Street</td>
<td>Façade grant program</td>
<td>1</td>
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<td>US 441 Corridor</td>
<td>Grandview Street connection with US 441</td>
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<td>Golden Triangle</td>
<td>Utility line improvements to City trunk lines on Old US 441</td>
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<td>Grandview</td>
<td>Acquire property for commercial redevelopment</td>
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<td>Golden Triangle</td>
<td>Intermodal hub with park and ride lot</td>
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<td>Expand and connect light industrial uses to Highland with compatible uses/development</td>
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<tr>
<td>Grandview</td>
<td>Façade grant program</td>
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<td>4</td>
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<td>Downtown</td>
<td>4th Avenue pedestrian mall (between Donnelly and McDonald)</td>
<td>40</td>
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<td>Enhanced pedestrian environment from downtown to 4th Avenue docks</td>
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<td>Additional parking facilities</td>
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<td>Streetscape improvements</td>
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<td>Enhanced wayfinding system to direct people to parking and destinations</td>
<td>12</td>
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<td>Develop trolley route (FDOT) grant</td>
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<td>Master plan for shopping center redevelopment (City option to buy and market)</td>
<td>12</td>
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<td>Boulevard road section along Old US 441</td>
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<td>Orange Blossom Express - rail service to Orlando</td>
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<td>Old US 441/Eudora Road intersection for roundabout</td>
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<td>5</td>
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<td>Golden Triangle</td>
<td>Primary gateway monumentation with landscape and signage elements</td>
<td>4</td>
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<td>4</td>
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<td>Golden Triangle</td>
<td>Streetscape improvements on Old US 441</td>
<td>3</td>
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<td>Golden Triangle</td>
<td>Utility line improvements to City trunk lines on Old US 441</td>
<td>1</td>
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<td>Intermodal hub with park and ride lot</td>
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<td>Repair existing sidewalks and extend new segments</td>
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<td>7</td>
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<td>Streetscape improvements</td>
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<td>6</td>
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<tr>
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<td>Enhanced wayfinding system to direct people toward downtown</td>
<td>7</td>
<td>3</td>
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<td>Grandview</td>
<td>Accommodate commercial redevelopment</td>
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<td>3</td>
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<td>Grandview</td>
<td>Acquire property for commercial redevelopment</td>
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<td>Highland Street</td>
<td>Design guidelines for artists co-op</td>
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<td>Streetscape improvements</td>
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<td>Creation of artist co-op</td>
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<td>Create a technology/training center</td>
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<td>Highland Street</td>
<td>Define 1st and 5th Street corners (redevelopment opportunities and open space areas)</td>
<td>4</td>
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<tr>
<td>Highland Street</td>
<td>US 441 Corridor Pedestrian/bicycle/golf cart overlap across US 441</td>
<td>22</td>
<td>16</td>
<td>11</td>
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<tr>
<td>US 441 Corridor</td>
<td>Enhance bollard and tree canopy along right-of-way to create a green corridor</td>
<td>22</td>
<td>9</td>
<td>5</td>
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<tr>
<td>US 441 Corridor</td>
<td>Pedestrian crossing treatments at intersections coordination (coordination of work with FDOT)</td>
<td>10</td>
<td>6</td>
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<tr>
<td>US 441 Corridor</td>
<td>Secondary gateway monumentation (at Eudora, Lincoln) to reinforce traffic path and define area</td>
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<tr>
<td>US 441 Corridor</td>
<td>Pedestrian/bicycle/golf cart overlap across US 441</td>
<td>22</td>
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</tr>
</tbody>
</table>

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**Envision**

City Council - October 18, 2011

Mount Dora Visioning Study, Open House Summary, September 14, 2011
DATE: October 18, 2011

TO: City Council

FROM: Michael Quinn

RE: Co-Location Agreement

Recommendation: Approve the attached Co-Location Agreement with LEMS and the City regarding Station #35.

References/Support: See attached agreement.

Background/Information: At the September 20th Council Meeting, you approved two agreements dealing with the operational change to having dispatch and advanced life support services provided by Lake County EMS. It was presented at that time that the co-location provision was included as part of the agreements and a separate agreement was not necessary. However, recent correspondence with the County has indicated that a separate co-location agreement would be preferred and they have submitted the attached agreement for our approval. Essentially, it recognizes that the City agrees to allow co-location of a paramedic unit at Station #35 and that the personnel are allowed corresponding living space as well. The City benefits from having the unit available for quick response when inside our coverage area, and we benefit from the training and familiarity of the staffing for incident response. This arrangement also allows LEMS to provide us dispatch services at no additional fee.

Attachments: Agreement between LEMS and Mount Dora relating to Station #35.
AGREEMENT  
BETWEEN  
LAKE EMERGENCY MEDICAL SERVICES, INC.  
AND  
CITY OF MOUNT DORA  
RELATING TO FIRE STATION 35

This is an Agreement between Lake Emergency Medical Services, Inc., a not-for-profit governmental corporation, herein referred to as “EMS” and the City of Mount Dora, a municipal corporation, herein referred to as “City”.

WHEREAS, City owns a fire station located at 4300 CR 19A, Mount Dora, herein referred to as “Fire Station 35”; and

WHEREAS, EMS is in need of living space and vehicle space in the area of Fire Station 35 for a paramedic transport unit; and

WHEREAS, City is agreeable to providing EMS living space and vehicle space at Fire Station 35 pursuant to the terms of this Agreement.

NOW THEREFORE, in consideration of the mutual terms, understandings, conditions, promises, covenants and payments hereinafter set forth, and intending to be legally bound, the parties agree as follows:

Section 1. Recitals. The above recitals are true and correct and incorporated herein.

Section 2. General Terms and Conditions. City shall allow EMS to utilize a portion of Fire Station 35 as an ambulance station and living quarters for EMS personnel. City and EMS agree to cooperate with each other and establish procedures for the operation and security of the facility in order to safeguard the property and persons of both agencies.

Section 3. Term and Termination. This Agreement shall take effect upon execution and shall remain in effect until terminated by either party as provided herein. Either party to this Agreement shall have the right to terminate by giving ninety (90) days advance written notice to the other party. Upon termination, EMS shall vacate Fire Station 35.

Section 4. Modification. No modification, amendment or alteration of the terms or conditions contained herein shall be effective unless contained in a written document executed with the same formality and equal dignity herewith.

Section 5. Entire Agreement. This document is intended by the parties to be the final expression of their Agreement, and it constitutes the full and entire understanding between the parties with respect to the subject of this Agreement, notwithstanding any representations, statements or agreements to the contrary heretofore made.
IN WITNESS WHEREOF, the parties hereto have made and executed this Agreement through their respective boards on the day and year undersigned.

ATTEST:

James A. Judge, II, Executive Director

Welton G. Cadwell, Chairman

This ___ day of ____________, 2011.

ATTEST:

City Clerk

CITY OF MOUNT DORA

By: ___________________________, Mayor

This ___ day of ____________, 2011.

Approved as to Form and Legality:

City Attorney
DATE: October 18, 2011

TO: Mayor and City Council

FROM: Gus Gianikas, Assistant Planning & Development Director

VIA: Mike Quinn, City Manager

RE: Historic Marker – 1027 McDonald Street

Recommendation: The Historic Preservation Board recommends approval of the application for a Historic Marker at 1027 McDonald Street.

References: Mount Dora Land Development Code – Section 3.6.4 Historic Preservation – Certificate of Appropriateness.

Budgetary Impact: There is no budget impact.

Attachments: See attached staff report, Site Inventory Form and minutes.
DATE: August 31, 2011
TO: Historic Preservation Board
FROM: Gus Gianikas, Assistant Director Planning & Development
RE: Historic Marker – 1027 McDonald St

Site Name: The Fish-Dickson House  Date of Construction: c. 1917

Style: Frame Vernacular  Architectural Integrity: good

Description of Building:
Siding  Wood novelty siding; wood shingles
Windows  Wood double hung – 6/1, awning, casement, oriel, bay
Roof  Cross Gable with composition shingles
Porch  Enclosed
Foundation  Brick piers

Historical Significance: The following standards apply: A building has historical or cultural significance if it “Is associated in a significant way with the life or activities of a major person important in city, state or national history. A significant cultural history was not found.

Architectural Significance: A building has architectural or aesthetic significance if it “Embodies those distinguishing characteristics of an architectural style, period, or method of construction, or is a historic work of a prominent architect, designer, or builder.”

Staff Analysis
The 2008 Mount Dora Historic Resources Survey indicates that because the building retains much of its historic integrity and is located in a well-preserved collection of historic buildings, it is a contributing structure to the historic district.

The building is a two-story frame vernacular that retains many of its original historic architectural features, including wood novelty and shingle siding, metal shingle roof, molded concrete block porch columns, and oriel windows.
Staff Recommendation: Approve based on Architectural Significance

Attachments: Marker application; Site Inventory Form – 1987; Historic Structure Form – 2008.

Photo 1: View of 1027 McDonald St from McDonald St
HISTORIC MARKER PROGRAM APPLICATION FORM

1. Nancy Howell
   Name
   PO Box 626 Mount Dora FL 32756

2. (352) 383-2627
   Business Phone
   1027 McDonald Street
   Home Phone

3. Property Address Where Plaque is to be Placed

4. Legal Description (Attach copy of Deed)

5. Building Information
   Year building built and information source
   Architectural Style of Building
   Use of building (i.e. residential or commercial)
   Style and/or material:
   Roof
   Novelty Siding/Wood Frame
   Sash/Double Hunk
   Windows
   Coconut Cottage Inn

5. Building Name

FOR OFFICE USE ONLY

Date request received: ____________________________

Historical Survey Master File Number

Date of Building:

Comments: ____________________________

Approved _________ Denied _________
This house was originally the home of Mary Daly (Penny) Fish from Mt. Kisco, N.Y. Mrs. Fish was a cousin to the Fletcher Cranes. She may have lived here with her husband, Roland Fish, before he was killed in a propeller accident in Daytona Beach. Mr. Fish was the son of Mr. and Mrs. Harry Fish who lived at 1005 Helen St. Mrs. Fish later married Dr. Dickson after his first wife died.

The house is important for the lack of visible alterations to its facade. It is a large two story shingle style bungalow with oriel and bay windows, and multiple intersecting rooflines.
Style and/or Period: shingle style bungalow
Plan Type: irregular; irregular
Exterior Fabric(s): wood; novelty siding; # wood; shingles, butt
Structural System(s): wood frame; balloon
Porches: 1 story porch; screened, with porch above columns on cast block
Orientation: E
Foundation: piers; concrete block with stucco infill
Roof Type: cross gable
Secondary Roof Structure(s): 
Roof Surfacing: asbestos shingles
Window Type: DHS, 6/1, wood, # awning, # casement, wood, # oriel and bay
Ornament Exterior: brick with corbelled cap
Chimney Location: ridge
No. of Chimneys: 1
No. of Dormers: 
No. of Stories: 2
Outbuildings: garage
Surroundings: 
Map Reference (incl. scale & date): USGS Eustis 7.5 Min. 1966 (PR1980)
Latitude and Longitude: 
Site Size (approx. acreage of property): 1/4

UTM Coordinates:
Zone: 
Easting: 
Northing: 

Photographic Records Number: G 25-28
Please attach Photograph Print
## GENERAL INFORMATION

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### LOCATION & IDENTIFICATION

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<tr>
<td>County</td>
<td>Lake</td>
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<td>Tax Parcel #(#s)</td>
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<td>Subdivision Name</td>
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<td>Ownership</td>
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<tr>
<td>Name of Public Tract (e.g., park)</td>
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<td>Route to (especially if no street address)</td>
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### MAPPING

USGS 7.5' Map Name:  
Publication Date:  
Township:  
Range:  
Section:  
1/4 section:  
Irregular Section Name:  
Landgrant  
UTM: Zone  
Easting:  
Northing:  
Plat or Other Map (map's name, location):  

### DESCRIPTION

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<th>Frame Vernacular</th>
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<td>Other Roof Material(s)</td>
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<td>Other Roof Secondary Structure(s)</td>
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</table>
HISTORICAL STRUCTURE FORM

DESCRIPTION (continued)

Window Descriptions 6/1, 8/1, casement 6, 10

Main Entrance Description (stylistic details)

Porch: #open ___ #closed ___ #incised ___ Location(s)

Porch Roof Types(s)

Exterior Ornament

Interior Plan

Condition: Good

Structure Surroundings

Commercial: ____________________________ Residential: MOSTLY this category

Institutional: ____________________________ Undeveloped: ____________________________

Ancillary Features (Number / type of outbuildings, major landscape features)

Archaeological Remains (describe): ____________________________

If archaeological remains are present, was an Archaeological Site Form completed? _____

Narrative Description (optional)

--------

HISTORY

Construction year: 1917

Architect (last name first): _____________ Builder (last name first): _____________

Changes in Locations or Conditions

Type of Change: ____________________________

Year of Change: ____________________________

Date Change Noted: ____________________________

Description of Changes: ____________________________

Structure Use History

Use: ____________________________ Year Use Started: ____________________________

Year Use Ended: ____________________________

Other Structure Uses: ____________________________

Ownership History (especially original owner, dates, profession, etc.)

