



HISTORIC, WATERFRONT CHARM

This is Picturesque Downtown



Picturesque First Street, the center of downtown Sanford, was revitalized to add historical elements such as a two-lane brick street and traditional light posts. The City of Sanford and the Sanford Community Redevelopment Agency (CRA) have worked with its community partners, such as businesses, property owners and residents of Sanford to create the design for a new streetscape on Sanford Avenue between 1st and 6th Streets. This \$2.3 million project is redeveloping the six-block area of Sanford Avenue. Sanford Avenue is also a cultural and entertainment corridor that is becoming an ideal location to attract new businesses to Sanford.

The Sanford Avenue Streetscape concept design integrates the needs of business owners, pedestrians, cyclists, residents and visitors. This

includes the installation of an 8-foot wide cultural pathway where there will be opportunities to feature artistic elements to this area such as street sculptures and murals. The cultural pathway of the streetscape will soon be a direct connection to Sanford's RiverWalk.

This pathway will also be an opportunity to provide heritage markers featuring information on the historical role Sanford Avenue and the Georgetown neighborhood has played in Sanford's history. The City also has a facade and rehabilitation program for building owners in the downtown area to facilitate private investment in the revitalization.

These changes have transformed the City's downtown from a sleepy, historical site to a vibrant and enticing destination.

Visitors and residents can be seen seven days a week strolling the City's downtown while enjoying the shops, boutiques and restaurants. A popular event held the second Thursday of each month, called Alive After Five, brings thousands more downtown for live music, wine tastings and art displays.

"Sanford's investment in the downtown area has set the stage for numerous events and festivals," says Triplett. "Downtown Sanford is an engaging place with an authentic and eclectic flavor." Through the support of the (CRA) the City has created a partnership with the Amtrak Auto Train to provide free round trip shuttle service for waiting passengers to visit and enjoy Historic Downtown.



SANFORD HAS GOT IT ALL

As one of the oldest incorporated cities in Central Florida, Sanford is home to a wealth of history and is listed on the National Register of Historic Places. Brick-lined streets, elegant storefronts and large Victorian-era homes throughout the downtown area immediately remind visitors of the City's 19th Century origins.

Sanford is home to the Orlando-Sanford International Airport, Amtrak Auto Train Station, a regional shopping mall, a retail mega center and the new SunRail station, a commuter rail system serving Seminole and 3 adja-

cent Counties. The downtown, which once featured feed stores and dry good sellers, is now a vibrant commercial center with antique shops, restaurants and art galleries. The Saturday morning Farmers Market in historic Magnolia Square is a popular weekly fixture attracting visitors from a large area. "We recognize it is Sanford's unique sense of place which draws people to our community.

We have struck the right balance of urban convenience with a hometown feel," explains Sanford's Mayor, Jeff Triplett.



DOWN TOWN WATERFRONT

Lake Monroe, a 9,406-acre expanse of shining blue water, borders the city of Sanford on the north side. On breezy days, sailboats depart the Monroe Harbor Marina and dot the lake with their white sails and bright spinnakers. Pedestrians enjoy the palm-lined RiverWalk with its gazebos and swinging benches while fishermen sit near the water's edge.

The completion of the phase I & II of Sanford's Riverwalk was one of Sanford's biggest park improvement projects since the 1930's. The Riverwalk will soon extend from downtown to Interstate 4. Fort Mellon Park, another waterfront feature of the City, has been transformed into a showcase recreational facility with a dynamic splash pad, picnic shelters and by the summer of 2017, a large amphitheater. This downtown park provides additional venue opportunities for many large festivals & events throughout the year.

