

**ECONOMIC DEVELOPMENT
GOALS, OBJECTIVES AND POLICIES****GOAL ECD 1: ECONOMIC DEVELOPMENT**

Promote a healthy and growing local employment and tax base in terms of new job opportunities provided, wages paid and revenues generated.

OBJECTIVE ECD 1.1: TARGET INDUSTRIES

To provide an environment favorable for the development of new target industries within the City.

Policy ECD 1.1.1: Industrial Development

The City shall continue to provide locations for industrial development on the Future Land Use Map, consistent with the standards and provisions for each district as defined in the Future Land Use Appendix.

Policy ECD 1.1.2: Land Development Regulations Standards

The City shall continue to ensure that Land Development Regulations standards regarding industrial development are contextually appropriate and do not place onerous site standards on new industrial development.

Policy ECD 1.1.3: Coordination with the Economic Development Commission of Mid-Florida

The City shall maintain regular communications with the Economic Development Commission of Mid-Florida to promote the Eustis area as a location for industrial development.

Policy ECD 1.1.4: Coordination with Local Economic Development Organizations

The City shall maintain regular communications with the WAGES (Work and Gain Economic Self-sufficiency) board serving Lake County, the Lake County Area Vocational-Technical Center, the Lake County Economic Development Office, and Lake-Sumter Community College to ensure that labor force skills and training programs are relevant to local economic development needs and opportunities.

OBJECTIVE ECD 1.2: DOWNTOWN EUSTIS

To promote the continued development and redevelopment of Downtown Eustis, consistent with the adopted City of Eustis Downtown Plan.

Policy ECD 1.2.1: Land Development Regulations Standards

The City shall ensure that the Land Development Regulations promote investments in the Downtown and do not create significant regulatory impediments to redevelopment and infill projects.

Policy ECD 1.2.2: Walkability and Beautification

The City shall continue to pursue projects that enhance the beauty and

walkability of the Eustis Downtown through streetscaping projects such as the addition of street trees, sidewalks, bike lanes, on-street parking, improved crosswalks, and Florida Friendly plantings.

Policy ECD 1.2.3: Land Acquisition

The City may consider programs for purchasing key downtown parcels for economic development, redevelopment, or housing.

Policy ECD 1.2.4: Downtown Signage

The City shall maintain a cohesive wayfinding and signage Master Plan for the Downtown area.

OBJECTIVE ECD 1.3: EUSTIS COMMUNITY REDEVELOPMENT AGENCY

To coordinate economic development efforts by the City with the Community Redevelopment Agency.

Policy ECD 1.3.1: CRA Master Plan

The City shall consider the specific action items in the Downtown Eustis Master Plan and East Eustis CRA Master Plan when reviewing applications for redevelopment, site plans, or amendments to the Future Land Use Map within the CRA.

Policy ECD 1.3.2: CRA Plan Implementation

The City shall coordinate with the CRA in implementing a CRA Strategic Action Plan joining the needs of the Downtown and eastern portions of the CRA.

Policy ECD 1.3.3: Infrastructure Coordination

The City shall coordinate with the CRA in developing updates to the City's Five-Year Capital Improvements Plan.