RESEARCH METHODS

Research Methods: ____________________________

>> Examine local tax records

Other research methods: ____________________________

SURVEYOR'S EVALUATION OF SITE

Potentially Eligible for a Local Register? NO YES

Name of Local Register if Eligible: ____________________________

Individually Eligible for National Register? NO YES

Potential Contributor to NR District? NO YES

Area(s) of historical significance: ____________________________

Other Historical Associations: ____________________________

Explanation of Evaluation (required)

Because the resource retains much of its historic integrity and is located in a well-preserved collection of historic buildings, it appears to contribute to a historic district.
HISTORIC PRESERVATION BOARD MEETING  
City Hall Board Room, 510 N. Baker Street, Mount Dora, FL  
Wednesday August 31, 2011 - 5:30 p.m.  

MINUTES  

I. CALL TO ORDER  
Having been duly noticed as required by law, the August 31, 2011 special meeting of the Mount Dora Historic Preservation Board was called to order at 5:30 p.m. by James Flack.  

II. ROLL CALL WITH DETERMINATION OF QUORUM:  
Present: Will Gieger, Eline Ransom, James Flack, Drew Hall, MaryLou Preston, Richard Eggert; Gus Gianikas, Assistant Planning & Development Director and Jenna Theierl, Administrative Supervisor.  

Absent: John Hoechst  

III. APPROVAL OF MINUTES FROM JUNE 29, 2011  
Ms. Preston moved to approve the minutes dated June 29, 2011. Mr. Geiger seconded the motion and the motion passed unanimously.  

VI. HISTORIC MARKER:  

A. 1027 MCDONALD STREET  

Staff Analysis:  
The 2008 Mount Dora Historic Resources Survey indicates that because the building retains much of its historic integrity and is located in a well-preserved collection of historic buildings, it is a contributing structure to the historic district.  
The building is a two-story frame vernacular that retains many of its original historic architectural features, including wood novelty and shingle siding, metal shingle roof, molded concrete block porch columns, and oriel windows.  

Staff Recommendation:  

Approve based on Architectural Significance
Ms. Ransom moved to approve the Historic Marker for 1027 McDonald Street. Mr. Geiger seconded the motion and the motion passed unanimously.

V. CERTIFICATE OF APPROPRIATENESS:

A. 1005 HELEN STREET

Mr. Flack recused himself from this item and passed the gavel to Ms. Ransom.

Description of proposed alterations:

I. PORCH

Install Awning with posts over front porch and over back porch.

Staff Analysis & Recommendation: Approve

The current front porch is at ground level and includes a knee wall but is uncovered. The proposed alteration involves an awning with metal posts. The porch area will remain opened.

The current back porch is enclosed. The proposed awning will be attached to the porch.

II. FENCING

Replace wood picket fence with metal and brick fence. The height limit per the Mount Dora Land Development Code is 4’.

Staff Recommendation: Approve

Board Discussion:

Ms. Preston inquired into the material of the awnings. Mr. Flack, the homeowner, explained the awnings are canvas and this project will not alter the structure and can be easily removed. Mr. Flack also stated the awning will require 3 to 4 aluminum posts, approximately 1” square and will be painted to match the exterior.

Ms. Preston moved to approve the proposed front and rear awnings at 1005 Helen Street. Mr. Geiger seconded the motion and the motion passed unanimously.

Mr. Flack explained the fence was damaged and would like to replace the wood picket fence with a metal and brick fence which will be on two sides, 10th street and Helen Street. The fence will be 4 ft in height.

Mr. Hall moved to approve the proposed fence at 1005 Helen Street. Mr. Eggert seconded the motion and the motion passed unanimously.
B. 308 E 5th AVENUE

Proposed Alterations:

Remove metal shingles and replace with architectural composite shingles.

The application states that the reroof is needed as the roof was severely damaged during hurricane of 2004 to the extent it has potential of causing damage to the building. The building permit plans indicate there may be a significant amount of damaged wood that needs to be replaced. Metal shingles were considered but there is a concern about their water tightness as well as cost.

Staff Analysis and Recommendation:

The building has had a metal shingle roof since it was constructed in 1912. The current metal shingle roof was installed in 1993, although no permit records for the work were located. The roof is a significant feature contributing to the historic character of the building; therefore, the most appropriate replacement material would be metal shingles.

Another acceptable option would be to allow the use of an architectural composite shingle similar in color to a metal shingle so that the appearance would be like a metal shingle. The reroofing plans specify a product that has a color choice of “Cool Antique Slate” (attached), which appears to be the closest color to the existing roof material.

Board Discussion:

John Dickerson, Architect for the project, presented samples of “Cool Antique Slate” composite shingle. He discussed that the current metal shingles and underlay is severely deteriorated. Mr. Dickerson went on to explain the $27,000-$30,000 cost difference between composite and pressed metal shingles. Mr. Gianikas stated that the roof was replaced and repaired in 1993 but since there is no permit on file, the work was not inspected and possibly was not done by a licensed roofer which might have lead to the deterioration.

Ms. Ransom commented that the roof materials are important elements but so is the slope and fascia. Ms. Ransom did not feel the roof materials would not take away from the structure as long as the slope and other important elements remained the same.

Mr. Eggert moved to approve the proposed roof at 308 E 5th Avenue. Ms. Preston seconded the motion and the motion passed unanimously.

VI. ADJOURNMENT:

There being no further business Ms. Ransom adjourned the meeting at 5:56 p.m.
DATE: October 18, 2011
TO: Mayor and City Council
FROM: Mark Reggentin, AICP, Planning and Development Director
VIA: Michael Quinn, City Manager
RE: Second Reading and Adoption of Ordinance No. 2011-17 Land Development Code Amendments pertaining to optional garage storage and non-conforming structures.

Recommendation

City Council, at their regularly scheduled meeting on October 4, 2011, recommended approval of First Reading of Ordinance 2011-17 and hold for Second Reading and Final Adoption on October 18, 2011.

The Planning and Zoning Commission at their regularly scheduled meeting on September 21, 2011, recommended (7-0) approval of the proposed Land Development Code amendments as contained in the attached ordinance.

The Planning and Zoning Commission at their regularly scheduled meetings on August 17, 2011, discussed changes to the garage storage and non-conforming structures and recommended text changes to the City's Land Development Code.

The proposed Land Development Code amendments and draft ordinance have been reviewed by the City Attorney, who finds the proposed text changes acceptable.

References/Support:

Land Development Code

Background:

As requested by City Council the following is a summary of residential garage requirements and how these uses relate to the non-conforming status (i.e. grandfathered-in clause). The issue of garages was recently clarified by the City Council on July 19, 2011, under the newly adopted Ordinance No. 2011-10, which added language that garages are required for single-family and duplex dwellings in all zoning districts.
Although the ordinance passed and garages are required for all single-family and duplex structures within the City, the Council requested that the Planning and Zoning Commission review the requirement as a whole to make recommendations on any changes that may be necessary.

The proposed Land Development Code amendments address two code areas. The first clarifies and provides for additional provisions/criteria as enumerated in the existing Section 2.5.1(7) - "Garage Variance Criteria." This code section allows for an optional storage structure in lieu of a garage. To assist the reader/user, this section has been moved from under "Planning and Zoning Commission (Powers and Duties)" to "Supplemental Regulations - Garage Required." The optional storage structure does not follow the typical variance procedure, so it has been somewhat convoluted in the present format. The new sub-section 3.5.28(2) has been re-titled "Special Provisions - Optional Storage Structure." Language has been added to explain the applicability of the optional storage structure with several new provisions (see proposed Ordinance). One of the main provisions being proposed will enable non-conforming structures to add on pools, fences, screen rooms, etc. without triggering the loss of legal non-conforming status. The criteria has been revised to removed the "infill" requirement and clarify the maximum size at 600 square feet, which is consistent with current regulations.

The second component of the Land Development Code amendment addresses non-conforming structures so that they may be enlarged or expanded without zoning complications. The new language reads as follows: "A nonconforming structure may be enlarged, intensified, increased in height, or extended to occupy a greater area of land or water than was occupied at the effective date of adoption or amendments of these zoning regulations provided that the enlargement, intensification, increase in height, alteration or extension is consistent with all applicable codes and regulations." In cases where there is a non-conforming structure, it may be added on provided the new addition meets zoning and building requirements (setbacks, etc).

**Schedule/Notification:**

Planning and Zoning Commission: September 21, 2011  
City Council First Reading: October 4, 2011  
Duly Advertised (Legal Enactment Ad): October 7, 2011  
City Council Second Reading and Adoption: October 18, 2011

**Attachments:**

Ordinance No. 2011-17
ORDINANCE NO. 2011-17

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF MOUNT DORA, FLORIDA, DELETING SECTION 2.5.1(7) OF THE LAND DEVELOPMENT CODE AND INCORPORATING THE DELETED PROVISIONS THEREIN INTO SECTION 3.5.28 OF THE LAND DEVELOPMENT CODE; AMENDING SECTION 3.5.28 OF THE LAND DEVELOPMENT CODE TO AMEND AND CLARIFY REGULATIONS REGARDING NONCONFORMITIES WITH THE CITY’S GARAGE REQUIREMENTS; AMENDING SECTION 3.5.7 OF THE LAND DEVELOPMENT CODE TO ALLOW LAWFULLY NONCONFORMING STRUCTURES TO BE MAINTAINED AND ENLARGED PROVIDED THAT THE NONCONFORMITY IS NOT ENLARGED AND AMENDING AND CLARIFYING REGULATIONS RELATED LAWFUL NONCONFORMING STRUCTURES GENERALLY; PROVIDING FOR CODIFICATION AND SEVERABILITY; PROVIDING FOR CONFLICTS AND AN EFFECTIVE DATE.

WHEREAS, the City has adopted regulations requiring single family and duplex structures to have garages; and

WHEREAS, the Land Development Code has previously provided for structures lawfully nonconforming with garage requirements to alternatively have constructed a storage building to meet the garage requirement; and

WHEREAS, the City Council of the City of Mount Dora desires to extend and clarify the alternative storage building requirement to ensure it is available to all single family and duplex residential structures that are lawfully nonconforming under existing regulations; and

WHEREAS, the City Council of the City of Mount Dora also recognizes that pursuant to existing code an owner of a lawfully nonconforming structure is limited by the current Land Development Code in the ability to maintain and enlarge such lawfully nonconforming structure; and

WHEREAS, the City Council of the City of Mount Dora desires to relax the regulations on maintenance and enlargement of nonconforming structures to allow certain maintenance and enlargement provided same does not increase the nonconformity of the structure; and
WHEREAS, the City’s Planning and Development Commission, has reviewed these amendments at a public hearing and determined them to be consistent with the City’s Comprehensive Plan.

NOTE: Underlined words constitute additions to the City of Mount Dora Code of Ordinances, strikethrough constitutes deletions from the original Code of Ordinances, and any asterisks (**) indicate an omission from the existing text which is intended to remain unchanged.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MOUNT DORA FLORIDA:

Section 1. Legislative Findings and Intent. The findings set forth in the recitals above are hereby adopted as legislative findings pertaining to this Ordinance.

Section 2. Section 2.5.1(7) of the Land Development Code is deleted as follows:

7. Garage variance criteria. Variance to the garage requirements in residential zones shall be permitted if the following criteria are met:
   a. An alternative enclosed storage structure is provided outside the living quarters of the primary structure;
   b. One square foot of storage area shall be provided for each ten square feet of living area within the primary structure with a minimum square footage of 100 square feet;
   c. The storage structure shall be a permanent structure constructed on a foundation having either a concrete slab or a stem wall and meet the minimum requirements of the Florida Building Code;
   d. The storage structure must be of similar construction and architectural style as the primary structure;
   e. The lot must be located in an infill area of the city and must qualify as a legal lot of record which cannot meet minimum lot size requirements and were platted prior to July 7, 1987; [and]
   f. The driveway area must be paved and of adequate size to park two cars.