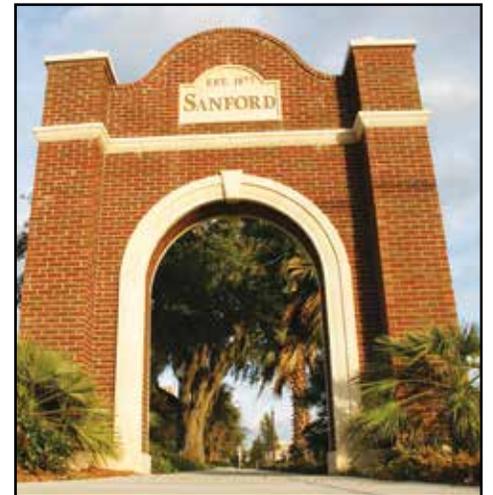
Fort Mellon Park, another water-

front feature of the City, was recently transformed into a showcase recreational facility with a unique and dynamic splash pad feature popular with residents and visitors. The park and adjacent Seminole Avenue provide additional venue opportunities for large festivals and events.

MOVING IN THE RIGHT DIRECTION

Sanford is the largest city in Seminole County, with approximately 58,000 residents, and the City shows no signs of slowing down. Sanford has had a 39% growth in population since the 2000 Census, a growth rate which is 13% higher than any other City in Seminole County.

Sanford has seen a continued increase in development activity since the market low of 2008/2009. This permit activity is a broad mix of commercial and residential development and re-development spread throughout the City. The City has several large mixed-use development projects in



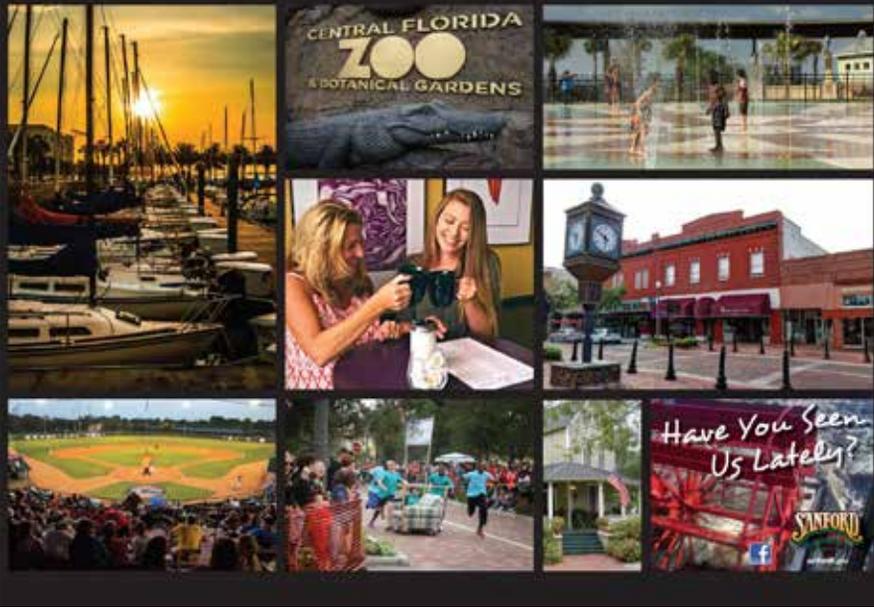
the permitting process or under development, which when complete, will provide over 200,000 square feet of mixed-use office, retail, and restaurant space with more than 200 hotel rooms.

Development of the City's 4,600+ acres of commercial and light industrial designated lands continues to enhance the City's jobs base. Along with existing business growth, the City has benefited from a number of company relocations to Sanford. This growth is adding quality jobs in the aviation and medical device manufacturing sectors.

QUALITY OF LIFE

Sanford boasts a robust variety of parks and recreation programs for all ages and interests. Whether it is softball, basketball, an aquatic interest or something a little more unique, like the City's famed Soap Box Derby, Sanford has something to keep your interest and keep you active. The City produces or sponsors numerous holiday and youth programs such as an Easter Egg Hunt, Youth Summer Camp, and Spooky Hollow just to name a few. "In a time where many cities have cut holiday functions due to fiscal constraints, Sanford remains one of the few communities with a broad base of programs, events and parades," says Triplett. "This is due in large part to the strong relationship we have with civic and business partners throughout the community." Sanford's education options are among the best in the State including Seminole State

SEE ALL THAT SANFORD HAS TO OFFER!



College in Sanford. The College's first and largest campus, SSC offers a complete curriculum that is sure to meet even the most unique needs.