Section 3. Section 3.5.28 of the Land Development Code is amended as follows:

3.5.28 Garage Required

1. Garage. All single-family and duplex residential structures constructed in any zoning district within the City shall include a garage consistent with the definition of “garage” provided in this Land Development Code.
2. Special provisions - optional storage structure. For existing residential structures (single-family or duplex) classified as nonconforming structures as provided in Section 3.5.7 which do not have the required garage per the above paragraph 1, may be allowed to install an optional storage structure in lieu of a garage. The storage structure provisions and criteria are as follows:


(1) Construction of the optional storage structure shall cause the structure to be lawfully conforming as related to the garage requirement and shall terminate the lawful nonconforming status as related to the garage requirement.

(2) New residential structures are not eligible for the optional storage structure and must include a garage per above sub-section 3.5.28(1).

(3) Residential nonconforming structures, which do not have a garage may construct certain accessory structures limited to fences, pools, screen rooms, screen enclosures, or decks without requiring a garage. This provision is intended to allow certain accessory structures for nonconforming garage sites without first constructing a garage. Other residential additions or expansions may be allowed under sub-section 3.5.7(2.a) of this code.

(4) Altering, converting, or expanding an existing carport structure (attached or detached) to another use shall provide a garage or the optional storage structure per this section.

b. Criteria

(1) Any alternative enclosed storage structure must be provided outside the living quarters of the primary structure.

(2) One square foot of storage area shall be provided for each ten square feet of living area within the primary structure with a minimum square footage of 100 square feet and a maximum 600 square feet.

(3) The storage structure shall be a permanent structure constructed on a foundation having either a concrete slab or a stem wall and meet the minimum requirements of the Florida Building Code.

(4) The storage structure must be of similar construction and architectural style as the primary structure.

(5) The driveway area must be paved and of adequate size to park two cars.

(6) The setback of the storage structure shall be consistent with the applicable zoning district for accessory buildings contained in Section 3.5.4 of this code.

Section 4. Section 3.5.7 of the Land Development Code is amended as follows:

3.5.7 Nonconforming uses/structures.

***
2. Nonconforming structures. Within the districts established by these zoning regulations or amendments that may later be adopted, there may exist lots or structures which were lawful before these zoning regulations were adopted or amended, but which would be prohibited, regulated, or restricted under the terms of these zoning regulations or future amendments. It is the intent of these zoning regulations to permit these nonconformities to continue until they are removed as required by these zoning regulations, but not to encourage their continuance. A nonconformity may be continued so long as it remains otherwise lawful, provided that:

a. Enlargement, increase, intensification, alteration. A nonconforming structure may be enlarged, intensified, increased in height, or extended to occupy a greater area of land or water than was occupied at the effective date of adoption or amendments of these zoning regulations provided that the enlargement, intensification, increase in height, alteration or extension is consistent with all applicable codes and regulations.

b. Except as provided in subparagraph (a) above, no nonconforming structure shall be enlarged, intensified, increased in height, or extended to occupy a greater area of land or water than was occupied at the effective date of adoption or amendments of these zoning regulations.

c. Notwithstanding paragraphs (a) and (b) above, a nonconforming structure may be maintained and repairs and alterations may be made, except that in a building which is nonconforming as to the regulations, no structural alterations shall be made except those required by law. Repairs such as plumbing or the changing of partitions or other interior alterations are permitted.

d. Special provisions apply for single-family or duplex garages and carports pursuant to Section 3.5.28(2) of this code.

e. Movement. No nonconforming structure shall be moved in whole or in part to any portion of the lot or parcel other than that occupied by the use at the effective date of adoption or amendment of these zoning regulations.

f. Destruction. Should any nonconforming structure or nonconforming portion of a structure be destroyed by any means to an extent of more than 50 percent of its replacement value based upon property appraisal records at time of destruction, it shall not be reconstructed except in conformity with the provisions of these zoning regulations.

g. Unsafe nonconforming structures because of lack of maintenance. If a nonconforming structure or portion of a structure, or any structure containing a nonconforming use, becomes physically unsafe or unlawful due to lack of repairs or maintenance, and is declared by the duly authorized official of the city to be unsafe or unlawful by reason of its physical condition, it shall not be thereafter be restored, repaired, or rebuilt except in conformity with the regulations of the district in which it is located.

h. If application for any zoning or development approval is requested, all nonconforming uses must be brought into compliance with this code.
Ordinance No. 2011-17

Section 5. Codification. It is the intent of the City Council of the City of Mount Dora that the provisions of this Ordinance shall be codified. The codifier is granted broad and liberal authority in codifying the provision of this Ordinance.

Section 6. Severability. If any section, sentence, phrase, word or portion of this Ordinance is determined to be invalid, unlawful or unconstitutional, said determination shall not be held to invalidate or impair the validity, force or effect of any other section, sentence, phrase, word or portion of this Ordinance not otherwise determined to be invalid, unlawful or unconstitutional.

Section 7. Conflicts. In any case where a provision of this Ordinance is found to be in conflict with a provision of any other ordinance of this City, the provision which establishes the higher standards for the promotion and protection of the health and safety of the people shall prevail.

Section 8. Effective Date. This Ordinance shall become effective immediately upon its passage and adoption.

PASSED AND ORDAINED this _____ day of __________, 2011, by the City Council of the City of Mount Dora, Florida.

Attest:

Gwen Johns, City Clerk
City of Mount Dora

Melissa DeMarco, Mayor
City of Mount Dora

Date of First Reading: October 4, 2011
Date of Second Reading: Duly Advertised:

Approved as to form:

Clifford B. Shepard, City Attorney
City of Mount Dora
DATE: October 18, 2011

TO: City Council

FROM: Michael Quinn

RE: Special Events Ordinance

**Recommendation:** Review and Approve the First Reading of this Ordinance for Special Events which updates the prior provisions to reflect current Council policy.

**References/Support:** See Attachments.

**Background/Information:** For the last several months we have reviewed changes proposed to the handling of special events and our operating policies and procedures. The following Ordinance and attachments are intended to reflect these changes and clarification of Council policy in this area of special events which is so critical to the promotion of our community. We had several meetings on special event issues as listed below:

1. April 25, 2011 Workshop on Special Events – This was a comprehensive workshop with materials on special events, financials, allowance of animals, fee waivers and other related topics. The Council gave preliminary indications that (a) organizations must request and advertise if dogs are to be allowed at their event; (b) residents were to receive a preferential facility rental rate; (c) IRS Form 990 and financials to be attached; (d) reservation time for facilities to be shortened; (e) fee waivers for non-profits eliminated in favor of special rate; and (f) a grant application process be revisited for CRA grants.

2. August 2, 2011 Council Meeting – A follow-up item was discussed regarding the Council direction from the prior workshop. The changes indicated were: (a) leave the prohibition of animals in tact dependent upon Council discretion; (b) questions regarding community benefit were added for non-profit applications; and (c) fee waivers were back under consideration with minor fees at staff review.

3. August 16, 2011 Council Meeting – The Council reviewed the CRA budget for grants and maintained the $45,000 budget with some money reserved for new events.

4. September 6, 2011 Council Meeting – The Council reviewed the Fee Waiver Policy and decided to incorporate a 50% reduction in the resident rate and apply that to non-profits in lieu of continuing the fee waivers. This new policy direction was also applied to the request by Hospice.
Based upon the above directions, a redraft of the Special Events Ordinance was done by staff and was circulated to the major event promoters like the Chamber of Commerce, Visit Mount Dora, Library Association and others for their input. With the changes involved, we allowed two opportunities over three weeks for responses. While I received only a couple of responses from the organizations, I did get a fair amount of input from staff on the process and incorporated all the applicable responses into the Ordinance. To further clarify the changes from the existing Ordinance 722, I have included that ordinance with the proposed new Ordinance 2011-18 and summarized the major impacts as follows:

1. Section 74.205 Responsible City Official is a new section recognizing the designation of a Special Event Coordinator for the City.
2. Section 74.210 Definitions is a new section added to clarify the meaning of key phrases and words contained in the ordinance. It is especially useful since it defined the parameters of a special event and clarified the distinction between City support and sponsorship of special events. Also, the difference between the sizes of events expressed in the old ordinance was simplified to just a major and minor category for purposes of the new ordinance.
3. Section 74.220 Exemptions is a new section which clarifies which situations do not need a special use permit.
4. Section 74.235 Permit Application reduces the time frame for a permit to 120 days from 180 days and does allow some leeway with established events for time allowances. This section also specifically states the policy that no two special events can occur in the same vicinity or time period; and that City resources are not to be stretched beyond reasonable capabilities under any circumstances.
5. Section 74.238 Priority of Special Event Permit Issuance is a new section that reflects Council policy that established events have priority as well as restating the preference for local non-profits.
6. Section 74.245 Exemptions from Permit Fee clarifies the exemptions to coincide with the definition of eligibility for special permits.
7. Section 74.250 Supplemental Public Services is a revised section that was greatly detailed in the old ordinance but has been simplified and moved to the responsibility of the Special Event Coordinator in this new ordinance. The prior Ordinance 722 detailed requirements for personnel to rent buildings and use parks, and enumerate rules to follow; and it was very specific in requirements for special events depending upon size. This was seen as inefficient since it did not address all issues of concern and it is best to define the supplemental services based upon the particulars of each event type and location as to some arbitrary standard of services needed. The Special Event Coordinator requires a special event plan that details all the necessary services of each special event.
8. Section 74.255 City Supported/Sponsored Events is a new section to reflect the difference between incidental support and financial sponsorship where up to all fees are absorbed by the City as if we were putting on the event as a partner with the organizer.
9. Section 74.260 Denial, Revocation or Suspension of Permit is an enhanced explanation of a section contained in the prior Special Event Application. It details more of the reasons justifying the City's action of not approving or pulling of a permit.
10. Section 74.263 Appeal Procedure is an enhanced restatement of a similar section contained in the prior Special Event Application.

11. Section 74.265 Event Cancellation Fee is a rewrite of a section in the Special Event Application. The change is that the new cancellation fee is based upon the billed charges and not just the administrative fee and cost deposit as before; and that the percentage application has been simplified and actually decreased. If the event is cancelled without revocation within 30 days then 10% of the estimated costs are forfeited along with the application fee. This is down from the prior 25%. Our experience is that events 30 days out have not really incurred any actual event expense other than administrative processing and planning time. If the event is cancelled within 7 days, then the cancellation fee is actual costs plus a 15% fee instead of the prior 50% fee; and if less than 7 days the fee goes to 25% rather than the prior 100% fee. It must be noted that these supplemental public service fees are in the thousands of dollars, so the fee is fairly substantial for a cancellation at these percentages. Since we are covering any actual costs, I did not feel it necessary to continue the 50% and 100% fee cancellation penalties in the old ordinance. The facility rental cancellation fee is similar except I increased the percentages to 10%, 25% and 50% since we are dealing with a lower cost facility rental fee and we may have lost the opportunity to re-rent the facility due to the close cancellation date.

12. Section 74.270 Indemnification and Section 74.275 Insurance is a re-write and enhancement of a similar section contained in the Special Event Application.

13. Sections 74.280 Facility Use Permit through Section 74.284 Facility Use Permit Fee are re-writes of the Buildings section in the old ordinance to comply with the format of the new ordinance and to be similar in application as the parameters of the special event sections.

14. Section 74.290 Penalty for Violation replaces the reference in the prior Special Event Application and is compatible with the general penalty provision in the Code of Ordinances.

15. Section 74.295 Animals Prohibited without Special Permission references the current code provision that has been retained by the Council. However, this section contains clarification of policy intent by the Council that animals are not generally allowed at special events other than those specifically oriented toward animals. Without such intent, groups would constantly request permission of the Council to allow animals with a conflicting staff recommendation to not allow animals at such special events per Council directive to date.

16. Section 74.296 Sound Permit Not Required was added to specifically address that this permit is covered under the umbrella of the Special Event Permit and the event plan authorized by the Special Event Coordinator.

I have also attached the prior Special Event Application for comparison to the revised form, as well as the revised Facility Rental form and procedures. Of note to the revised Special Event Application is that we have made changes incorporating (1) alternate contact information and contact email addresses; (2) questions for non-profits to better determine community benefit; (3) an expanded check list of common site plan elements and public services to consider; and (4) the attachment of required IRS forms. As noted above, some of the sections previously contained in the prior Special Event Application have been incorporated into the Ordinance language. The Facility Rental forms have been changed to reflect the elimination of the non-profit fee waiver
provisions in favor of having a special rate at half of a resident rate; and the policy guidelines have been updated.

I believe as you review these documents, we have captured the direction provided by the Council in the prior workshop and regular meetings, as well as incorporated any input from the event organizers and staff.

I have sent this ordinance to our City Attorney’s Office for review, and do expect that there may be some minor formatting to comply with proper codification language. I do not expect the basic intent of the provisions to change between now and the second reading of the ordinance except for those changes requested by Council as a result of your public hearing process.

**Attachments:**

1. Ordinance 2011-18 regulating Use of Public Property (Special Events and Facility Use)
2. Prior Ordinance 722
3. Revised Special Event Application
4. Prior Special Event Application
5. Revised Organizational Rental Information & Procedures (Facility Rental Use)
ORDINANCE NO. 2011-

AN ORDINANCE OF THE CITY OF MOUNT DORA, FLORIDA, PERTAINING TO THE USE OF PUBLIC PROPERTY; AMENDING CHAPTER 74 OF THE CITY OF MOUNT DORA CODE OF ORDINANCES; PROVIDING FOR RULES REGULATING THE USE OF PUBLIC PROPERTY; PROVIDING FOR SEVERABILITY; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City of Mount Dora recognizes that special events and use of public property enhance the community's lifestyle and provides benefits to citizens and visitors that are not normally provided as a consistent part of municipal government services; and

WHEREAS, special events offered to the general public often create impacts to public health and safety concerns, parking and traffic control, and normal routines and activities conducted in our business and residential neighborhoods; and

WHEREAS, the City of Mount Dora receives numerous requests each year for the use of its public facilities, public property and rights-of-way; and

WHEREAS, the intent of the following regulations is to provide a coordinated and comprehensive process for the regulation of special events, facility rentals and general use of public facilities in order to ensure the health, safety and welfare of participants, spectators and the public in general; and

WHEREAS, the City of Mount Dora desires to protect the rights of citizens to engage in protected free speech expression activities; and

WHEREAS, it is advisable to update and incorporate these regulations that utilize public property into the City of Mount Dora Code of Ordinances to provide a more systematic approach to permitting such activities and providing for the use of public services and property;

NOW, THEREFORE BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MOUNT DORA AS FOLLOWS:

SECTION 1. Legislative Findings and Intent. The recitals set forth above are hereby adopted as legislative findings of the City Council of the City of Mount Dora.

SECTION 2. Chapter 74 of the City of Mount Dora Code of Ordinances is hereby amended to read as follows:

Section 74.200. Purpose and Intent.
The City of Mount Dora recognizes that special events organized by individuals, private organizations, non-profits and public agencies serve an important role in enhancing the City’s quality of life and promotion of the community. The City finds that there are an increased number of demands upon City resources and infrastructure from requests to hold special events. In order to responsibly allocate City resources and protect the public safety of the event participants, neighboring property
owners, residents and businesses, it is necessary to regulate the use of City infrastructure, facilities and related services associated with said use of public property.

In no event shall these regulations be construed to impinge upon the constitutional rights of individuals to assemble or engage in free speech expressive activities.

These regulations are not intended to cover parades, which are addressed separately in the City of Mount Dora Code of Ordinances.

Furthermore, it is the policy of the City of Mount Dora that City facilities are for the enjoyment of the public and not for commercial enterprise. The regulations which follow are an attempt to find a balance between the individual public user and the organized user; and between those uses of public property and assets oriented toward community benefits versus those oriented toward fund-raising or personal gain.

Section 74.205. Responsible City Official.

The processing and issuing of permits associated with Special Events utilizing public facilities and assets shall be the responsibility of the Special Event Coordinator. Unless otherwise provided, events occurring solely in the City’s parks and indoor facilities for rental shall be the responsibility of the Parks & Recreation Department. The applicant shall submit all information related to a special event or facility rental to the respective person or department named above. The Special Event Coordinator shall be designated by the City Manager.


For the purposes of this Chapter, the following words and phrases used herein shall have the following meaning:

“Applicant” shall mean any person or organization who seeks a special events or facility use rental permit to conduct or cause to happen an event governed by this chapter.

“Block Party” shall mean a festive gathering on private property or a street that mayor may not require closure of a street, or portion thereof, to vehicular traffic and/or use of the street for the festive event.

“City-Sponsored Event” shall mean that the City of Mount Dora, solely or in partnership with another entity, conducts and/or financially supports the event; after determining that the event either: (1) provides a local commemoration of a national Holiday; (2) provides cultural or recreational experiences to City residents that are not otherwise publically available in the community; or (3) significantly enhances tourism or other forms of economic development.

“Facility Use Permit” shall mean a permit issued for temporary or reserved use or occupation of a public facility or an area of public land, for a defined period of time; and said use does not negatively impact City resources or require supplemental public services beyond that associated with facility rental of the Mount Dora Community Center Building.

“Special Event” shall mean a temporary and exclusive use by people of public facilities or public right-of-way, or a gathering of any number of people that disrupts the ordinary and normal use of a public facility, public right-of-way, public street or private street subject to the exemptions contained in this Chapter. A special event shall include a
gathering of more than fifty (50) people on privately owned property that has any of the following effects: (1) Disrupts the ordinary and normal use of a public facility or public right-of-way; (2) Invites public participation or spectators not associated with being guests of the private gathering; or (3) Requires the provision of increased or supplemental public services above that normally required in the absence of the event. It is further understood that special events may include, but not be limited to the following: athletic or sporting events, arts and crafts festivals, flea-markets, and similar transient amusement or recreational activities.

“Special Event – Major or Minor” shall mean a special event that impacts the community accordingly due to the planned size and duration of the special event whereby “Major” applies to special events with a targeted attendance of 50,000 people or more; and “Minor” applies to special events with a targeted attendance of 15,000-50,000.

“Supplemental Public Services” shall mean those reasonable and necessary services provided by the City of Mount Dora which specifically result from the planning, operations, maintenance, capital and other support services and expenses which result from the special event. These supplemental public services result in measurable financial costs which are above and beyond the normal levels of health and safety services on a non-event day. Examples of supplemental public services may include, but not be limited to, police protection, traffic control, fire monitoring, dedicated paramedic or EMS services, parks facility and building services, provision of utility services, signage, sanitation, crowd management control and other services necessary to ensure the protection of participants and citizens, the proper functioning of City services, and the proper administration of this Ordinance and Code provisions.

Section 74.220. Exemptions.

The provisions of this Chapter shall not apply to the following:

(1) Funeral processions and services.
(2) Activities conducted or co-sponsored by the City of Mount Dora in promotion of cultural, recreational, tourism or other activities which advance the public welfare of its citizens. However, in order to coordinate supplemental public services, an application is still required.
(3) Lawful picketing or free speech expression activities.
(4) Facility Use Permit.
(5) Parade and other related permits regulated by the City.
(6) Activities and events deemed by the City Council to be exempt from a Special Event Permit.
(7) Event conducted entirely on private property that does not meet the definition of “special event”.
(8) Sports facilities located on City property.

Section 74.230. Permit Required.

Any person or organization desiring to conduct or cause to be held a special event within the City of Mount Dora shall first obtain a Special Event Permit. No Special Event Permit will be issued without a completed application and any additional information requested by the City’s Special Event Coordinator.

Section 74.235. Permit Application.
Any person or organization wishing to conduct a special event shall apply for a Special Event Permit by filing an application with the Special Event Coordinator. Said application shall be filed at least one hundred and twenty (120) days in advance of the event date in order to provide adequate notice for organizing supplemental public services or accommodating potential modifications to the event proposal. Exceptions to this time requirement for filing a permit application may be granted by the City Manager for those events that have a consecutive five (5) year event history of service compliance with the City. Application forms will be provided by the City. Incomplete applications will be denied. The intent of the application is to identify all impacts and services which may contribute to the operation of the event, and attempt to mitigate any negative impacts upon the community and adjacent neighborhoods.

The City Council reserves the right to limit the proximity or number of concurrent or overlapping special events when the legislative determination is made that City resources are inadequate to meet the demands of said multiple events, or that the events will result in conditions or activity inimical to the public health, safety and welfare. The standard policy, unless so directed otherwise by the City Council, is that no other special event application will be received for the same time and location where an existing or anticipated special event application has been or is expected to be approved.

Section 74.238. Priority of Special Event Permit Issuance.
Except for events sponsored by the City of Mount Dora, and whenever possible, priority shall be given for the issuance of a special event permit to local, tax-exempt non-profit organizations operating in and providing services to the citizens of Mount Dora. Priority will also be given to those events that have over a five (5) year history of annual performance or have previously received City funding support for their special event.

Section 74.240. Permit Fee.
The fee for issuance of a special event permit shall be set by Resolution of the City Council. This permit fee is separate from the charge incurred for supplemental public services, which will also be billed prior to the event and be the responsibility of the applicant.

Section 74.245. Exemptions from Permit Fee.
No fee shall be imposed upon events protected by the First and Fourteenth Amendments to the United States Constitution.
No fee shall apply to a block party with an anticipated attendance of three hundred (300) people or fewer that closes off a residential street segment or commercial alley of no more than one block in length, a sidewalk adjacent to a public park, or an unopened right-of-way for eight hours or less during daylight hours, and does not require supplemental public services involving personnel assignment.
No fee shall be imposed upon a City-sponsored event.
The City Council reserves the right to waive any applicable permit fee at its discretion.
Section 74.250. Supplemental Public Services.

The special permit event applicant shall be liable and shall pay the estimated costs for supplemental public services upon approval of the permit and billing by the City. Charges for supplemental public services shall include the costs of personnel, equipment and other direct-related expenses necessary to support and manage the special event as determined by the City Departments in consultation with the special events coordinator. These supplemental public services shall be incorporated into a Special Event Plan which considers the relative impacts of the size and scope of the special event as to whether it is classified as a major or minor special event.

In the event that the applicant fails to adequately and expeditiously clear their event site and follow through with the required permit conditions and special event plan, then the applicant will be billed for additional City costs to repair or restore the event site to its normal state. Depending upon circumstances, consideration for future permit applications of the offending applicant will be subject to additional fees, security deposits or bonding.

Section 74.255. City Supported/Sponsored Events.

The City Council may elect to demonstrate its support of a special event by designating it as a City-Supported Event. An event under City Support shall convey the right to use the City logo and name on any promotional literature for the event, as well as any souvenir items authorized by the Special Events Coordinator.

In addition to the benefits inherent above in being City-Supported, a special event may also be designated by the City Council to be City-Sponsored. An event under City-Sponsorship has the added benefit of financial support in that no permit fee shall be charged for the special event permit. Also, the City Council may decide that a City-Sponsored event will receive a waiver of supplemental public service charges up to 100% of the estimated charges and shall not be charged a facility use rental fee other than technical support or specialized services at the Mount Dora Community Center facility.

Dependent upon budgetary resources, the City Council also provides Community Redevelopment Agency (CRA) grants to eligible non-profit organizations to help support supplemental public service charges for special events or special needs as determined by the City Council. CRA grants are not applied to events that receive the designation of City-Sponsorship.

Section 74.260. Denial, Revocation or Suspension of Permit.

A Special Event Permit or Facility Use Permit issued under the authority of this Chapter shall be deemed temporary in nature, shall vest no permanent rights to the applicant, and may be immediately denied, revoked or suspended if any of the following conditions are found to exist:

1. The applicant, in the information supplied on the application, has made a misstatement of a material fact.
2. The applicant has failed to fulfill a term or condition of the permit or compliance with the special event plan developed by the special event coordinator.
(3) The applicant has failed to adequately pay the billed fees by the City for the Special Event Permit in a timely manner.
(4) The applicant requests cancellation of the event.
(5) The event endangers or threatens persons or property, or otherwise jeopardizes the health, safety or welfare of persons or property.
(6) At the discretion of the City Council, the event is determined to not be in the best interests of the City of Mount Dora and will unreasonably burden the resources of the City.

Depending upon the timing and urgency of need, notification to the applicant of a denial, revocation or suspension may be in writing (preferred), either certified or regular mail, or verbally.

Section 74.263. Appeal Procedure.
Any applicant shall have the right to appeal the denial of a Special Event or Facility Use application to the City Council. The appeal shall specifically state the grounds upon which it is asserted and why the termination should be modified or reversed. The appeal shall be initiated within five (5) days after receipt of the notice of denial by filing a written notice with the City Clerk and a copy to the City Manager. The City Council shall consider the appeal at the next regularly scheduled meeting within twenty-one (21) days following receipt of the appeal by the City Clerk. The formal rules of evidence shall not apply to an appeal under this section, and the basis for the decision shall be a preponderance of evidence as presented at the appeal hearing. The City Council may affirm, modify or reverse all or part of the permit requirements, conditions or other factors arising to a decision of denial by the Special Events Coordinator. The City Council’s decision on the appeal is final.

Section 74.265. Event Cancellation Fee.
In the circumstance that a special event is cancelled prior to the event date by virtue of denial, revocation, suspension or voluntary cancellation, the applicant forfeits their application fee. The costs for supplemental public services will be returned with a cancellation fee imposed that recovers any actual expenses of the City incurred for the event plus a 10% surcharge on the billed costs if cancelled within thirty (30) days of the event. If cancelled within seven (7) days of the event, the cancellation fee will involve recovery of actual expenses incurred plus a 15% surcharge on the billed costs. If cancelled less than seven (7) days of the event, the cancellation fee will involve recovery of actual expenses incurred plus a 25% surcharge on the billed costs.