The campus is home to dozens of degree and certificate programs in the construction, technology and healthcare fields. It is also home to the University of Central Florida at Seminole State, which allows UCF students to complete select bachelor's degree programs on the Seminole State campus. Seminole State recently completed an

\$85 million makeover of the Sanford campus.

The Seminole County Public School system is recognized as one of the premier school systems in the State. They have been named an "Academically High Performing School District" by the Florida Department of Education with an "A" rating since the inception of district grading in 1999. Seminole County Public Schools are ranked # 1 for all Central Florida School Districts as measured by standardized testing (FCAT) for Math,

Reading and Writing. Crooms Academy of Information Technology, located in Sanford, is ranked # 1 in U.S. News and World Report as the most connected school by quantifying its comprehensive high school online programs for access by students, parents and faculty at school and at home.

Sanford's transportation network is also a major quality of life asset, whether it is the City's international airport with a growing number of domestic and international destinations, easy

access to Interstate 4 and the 417 Expressway or the Sanford SunRail commuter rail station, it is easy to get around Sanford and travel to the Metro-Orlando area and beyond.

"Sanford has experienced the most growth of any Seminole County city in the last ten years because we have it all!" says Triplett. "We have historic charm, a one-of-a-kind waterfront, quality of life amenities, and the right infrastructure in place, and we plan to continue that growth."

THE DOWNTOWN WATERFRONT PROJECT



The 5.25 acre Downtown/Waterfront Catalyst Site covers three city blocks, located between Sanford's historic 1st Street and the Sanford RiverWalk, fronting on the Sanford Marina and Lake Monroe. The site is located within the City of Sanford's Downtown Historic District and Community Redevelopment Area.

Today, the site is mostly vacant; portions are used as parking for adjacent downtown uses. Redevelopment of the Catalyst Site is identified as a strategy and objective in the adopted *Lake Monroe Waterfront Downtown Sanford Community Redevelopment Plan*. Previous plans describe redevelopment of the Catalyst Site in a mixed-use urban pattern,

including a mix of residential housing types, and with an architectural/urban design that fits contextually with adjacent historic development.

In 2016, the Torre/Heisenbottle development team was selected through an RFP process to work with the City and Sanford community to prepare a Master Plan, with the goal of subsequently developing the site. The Master Plan will shape the design of new public spaces, with improved streets, future buildings and sustainability features on these important parcels, in an effort to promote further investment and redevelopment in the downtown, and better link downtown Sanford to the Lake Monroe waterfront.



SANFORD, FLORIDA! HAVE YOU SEEN US LATELY?

Sanford is a great historic City with a rich heritage that continues to offer growth and opportunity for our residents, business owners and visitors.

Sanford is the largest city in Seminole County with 56,900 residents, an increase of 3,300 since the 2010 Census, a two and half percent increase since last year with no signs of slowing down.

Sanford is one of the oldest incorporated cities in Central Florida, home to a wealth of history and listed on the National Register of Historic Places. Brick lined streets elegant storefronts and large Victorian era homes throughout the downtown area immediately remind visitors of the city's 19th century origins and its unique sense of place. We are a dynamic city, flanked by the St. Johns River and a historic downtown that attracts visitors arriving by Sanford's Amtrak Auto Train, the Orlando Sanford International Airport, and even

by boat, at Sanford's full service marina. Historic Downtown is a vibrant commercial center with antique shops, restaurants and art galleries. Sanford has over 200 events, hosting over 2 million visitors each year with an economic impact of \$14 million.

There's an overall upswing in economic development. Sanford has seen a continued increase in development activity. During the past year, the economic activity had tripled in Sanford. The City is very enthusiastic about all the new potential opportunities for increased development in downtown and throughout Sanford overall. The development projects and new businesses will have a significant positive impact for our community. Over 1,110 new jobs will be created in the near future.

Sanford has experienced the most growth of any Seminole County city in the last ten years because we have it all, a one of a kind water-



front, quality of life amenities and the right infrastructure in place. They sky is the limit.

Sanford, Florida!

Have you seen us lately?

Sincerely,
Jeff Triplett
Mayor | City of Sanford