In the circumstance that a facility use reservation is cancelled prior to the event date by virtue of denial, revocation, suspension or voluntary cancellation, the applicant forfeits their application fee. The security deposit and rental fees will be refunded if cancelled within thirty (30) days of the event less a cancellation fee of any actual expenses of the City incurred for the facility rental plus a 10% surcharge of the rental fee. If cancelled within seven (7) days of the event, the cancellation fee will be actual expenses incurred by the City for the facility rental plus a 25% surcharge of the rental fee. If cancelled less than seven (7) days of the event, the cancellation fee will involve recovery of actual expenses incurred by the City plus a 50% surcharge of the rental fee.
Section 74.270. Indemnification.

The applicant, and other persons, organizations, firms or corporations on whose behalf the application is made by filing a special event or facility use application, shall present, stipulate, contract and agree that they will jointly and severally indemnify and hold harmless the City against any and all liability. Said liability shall include costs for court and attorney fees, attorney fees on appeal, and any and all claims for damages to property, or injury to or death of a person arising out of or resulting from the issuance of the special event or facility use application, or the conduct of the assembly or any of its participants.

Section 74.275. Insurance.

Proof of liability insurance shall be required in the amount of one million ($1,000,000) per occurrence and two million ($2,000,000) cumulative for each special event, with the City of Mount Dora named as an additional insured for all accidents in the designated event area. Acceptability of insurance certificate is subject to approval by the City's Risk Manager. All insurance shall be in full force prior to commencing the event and remain in force throughout the entire event, including the cleanup period after the event.

Section 74.280. Facility Use Permit.

An application for a reserved use of a public facility or park, or portion thereof, for a function or event that does not rise to the level of a special event shall be made to the Department of Parks & Recreation. The fees for the use of facilities shall be established by the City Council. The facility use permit accomplishes a reservation for a planned function and is subject to all applicable laws and administrative rules of the City of Mount Dora related to such facility use.

No public facility contained within the defined borders of a special event permit or directly impacted by such permit shall be eligible for separate facility use permit during the prescribed timeframe of the special event permit.

Section 74.282. Facility Use Permit Application.

Any person or organization wishing to receive a public facility or public land area for a temporary use that does not meet the criteria of a special event must apply for a Facility Use Permit by filing an application with the Department of Parks & Recreation. Application forms will be provided by the City. Incomplete applications will be denied. Said application shall be filed at least fifteen (15) days in advance of the event date, and no more than one year prior to the event date. Said request must not interfere with any programmed use of the facility or park.

The use of public facilities or parks for events to which the public is invited is limited to Mount Dora based not-for-profit organizations. Individuals and for-profit entities may use public facilities and parks for strictly private events that involve no commercial component (e.g. corporate picnics, family reunions, etc.)

Public facilities and parks shall be used only for lawful purposes, and the applicant shall bear full responsibility for any and all acts resulting from individuals in the applicant's hire, a guest of the applicant or anyone acting on behalf of
the applicant; and shall immediately report any unlawful activity to the Mount Dora Police Department.

Section 74.284. Facility Use Permit Fee.
The fee for issuance of a facility use permit shall be set by Resolution of the City Council.

Based upon the needs expressed in the Facility Use application, the City Manager or designee may require supplemental public services to which the applicant is fully liable for said services per Section 74.250 of this Chapter.

Section 74.290. Penalty for Violation.
Any person, association, firm, partnership, or corporation that violates any of the provisions of this Chapter shall be guilty of a misdemeanor and shall, upon conviction, be punished by a fine and/or imprisonment consistent with Section 1.050 of the Mount Dora Code of Ordinances.

Section 74.295. Animals Prohibited without Special Permission.
Per Section 18.070 of the Mount Dora Code of Ordinances, animals are prohibited from special events unless specifically authorized by permission of the City Council. In the spirit of communicating current policy direction and avoiding on-going requests for special event consideration to allow animals, the current policy direction of the City Council is to not allow animals at our special events, other than those specifically oriented toward pet-friendly activity (e.g. Yappy Hour, PAWS events, etc.)

Section 74.296. Sound Permit Not Required.
Per Section 46.130 of the Mount Dora Code of Ordinances, sound emanating from government activities is exempt from the noise regulations. By virtue of the general benefit to the public for special events, no separate sound permit is required, although the general intent of the regulations will be considered in the conditions attached to a Special Event Permit as recommended by the Special Event Coordinator.

SECTION 3. Severability. If any provision of this Ordinance or application thereof to any person or circumstance be held invalid, the remainder of this Ordinance and the application of such provision to other persons or circumstances shall not be affected.

SECTION 4. Codification. The provisions of this Ordinance shall be codified as and become a part of the Mount Dora Code of Ordinances. The code codifier is granted liberal authority to codify the provisions of this Ordinance and may renumber, re-letter, or otherwise accomplish such intention of the Ordinance.

SECTION 5. Conflicts. In any case where a provision of this Ordinance is found to be in conflict with a provision of any other ordinance of this City, the provision which establishes the higher standards for the promotion and protection of the health and safety of the people shall prevail.
SECTION 6. Effective Date. This Ordinance shall become effective immediately upon adoption.

PASSED AND ORDAINED this ___day of __________, 2011, by the City Council of the City of Mount Dora, Florida.

________________________  __________________________
Gwen Johns, City Clerk       Melissa DeMarco, Mayor

Approved as to Form:

________________________
Clifford B. Shepard, City Attorney

First Reading: __________
Second Reading: __________
Date Published: __________
ORDINANCE NO. 722

AN ORDINANCE OF THE CITY OF MOUNT DORA, FLORIDA, PERTAINING TO USE OF PUBLIC PROPERTY; AMENDING CHAPTER 74 OF THE CITY OF MOUNT DORA CODE OF ORDINANCES; PROVIDING FOR RULES REGULATING THE USE OF PUBLIC PROPERTY; PROVIDING FOR SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City of Mount Dora entertains numerous requests each year for the use of its public facilities, including property owned by the City, property dedicated for public use, and property controlled by the City; and

WHEREAS, the City of Mount Dora wishes to provide a set of uniform regulations for the use of public facilities; and

WHEREAS, the City of Mount Dora does not in any manner wish to infringe upon the right of citizens to assemble or the right of free speech; and

WHEREAS, the City of Mount Dora does not care to provide the use of some public facilities for commercial ventures;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MOUNT DORA:

Section 1. Chapter 74 of the City of Mount Dora Code of Ordinances is hereby amended by creating new sections 74.200 through 74.230 to read as follows:

Sec. 74.200. Intent.

It is the intent of the City of Mount Dora to allow the greatest possible use of City facilities by residents and visitors while providing cultural events on or in those same facilities. The regulations which follow are an attempt to find a balance between the individual public user and the organized user. In no event shall these regulations be construed to impinge upon the constitutional rights of individuals to assemble or to speak. These regulations are not intended to cover parades which are addressed separately in the Code of Ordinances.

It is the policy of the City of Mount Dora that City facilities are for the enjoyment of the public and not for commercial enterprise.


A. Application.
This section shall apply to any person desiring to use a City building for an event with less than 50 attendees. An application for building usage shall be submitted on a form provided by the City. Any person desiring to use a City building for an event with 50 attendees or more, shall submit a special event application. Persons using Shipley Pavilion, Cauley Lott Pavilion, or the Boards on an individual basis, who do not wish to reserve same, may do so without a permit so long as they do not interfere with those holding a valid permit and so long as the use involves less than 50 people.

Permits for building usage shall be reviewed by and must be approved by the City Manager or designee before issuance and building usage. Any usage without a valid permit shall be unlawful and a violation of this Code.

B. Users.

The use of buildings for events to which the public is invited is limited to Mount Dora based not-for-profit organizations. Individuals and for-profit entities may use buildings for strictly private events (e.g. corporate picnics, family reunions).

C. Uses.

City buildings may be used only for lawful purposes, and the permittee shall bear full responsibility for any and all acts resulting from individuals in the permittee’s hire, a guest of the permittee, or anyone acting on behalf of the permittee, and shall immediately report any unlawful activity to the Mount Dora Police Department.

D. City Personnel.

1. Police.

Depending on the type of event to be held, the City Manager or the Police Chief may require the presence of police officers. If required, the number of police officers will be at the discretion of the Police Chief or designee. Police officers will be responsible for protection of the physical facilities, the facility user, and guests. Any interference with the use of the facility by outside, non-invited persons or groups will be handled appropriately. Police officers will monitor the activities of the function participants to insure the maintenance of proper and appropriate behavior between individuals and groups during facility use. Police officers will direct those involved in any disruptive occurrence to vacate the facility. If those persons involved in the occurrence, or any other persons at the function, appear to be a danger to themselves or others, the officers will handle the situation appropriately, up to and including arresting the offending persons.

2. Custodial.

A City custodian will open and close the facility, and will inspect
the facility to determine if the cleaning deposit will be returned. City staff will also be responsible for inspecting the facility prior to use to make sure it is clean and that any requested set-up has been completed.

E. Minors.

Permits for groups composed of minors will be issued only to adults over the age of 21 who accept responsibility for supervising the minors throughout the period covered by the permit. A separate form will be required to be signed by the adult accepting that responsibility.

There shall be two adult chaperones for each 25 minors. The applicant and the chaperones shall bear the legal responsibility for the supervision of the minors attending the event. Chaperones shall remain on the premises until all minors have left the property. At least two days prior to the use of the facilities, the applicant/permittee shall provide the City Clerk with a list of the chaperones including the name, address and telephone number of each chaperone. Failure to provide the list as stated shall result in the revocation of the permit.

F. Fees and deposits.

Fees shall be charged and deposits collected at the time of application. Fee and deposit amounts shall be adopted and amended from time to time by resolution of the City Council.

Deposits will be refunded within 30 days after the event, contingent upon a satisfactory follow-up inspection. In the event clean-up is required, the cost of the clean-up shall be deducted from the deposit, and any credit remaining returned to the permittee, or any balance due charged to the permittee, as appropriate. Any damage to a facility shall be charged to the permittee. If clean-up is extensive or there is damage to City property, the renter may be banned for future use of City facilities. Any and all fees paid by the applicant for facility use shall be forfeited by the applicant if the permit is revoked for cause. A sales tax will be charged on all rentals, if required by statute. If the permittee is tax exempt, a copy of the tax exempt certificate will be required.

G. General.

1. No user will be allowed to monopolize a building by continuing reservations.

2. Reservations will be allowed up to one year in advance.

3. No animals are allowed in City facilities unless required by a handicapped person.

4. No smoking is allowed in any City building.
5. The serving or consumption of alcoholic beverages on City property is prohibited, except as provided for in the City Code of Ordinances Sec. 10.040.

6. The use of the City facilities for gambling in any form is prohibited.

7. No signs, decorations, or other materials will be attached to the building walls, either interior or exterior.

8. In buildings with kitchen facilities, no food stuffs will be kept in the refrigerators following the event.

9. The following fire capacities for each City-owned building may not be exceeded:

<table>
<thead>
<tr>
<th>Building</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Building, upper level</td>
<td>701</td>
</tr>
<tr>
<td>Community Building, lower level</td>
<td>80</td>
</tr>
<tr>
<td>Martin Luther King Center</td>
<td></td>
</tr>
<tr>
<td>auditorium style</td>
<td>245</td>
</tr>
<tr>
<td>banquet style</td>
<td>125</td>
</tr>
<tr>
<td>Shuffleboard Building</td>
<td>30</td>
</tr>
</tbody>
</table>

10. The City of Mount Dora reserves the right to remove from the premises of any City facility or park any individual or group due to damage to the facility, disturbing the peace, or disruptive or inappropriate behavior. The City also reserves the right to refuse future bookings from individuals or groups that have been expelled from a facility or caused damage to a facility.

Sec. 74.220. Parks.

A. Application.

This section shall apply to any person desiring to use a portion of a City park for an event with less than 50 attendees. An application for park usage shall be submitted on a form provided by the City. Any person desiring to use a portion of a City park for an event with 50 attendees or more, shall submit a special event application. Persons using a park on an individual basis, who do not wish to reserve same, may do so without a permit so long as they do not interfere with those holding a valid permit and so long as the use involves less than 50 people.

Permits for park usage shall be reviewed by and must be approved by the City Manager or designee before issuance and park usage. Any usage without a valid permit
shall be unlawful and a violation of this Code.

B. Users.

The use of parks for events to which the public is invited is limited to Mount Dora based not-for-profit organizations. Individuals and for-profit entities may use parks for strictly private events (e.g. corporate picnics, family reunions).

C. Uses.

City parks may be used only for lawful purposes, and the permittee shall bear full responsibility for any and all acts resulting from individuals in the permittee’s hire, a guest of the permittee, or anyone acting on behalf of the permittee, and shall immediately report any unlawful activity to the Mount Dora Police Department.

D. City Personnel.

1. Police.

Depending on the type of event to be held, the City Manager or the Police Chief may require the presence of police officers. If required, the number of police officers will be at the discretion of the Police Chief or designee. Police officers will be responsible for protection of the physical facilities, the facility user, and guests. Any interference with the use of the facility by outside, non-invited persons or groups will be handled appropriately. Police officers will monitor the activities of the function participants to insure the maintenance of proper and appropriate behavior between individuals and groups during park use. Police officers will direct those involved in any disruptive occurrence to vacate the premises. If those persons involved in the occurrence, or any other persons at the function, appear to be a danger to themselves or others, the officers will handle the situation appropriately, up to and including arresting the offending persons.

Permittees are responsible for providing adequate traffic control, crowd control and security, if applicable, through the Mount Dora Police Department and must adhere to that Department’s recommendations.

2. Custodial.

A City employee will inspect the facility to determine if the cleaning deposit will be returned. City staff will also be responsible for inspecting the facility prior to use to make sure it is clean and that any requested set-up has been completed.

E. Minors.

Permits for groups composed of minors will be issued only to adults over
the age of 21 who accept responsibility for supervising the minors throughout the period covered by the permit. A separate form will be required to be signed by the adult accepting that responsibility.

There shall be two adult chaperones for each 25 minors. The applicant and the chaperones shall bear the legal responsibility for the supervision of the minors attending the event. Chaperones shall remain on the premises until all minors have left the property. At least two days prior to the use of the facilities, the applicant/permittee shall provide the City Clerk with a list of the chaperones including the name, address and telephone number of each chaperone. Failure to provide the list as stated shall result in the revocation of the permit.

F. Fees and deposits.

Fees shall be charged and deposits collected at the time of application. Fee and deposit amounts shall be adopted and amended from time to time by resolution of the City Council.

Deposits will be refunded within 30 days after the event, contingent upon a satisfactory follow-up inspection. In the event clean-up is required, the cost of the clean-up shall be deducted from the deposit, and any credit remaining returned to the permittee, or any balance due charged to the permittee, as appropriate. Any damage to a facility shall be charged to the permittee. Any and all fees paid by the applicant for facility use shall be forfeited by the applicant if the permit is revoked for cause. Permittees will be responsible for any damage to planted materials. If clean-up is extensive or there is damage to City property, the renter may be banned for future use of City facilities. A sales tax will be charged on all rentals, if required by statute. If the permittee is tax exempt, a copy of the tax exempt certificate will be required.

G. General.

1. No user will be allowed to monopolize a portion of a park by continuing reservations.

2. Reservations will be allowed up to one year in advance.

3. Reservations for the same portion of a park must be separated by at least one hour.

4. No smoking is allowed in any portion of any park designed for use by children.

5. The serving or consumption of alcoholic beverages on City property is prohibited, except as provided for in the City Code of Ordinances Sec. 10.040.

6. The use of the City facilities for gambling in any form is
prohibited.

7. Neither grills nor portable cookers or any type will be allowed on the grass or sidewalks around the parks. These units or cooking units may be allowed the parking areas adjacent to the parks if approved as part of the permit.

8. No signs, decorations, or other materials will be attached to structure walls, either interior or exterior.

9. No plants or trees may be trimmed, moved, punctured, or damaged.

10. Tents and canopies must have prior approval of the Parks & Recreation Superintendent and the Fire Department prior to being erected. Only tents and canopies that can be sandbagged (not staked) for upright support may be used. Tents and canopies are not to be tied to trees or any plantings. Tents and canopies are to be sandbagged per the recommendation of the manufacturer of same. Tents and canopies are only allowed along the sidewalk at Simpson Cove/Palm Island so as to encourage foot traffic on the pavement.

11. All electrical wires, hoses, etc. that are laid across paved surfaces must be taped or otherwise covered over the entire length with mats so as to prevent any possibility of tripping.

12. No private vehicles, trailers or heavy equipment are to be driven, pulled, or traversed in the parks except in Gilbert Park and Simpson Cove or as approved by permit.

13. The City of Mount Dora reserves the right to remove from the premises of any City facility or park any individual or group due to damage to the facility, disturbing the peace, or disruptive or inappropriate behavior. The City also reserves the right to refuse future bookings from individuals or groups that have been expelled from a facility or caused damage to a facility.

Sec. 74.230. Special Events.

A. Purpose and Policy.

The following policies and regulations regarding special event activities have been adopted by the Mount Dora City Council in an effort to provide access for visitors to Mount Dora’s many charms while maintaining the quality of life for its residents. These regulations have been developed in concert with the City’s residents and merchants and are for the purpose of maintaining order and comfort for our many festival visitors, while limiting the strain on City services. All organizations and individuals desiring to host a special event or festival within the City of Mount Dora must adhere to these regulations. City staff is readily
available to assist any organization or individual in planning their event. Anyone not adhering to these regulations may be refused permission to host or to continue an event. Fees and costs are charged based on information provided in the special event application and at any pre-planning meetings. Your cooperation with these regulations and City staff is much appreciated and will insure a smooth and "uneventful" occasion.

B. Application.

Any person desiring to use public facilities of the City of Mount Dora for a special event shall make application therefor. Application shall be made on a form provided by the City. Applications must be completed in full in order to be considered. Incomplete applications will not be processed and the permit for which the incomplete application is made shall be denied. Permits for events held in prior years shall receive first priority, and except as set forth below, all other permits shall be issued on a first come first served basis. The City Council reserves the right to deny a permit for any special event which the Council, in its sole and absolute discretion, believes will not benefit the City or its image. The City Council also reserves the right to deny a permit for any special event which the Council, in its sole and absolute discretion, believes will over burden City services either individually or cumulatively. Any special event occurring without a valid permit shall be unlawful and a violation of this code.

C. Users.

The use of buildings, parks, rights-of-way, and other open space public facilities for special events to which the public is invited is limited to Mount Dora based not-for-profit organizations. Individuals and for-profit entities may use buildings, parks and other open space facilities, but not rights-of-way, for strictly private events (e.g. corporate picnics).

D. Events.

1. Events of significant impact.

   a. Defined. Events of significant impact are defined as those events which have an estimated daily attendance of 75,000+ and/or require the closing of streets, or any event which includes the closing of Fifth Avenue and Donnelly Street.

   b. Limitation. There shall be no more than four events of significant impact per year. Of those four allowed, the Council hereby allocates one permit each to the Mount Dora Center for the Arts for the Art Festival, and to the Merchants’ Association for the Craft Fair and the Christmas Walk.

   c. Requirements. For each event of significant impact, the organizer shall provide at a minimum:
1. 40 port-o-lets with one (1) additional unit per 2,000 estimated attendance over 75,000;

2. 10 or more public services staff members as required by the Public Works Department; and

3. police and fire personnel as determined by the Police and Fire Chiefs.

d. Application deadline. For each event of significant impact, the organizer shall file an application at least 180 days prior to the desired date of the event.

2. Large events.

a. Defined. Large events are defined as those events which have an estimated daily attendance of 25,000 to 74,999 and/or require the closing of streets, which street closings may not include the closing of Fifth Avenue or Donnelly Street north of Fifth Avenue.

b. Limitation. The number of large events shall be subject to the Council's sole and absolute discretion.

c. Requirements. For each large event, the organizer shall provide at a minimum:

   1. 14 port-o-lets with one (1) additional unit per 2,000 estimated attendance over 25,000;

   2. 8 public services staff members; and

   3. police and fire personnel as determined by the Police and Fire Chiefs.

d. Application deadline. For each large event, the organizer shall file an application at least 180 days prior to the desired date of the event.

3. Medium events.

a. Defined. Medium events are defined as those events which have an estimated daily attendance of 5,000 to 24,999 and/or may require the closing of a few streets, which street closings may not include the closing of Fifth Avenue or Donnelly Street north of Fifth Avenue.

b. Limitation.
c. Requirements. For each medium event, the organizer shall provide at a minimum:

1. 4 port-o-lots with one (1) additional unit per 2,000 estimated attendance over 5,000;

2. 6 public services staff members; and

3. police and fire personnel as determined by the Police and Fire Chiefs.

d. Application deadline. For each medium event, the organizer shall file an application at least 120 days prior to the desired date of the event.

4. Small events.

a. Defined. Small events are defined as those events which have an estimated daily attendance of 300 to 4,999 and/or may require the closing of one or two blocks of City streets, which street closings may not include the closing of Fifth Avenue or Donnelly Street north of Fifth Avenue.

b. Limitation.

c. Requirements. For each small event, the organizer shall provide at a minimum:

1. 0 - 4 port-o-lots as determined by the Public Works Department;

2. 2 - 4 public services staff members as determined by the Public Works Department; and

3. police and fire personnel as determined by the Police and Fire Chiefs.

d. Application deadline. For each small event, the organizer shall file an application at least 90 days prior to the desired date of the event.

5. Individual events.

a. Defined. Individual events are defined as those events which are either public or private but large (e.g. large family reunions, corporate employee picnics, large wedding receptions, etc.) and have an estimated daily attendance of 50 to 299 and are limited to one geographic area.
b. Limitation.

c. Requirements. For each individual event, the organizer shall provide at a minimum:

1. 0 - 2 port-o-lets as determined by the Public Works Department;

2. no additional public services staff members; and

3. no additional police and fire personnel.

d. Application deadline. For each individual event, the organizer shall file an application at least 30 days prior to the desired date of the event.

If two or more events are planned and allowed for the same dates and in the same general or adjacent areas, the anticipated attendance will be combined for the purposes of planning City services.

E. Food Concessions.

Food concessions are not allowed on City property, except as part of an approved special event or as previously approved by the City. Event organizers shall be responsible for food concessions. For special events with food concessions, the event organizer shall:

1. At least 30 days prior to the event, provide a list of all food vendors and their state license numbers to the City. This list must include all vendors anticipated to participate in the event, as well as a list of alternates that may be substituted in the event an individual vendor is unable to participate. Failure to comply with this requirement will result in vendors being barred from participation in the scheduled event;

2. Require each vendor to provide their own garbage bags and to keep the area around the vendor’s booth clean;

3. Designate, in conjunction with City staff, a specific area(s) for food concessions to be placed, as well as a specific area(s) for vendor parking.

F. Fees.

Event organizers shall pay an administrative fee and all costs for each special event. The administrative fee is due at the time of application and a cost deposit is due prior to the event. The cost deposit will be estimated based on the size of the event, including geographic area and attendance, and will include anticipated hours and charges for set-up, clean-
up and hours worked during the event. Events requiring the use of more than one geographic area will be charged accordingly. The cost deposit is due, in full, no later than 48 hours prior to the event for small and individual events, and no later than one week prior to the event for large events and events of significant impact.

Fee amounts shall be adopted and amended from time to time by resolution of the City Council.

In the event, an event of significant impact or a large event is canceled a cancellation fee shall be charged and the balance of the administrative fee and cost deposit shall be returned to the event organizer as follows:

<table>
<thead>
<tr>
<th>Number of days prior to event</th>
<th>Cancellation fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>179 - 90</td>
<td>10 %</td>
</tr>
<tr>
<td>89 - 30</td>
<td>25 %</td>
</tr>
<tr>
<td>29 - 07</td>
<td>50 %</td>
</tr>
<tr>
<td>06 - 00</td>
<td>100 %</td>
</tr>
</tbody>
</table>

G. Insurance.

Event organizers for all events other than individual events shall provide the City with proof of insurance in the amount of $1 million per occurrence and $2 million cumulative for each special event, with the City named as an additional insured for all accidents in the designated event area. Event organizers shall also indemnify the City on a form provided by the City.

SECTION 2. This ordinance shall take effect immediately upon its final adoption by the City Council of the City of Mount Dora.

PASSED AND ORDAINED this 15th day of September, 1998, by the City Council of the City of Mount Dora, Florida.

Paulette Alexander, Mayor
City of Mount Dora

Attest:

Bernice Brinson, City Clerk
City of Mount Dora
First Reading: 9-1-98
Second Reading: 9-15-98

Approved as to form:

[Signature]

Gary J. Cooney
City Attorney
(b) Female dogs and cats in heat, not properly confined, shall be impounded.

c) This section shall not apply to female dogs or cats being intentionally bred.

(Ord. No. 634, § 1(6.060), 4-19-94)

Sec. 18.060. At-large animals.

(a) No animal owner or person having charge, care, custody, or control of any animal shall permit, either willfully or through failure to exercise due care and control, any animal to run at large upon any public property or any private property without the permission of the property owner.

(b) Any at-large animal not properly restrained shall be impounded, and may be turned over to the county animal shelter if the owner is unknown or cannot quickly be ascertained.

(Ord. No. 634, § 1(6.070), 4-19-94)

Sec. 18.070. Public events.

(a) No animal owner or person having charge, care, custody, or control of any animal shall permit, either willfully or through failure to exercise due care and control, any animal to enter upon public property being used for a special event authorized by the council without the permission of the council.

(b) This prohibition shall not apply to animals properly trained for and being used for the assistance of a person who is blind, deaf, or otherwise handicapped.

(Ord. No. 634, § 1(6.080), 4-19-94)

Sec. 18.080. Vicious animals.

(a) Any vicious animal must be properly secured and restrained at all times so as to prevent the animal from causing bodily harm to persons or animals. Any violation of this subsection shall be a class II violation.

(b) Any vicious animal not properly restrained may be impounded.

(Ord. No. 634, § 1(6.090), 4-19-94)

Sec. 18.090. Defecating.

No animal owner or person having charge, care, custody, or control of any animal shall permit, either willfully or through failure to exercise due care and control, any animal to defecate on any private or public property, other than that of the owner, without express consent. Any animal owner or person having charge, care, custody, or control of any animal shall, upon any defecation in violation of this section, promptly remove and dispose of all feces left by the animal on any private or public property, other than that of the owner, unless the owner has the express consent of the property owner to do otherwise.

(Ord. No. 634, § 1(6.100), 4-19-94)

Sec. 18.100. Damaging property.

No animal owner or person having charge, care, custody, or control of any animal shall permit, either willfully or through failure to exercise due care and control, any animal to damage, harm, or destroy the property of another person.

(Ord. No. 634, § 1(6.110), 4-19-94)

Sec. 18.110. Odors.

No animal owner or person having charge, care, custody, or control of any animal shall permit, either willfully or through failure to exercise due care and control, an animal to be maintained in the city in such a manner as to emit offensive odors which disturb the comfort, peace, or repose of any person residing in the vicinity.

(Ord. No. 634, § 1(6.120), 4-19-94)

Sec. 18.120. Confinement of rabies-susceptible animals which have bitten people.

(a) Animals having bitten people shall be confined for the quarantine period required under county ordinance, under suitable observation or may be destroyed according to the direction of the state health officer or his duly appointed representative.

(b) Any expense incurred in handling the animal during this period shall be borne by the owner.

(c) In the animal control officer's sole and absolute discretion, the animal control officer may elect to allow the animal to be quarantined at the county animal shelter or on the owner's property.
CITY OF MOUNT DORA
SPECIAL EVENT APPLICATION

Application Date: _____
Applicant: _______________________________ Contact: ________________
Address: _______________________________ Contact Address: _____________
Mailing Address if different from above: ___ Alternate Contact: ________________
____________________________________________ Address: ________________
Applicant Phone# ________________ Contact Phone# ________________
Alternate Contact Phone# ________________
Applicant email Address: ________________________________
Contact email Address: ________________________________
Alternate Contact email Address: ________________________________
Non-Profit Sponsor if different from Applicant: ________________________________

Name of Event and Brief Description: __________________________________________

Location of Event: ___________________________________________________________
Description of any Recording Equipment, Sound Amplification Devices, Signage or Other Attention-Getting Devices: ________________________________

Dates of Event: ______________________ Hours of Event: ______________________
Set-Up Time Requested: ______________ Set-Up Start Time: ______________
Approximate Number of: Attendees/Audience ______ Participants/Vendors ______
Entertainment ______ Food Concessions ______

Answer following Questions if applying as a Non-Profit Organization:
What is your financial plan for covering all event costs? ________________________________

How does your event benefit the general welfare of the City? ________________________________

To what extent is the media or publicity campaign planned for this event? ________________

If you are requesting City Sponsorship or Financial Support, please explain? ________________

______________________________
Check List for City Services and Impacts:
(Please attach additional information as necessary)

A. Site Plan Elements:
* Site Plan: Attach a map of the event area or route to be traveled with all functional elements identified, including locations of supporting facilities.

___ Street Closure (Please list all streets, intersections requested for closure)
___ Parks & Public Facilities (Please list all requested City facilities for event)
___ Access to Public Parking lots and Facilities
___ Special Parking Requirements
___ Electrical Service and Temporary Hook-Ups
___ Portable Sanitation/Toilet Facilities
___ Additional Waste Receptacles
___ Additional Dumpsters
___ Temporary Structures such as tents, grandstands, stage, etc.
___ Aid/Comfort Stations
___ Vendor Booths and general dimensions
___ Food/Refreshment Booths
___ Tables
___ Signage
___ Sound Equipment
___ Support Vehicles or special equipment
___ Illumination
___ Other Site Impacts

B. Supplemental Public Services:
___ Electrical Service
___ Barricades
___ Temporary Signage
___ Food Service Environmental Compliance
___ Trash and Grounds Maintenance
___ Restroom Janitorial Services
___ Police Security
___ Fire/EMS
___ Traffic and Crowd Control
___ Additional Permit Coordination
___ Advanced Public Notification Requirements (Special, Animals, etc)
___ Other

C. Fees and other Agency Permit/Licenses.
Please be aware that liquor licenses, business licenses, sign permits and other regulatory requirements may be necessary and are the responsibility of the Applicant. However, some permits are covered under the umbrella of the special event permit and it is advised that you check with the Special Event Coordinator for compliance. In addition, the Special Event Application Fee and Supplemental Public Service Fees are payable in advance of the event upon City approval and
billing. As part of the Special Event Plan developed by the Special Event Coordinator, changes to requested services may be imposed by the City.

D. Additional Attachments:
   - Non-Profit Organizations to show 501 IRS Determination
   - Non-Profit IRS Form 990

APPROVAL BY: ____________________________________________

Mount Dora Police Department

Approval Date: _______  Application Date: _______

Special Event Plan Attached: _________

Ordinance No. Attached: _________
SPECIAL EVENTS APPLICATION

Organization: ___________________________ Contact Person: ___________________________

Telephone: ___________________________ Address: ___________________________

Mailing Address (if different from residence): _______________________________________

Dates of Event: ___________________________ Hours of Event: ___________________________

(See Rules and Regulations for deadline for application submittal.)

Type of Event (describe - bike festival, craft fair, etc.): ___________________________

Approximate number: Participants: ___________________________ Attendees: ___________________________

List all City facilities and/or parks to be utilized for event¹: ___________________________

¹ Any buildings or parks must be scheduled separately with the appropriate fees and deposits paid.

Starting time for Event Set-up: ___________________________

Description of any recording equipment, sound amplification equipment, banners, signs or other attention-getting devices or equipment: ___________________________

Route to be traveled or area to be included in event (attach map): ___________________________

Approval: ___________________________

Deputy Chief Ron Rauth

Chief T. Randall Scoggins

Date of Submittal: ___________________________

Date of Staff Approval: ___________________________

Date of Council Approval: ___________________________

**NOTE: Organization must be Mount Dora-based not-for-profit organization. Copy of 501(c) (3) must be attached.
Check list for any or all City services that may be needed

A. ______ Street closure (List streets, intersections to be closed below)
B. ______ Disposal of cooking grease
C. ______ Access to City Hall parking
D. ______ Electric service
E. ______ Portable toilets (number required will be based on # of estimated attendees)
F. ______ Additional garbage cans
G. ______ Additional dumpsters
H. ______ Police security* - 2 officers: from 11 am -- 4 pm and 4 pm -- 9 pm
I. ______ Fire/rescue services*
J. ______ Special parking requirements

Additional charges will be made for the following City services:

A. Electrical hook-ups
B. Barricades for street closures
C. Food service grease disposal, deposit of $150
D. Police service during hours of event
E. Police security at night, if required
F. Fire/Rescue services above on-duty complement
G. Administrative Fee**: Significant events $550.00
   Large events 350.00
   Medium events 250.00
   Small events 75.00
   Individual events 0.00

List all streets and intersections to be closed:

APPLICATION REGULATIONS

(Additional regulations and information is available in the separate brochure, “Special Event Policies and Regulations”)

A. POLICE PROTECTION

The Chief of Police shall determine whether and to what extent additional police protection reasonably will be necessary for the event for purposes of traffic control and public safety. The Chief of Police shall base this decision on the size, location, duration, time and date of the event, the expected sale or service of alcoholic beverages, the number of streets and intersections to be

* Basic City services, including police and fire, will be determined based on the number of anticipated attendees.

** The administrative fee is based on the anticipated number of attendees. For complete information regarding criteria for the different size events refer to the City Code of Ordinances or the brochure, “Special Event Policies and Regulations.”
blocked and the need to detour or preempt ordinary citizen travel and use of the streets and sidewalks. The content of the speech or event will not be a factor in determining the amount of police protection necessary. If possible without disruption of ordinary police services or compromise to public safety, the event will be policed by regularly scheduled on-duty personnel. If additional police protection for the event is deemed necessary by the Chief of Police, he shall so inform the applicant. The applicant then shall have the duty to secure the police protection deemed necessary by the Chief of Police at the sole expense of the applicant who shall pay the expenses of such protection.

B. PUBLIC ISSUE SPEECH

Persons exercising their first amendment rights by engaging in events, parades or demonstrations conducted for the sole purpose of public issue speech shall not be required to pay the costs of any police protection provided by the City at the assembly.

C. STANDARDS FOR ISSUANCE OF SPECIAL EVENT APPLICATION

The Chief of Police shall issue an approved special event application as provided for hereunder when, from a consideration of the application and from other information as may otherwise be obtained, it appears that:

1. The conduct of the event will not interrupt substantially the safe and orderly movement of other pedestrian or vehicular traffic in or contiguous to the route or location of the event.

2. The concentration of persons, animals and/or other vehicles at the event will not interfere unduly with proper fire and police protection of, or ambulance service to, areas contiguous to the event area or other areas of the City.

3. Adequate sanitation and other required health facilities are or will be made available in or adjacent to the event area.

4. There are sufficient parking places near to the site of the event to accommodate the approximate number of automobiles reasonably expected to be driven to the event.

5. The applicant has secured police protection, if required.

6. If the event is a parade, such parade is not to be held for the primary purpose of advertising any product, goods or event, which is primarily for private profit, and the event itself is not primarily for profit; provided, however, the prohibition against advertising any product, goods or event shall not apply to signs identifying organizations or sponsors furnishing or sponsoring exhibits or structures used in the conduct of the event.

7. No special event application for the same time and location has been received which has been or will be granted.

8. No special event application for the same time but in another location has been received which has been or will be granted where the police and/or fire resources required for that prior event are so great that in combination with the subsequent proposed application, the
resulting deployment of police/fire services would have an immediate and adverse effect upon the welfare and safety of persons and property.

9. Upon the issuance of an approved special event application, no profit making enterprise not included in the original applicant's plan shall be permitted to operate on public property or within the confines of the area specified for the approved special event.

D. NOTICE OF REJECTION OF APPLICATION

The Chief of Police shall act promptly upon a timely filed application, but in no event less than forty-eight (48) hours prior to the event*. If the Chief of Police, or City Council, disapproves the application, he or his designee shall notify the applicant either by personal delivery or certified mail, within such time period, of his action stating the reasons for the denial of the application.

E. APPEAL PROCEDURE

Any applicant aggrieved shall have the right to appeal the denial of an application to the City Council of the City. The appeal shall be taken by the applicant within five (5) days after receipt of the notice of denial by filing a written notice with the Chief of Police with a copy to the City Manager. The City Council shall consider the appeal at the next regularly scheduled meeting following receipt by the Chief of Police of the notice of appeal, and shall direct the Chief of Police forthwith to issue a permit unless good cause shall be made to appear for the denial of the issuance thereof on the grounds herein stated.

In the event that City Council rejects an applicant's appeal, the applicant may file an immediate request for review with a court of competent jurisdiction.

F. DUTIES OF PERMITTEE

The applicant shall comply with all directions/conditions set forth by the Mount Dora Police Department or as stated in the City Code of Ordinances.

G. DENIAL OF SPECIAL EVENT APPLICATION

The Chief of Police shall have the authority to deny a special event application issued hereunder instantly upon violation of any one or more of the conditions or standards for issuance as herein set forth (or as set forth in the City Code of Ordinances) or when a public emergency arises where the police/fire resources required for that emergency are so great that deployment of police/fire services for the event would have an immediate and adverse effect upon the welfare and safety of persons or property.

* Applications must be filed in a timely fashion pursuant to City Code of Ordinances and in no case less than 30 days prior to the event.
H. DISCRIMINATION PROHIBITED

It shall be unlawful for any applicant, or any agent or employee of the applicant, either directly or indirectly:

1. To discriminate against any natural person by refusing, withholding, or denying to such person any of the services, advantages, facilities or privileges offered or available to any other person attending the event, or by setting different rates or charges therefore, or by placing or attempting to place any such natural person in a separate and segregated section or area at the event.

2. To publish, circulate, display, post or mail any written or printed communication or notice to the effect that any of the services, advantages, facilities or privileges of the event will be refused, withheld or denied to any natural person on account of the person’s race, color, religion, national origin, ancestry, or sex, or that the person’s attendance and presence at the event is unwelcome or objectionable, or that the person will be prohibited from mingling with other persons at the assembly because of the person’s race, color, religion, national origin, ancestry or sex.

3. To aid, abet, incite or coerce the doing of any act declared herein to be unlawful, or to prevent or attempt to prevent any person from complying with the provisions of this section.

I. INDEMNIFICATION

The applicant, and any other persons, organizations, firms or corporations on whose behalf the application is made by filing a special event application, shall present, stipulate, contract and agree that they will jointly and severally indemnify and hold the City harmless against liability, including court costs and attorney’s fees, and attorney’s fees on appeal, for any and all claims for damage to property, or injury to, or death of person arising out of or resulting from the issuance of the special event application or the conduct of the assembly or any of its participants. Proof of liability insurance shall be required in the amount of $1 million per occurrence and $2 million cumulative for each special event, with the City named as an additional insured for all accidents in the designated event area.

J. PENALTIES

1. It shall be unlawful for any person to stage, present, or conduct any assembly or event without first having obtained approval from the Chief of Police therefore as herein provided.

2. It shall be unlawful for any person knowingly to participate in an event for which approval has not been granted.

3. It shall be unlawful for any person in charge of or responsible for the conduct of a duly licensed event knowingly to fail to comply with any condition of the application.
I have read and understand the contents of this application and agree to the terms and conditions as set forth herein and as stated in the City Code of Ordinances. I also confirm that I have received a copy of the City of Mount Dora ordinance pertaining to special events and regulations pertaining to the use of City parks and facilities.

________________________________________
Applicant Signature

________________________________________
Printed Name

STATE OF FLORIDA, COUNTY OF _____________

The foregoing instrument was acknowledged before me this _____ day of ________, ____ by ________________________, who is personally known to me or who has produced _________________________ (type of identification) as identification and did (did not) take an oath.

________________________________________ Notary’s signature

________________________________________ Notary’s name

________________________________________ Notary’s title or rank

________________________________________ Serial Number, if any

Seal
ORGANIZATION RENTAL INFORMATION & PROCEDURES
(2 Hour Minimum Rental)

• All rentals are accepted, subject to availability.

• Authorized individual (age 21 or older) must fill out reservation forms in person.

• Responsible party must provide a current, valid picture ID at time of reservation.

• All fees associated with requested rental must be paid in full at time of reservation.
  *(Groups seeking the Non-Profit rate will be required to provide a copy of 501c3 status.)*

• Staff and police requirements are non-negotiable.

• Reservations made less than 7 days prior to event must be paid by cash or credit card.

• Organizations located within Mount Dora city limits are eligible for Residential Rates.
  *(The representative must bring current, credible proof of physical location to qualify.)*

• Any rental causing a public disturbance, excessive cleanup, or damage to city property will result in forfeiture of the deposit.

• Rental times must include the time it takes to:
  * Set up tables and chairs
  * Decorate
  * Have the event
  * Clean up
  * Take down table and chairs

• All rentals will be run in a continuous block of time. Breaks between set up and actual event time are not allowed.

• Renters who misrepresent the type of event can be charged additional fees or closed early with forfeiture of all fees.
## PARKS AND RECREATION

### FACILITY CHARGES

<table>
<thead>
<tr>
<th>Facility</th>
<th>Resident</th>
<th>Non Resident</th>
<th>Non Profit</th>
<th>Profit</th>
<th>Light Fee</th>
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<tr>
<td>Donnelly Park Building</td>
<td>$25.00</td>
<td>$50.00</td>
<td>$12.50</td>
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<tr>
<td>Community Building Auditorium (Upper Level)</td>
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<td>$50.00</td>
<td>$17.50</td>
<td>$100.00</td>
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<tr>
<td>Community Building Lobby (Upper Level)</td>
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<td>Community Building Concession (Upper Level)</td>
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<td>$25.00</td>
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<tr>
<td>Community Building Green Room (Lower Level)</td>
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</tr>
<tr>
<td>Martin Luther King Center</td>
<td>$20.00</td>
<td>$40.00</td>
<td>$10.00</td>
<td>$80.00</td>
<td>-</td>
</tr>
<tr>
<td>Gilbert Park Pavilion 1 30' x 30' (72 people)</td>
<td>$10.00</td>
<td>$20.00</td>
<td>$5.00</td>
<td>$40.00</td>
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<tr>
<td>Gilbert Park Pavilion 2 24' x 24' (36 people)</td>
<td>$5.00</td>
<td>$10.00</td>
<td>$2.50</td>
<td>$20.00</td>
<td>-</td>
</tr>
<tr>
<td>Cauley Lott Park Pavilion</td>
<td>$5.00</td>
<td>$10.00</td>
<td>$2.50</td>
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<td>Frank Brown Park Pavilion</td>
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<tr>
<td>Frank Brown Concession Stand</td>
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<td>City Sports Complex Fields</td>
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<tr>
<td>Tennis Courts</td>
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<tr>
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<td>Swimming Pool</td>
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COMPANY/ORGANIZATION
FACILITY USE APPLICATION

It is our goal to provide you with the best possible customer service and to make your rental experience a positive occurrence. To achieve this goal we need the following application form completely filled out when renting a city facility or park. A valid I.D. is required at time of application. All fees associated with requested rental must be paid when submitting an application.

Applicant Information
This person will be the contact for the company/organization and will remain the contact for additional reservations and may only be changed by submitting a new Facility Use Application.

Agent Name: __________________________________________
Agent Email Address: ____________________________________
Agent Address: ________________________________________
City: __________________ Zip: __________________
Phone: __________________ Cell Phone: __________________
Company/Organization Name: ____________________________
Company/Organization Address: __________________________
City: __________________ Zip: __________________

Rental Information
If more than one date is requested at this time, please include the additional date(s) and/or time(s) on the table provided on the second page of this application.
* Include sufficient time for set up and clean up of event for time requested.

Facility Requested: ____________________________________
Date From: _______ / _______ / _______ Date To: _______ / _______ / _______

*Time Requested: START _______ : _______ AM/PM END _______ : _______ AM/PM
Additional Facilities/Dates/Times Requested

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<thead>
<tr>
<th>Facility</th>
<th>Date(s)</th>
<th>Start Time / End Time</th>
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Purpose of Use: ___________________________ Estimated Attendance: ___________________________

List any special needs or support you will require above the normal rental agreement, i.e. extra staff, extra tables and chairs, storage. Any request beyond the normal agreement will require additional fees and additional information such as a site plan for the event.

________________________________________________________________________

________________________________________________________________________

Will you have merchandise, food, or craft sales at your event? Yes / No

Will you be collecting revenue or charging for your event? Yes / No

Will tents be used at your event? Yes / No

Will alcohol be sold or distributed at your event? Yes / No

*If yes to alcohol, applicant must apply for permit. $1,000,000 Liability insurance coverage is required; documentation of coverage must be presented to our office prior to event.

________________________________________________________________________

Signing below acknowledges that all information provided on this Facility Use Application is true and can only be altered upon written request:

<table>
<thead>
<tr>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
</table>
FACILITY BOOKING & REFUND POLICY

All reservations will be accepted on a first come first served basis and may be submitted up to one year in advance of scheduled use. The premises may not be sublet without prior written consent of the City of Mount Dora.

- The facility may be reserved only after the Facility Use Agreement has been completed and all fees paid. Checks may be used for payment if received at least 7 days prior to the reservation. ALL payments made less than 7 days prior to the reservation must be paid in cash, credit/debit card, or money order. A $5.00 non-refundable processing fee will be charged on all reservations.

- In the event of a cancellation, a written letter must be submitted by the renter to the City of Mount Dora Parks & Recreation Department (900 North Donnelly Street, Mount Dora, FL 32757) requesting a refund. In order to receive a full refund the user MUST notify the Parks & Recreation Department of any cancellation or change at least 7 days prior to the scheduled event.

- Rental times MUST include the time it takes to set up tables & chairs, decorate, hold the event, clean up, and the take down of tables & chairs. All rentals will be run in a continuous block of time. Breaks between set up and actual event time are not allowed. Please take this into consideration as you schedule your facility use time. The facility must be vacated at the time posted on your permit to avoid forfeiture of your security deposit.

- The key may be picked up from the Police Department a maximum of 30 minutes prior to your rental start time and returned no later than 30 minutes after your rental end time or the security deposit will be forfeited. If keys are lost or stolen a rekeying fee of $200 may be charged.

- Security deposit refunds will be mailed within 14 days after the event if the facility maintenance and use regulations are followed.

Signing below acknowledges you have read, understand and will abide by this agreement:

<table>
<thead>
<tr>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
</table>
FACILITY USE REGULATIONS

- ALCOHOL is NOT permitted in any city facility or on city property unless the proper permit is submitted by the renter and approved by the Parks & Recreation Department. **SECURITY DEPOSITS WILL NOT BE RETURNED IF THIS ORDINANCE IS VIOLATED AND FUTURE USE COULD BE JEOPARDIZED!**

- All city public buildings and grounds are designated as NON-SMOKING FACILITIES. **Please notify your guest of this policy.**

- The range/oven and microwave may ONLY be used for the heating/warming of food items. **COOKING IS NOT PERMITTED DUE TO FIRE CODE!**

- The renter shall not use NAILS, THUMB TACKS, MARKERS, PAINT OR ANY OTHER ITEM THAT WILL LEAVE A PERMANENT MARK without the consent of the facility supervisor. The tape used must not damage the walls.

- The renter must supply their own extension cords, garbage bags and cleaning supplies. All garbage cans must be emptied, trash bags replaced and trash placed outside the front door for the custodian or in the park dumpster (Gilbert Park).

Problems concerning the building, call Darrell Hylton at 352-516-3659.

**Disclaimers**

The user will indemnify and hold harmless Mount Dora from and against all claims, damages, losses, and expenses, including reasonable attorney fees, arising out of, or resulting from the occupancy of the facility by the User, its agents, servants, invitees, and guest under this license.

The user will comply with all laws, ordinances, regulations, or other orders regarding the safety of persons or property, or their protection from damage, injury, or loss.

The user will take all reasonable precautions for the safety of, and will provide reasonable protection to prevent damage, injury, or loss to all persons and property in the facility. In an emergency affecting the safety of persons or property, the user will act with reasonable care and discretion to prevent threatened damage, injury, or loss.

Signing below acknowledges you have read, understand and will abide by this agreement:

<table>
<thead>
<tr>
<th>Signature</th>
<th>Date</th>
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</thead>
</table>
FACILITY MAINTENANCE REGULATIONS

City staff may or may not be present before and after your event, however it is not the employee’s responsibility to clean, set up or take down tables and chairs. They are here for facility inspections ONLY. If you choose to move any items, they must be returned to their original location after the event.

Failure to comply with any or all of these regulations will result in the forfeiture of any or all of the security deposit.

Your maintenance responsibilities include:

- Cleaning all used tables and chairs.
- Stacking and returning all tables and chairs to their original location.
- Sweeping, and cleaning all debris from the floors and counters (including restrooms).
- Removing all decorations including tape or any other type of adhesives used.
- Removing all your items and cleaning all spills from the refrigerator.
- Emptying all garbage cans, replacing trash bags, and placing trash outside the front doors for custodian or in the park dumpster (Gilbert Park).
- All the above regulations apply to outside rentals as well (where appropriate).

Thank you in advance for your cooperation.

Signing below acknowledges you have read, understand and will abide by this agreement:

<table>
<thead>
<tr>
<th>Signature</th>
<th>Date</th>
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# Event Information

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Type/Amount:</th>
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<tr>
<td>Entertainment:</td>
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<tr>
<td>Rental Equipment:</td>
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<td>Sound Equipment:</td>
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<td>Lighting Equipment:</td>
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<tr>
<td>Janitorial Staff:</td>
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<td>Liability Insurance:</td>
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## FOR OFFICE USE ONLY

**STAFF - Initial on lines, DO NOT CHECK:**

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<tr>
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<th>Resident</th>
<th>Non-Resident</th>
<th>Profit</th>
<th>Non-Profit</th>
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<tr>
<td>Copy of 501c3</td>
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<td>Yes</td>
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<td>Date:</td>
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Roy Hughes, Director