

RESOLUTION NO. 2026-45

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF EATONVILLE, FLORIDA, ESTABLISHING THE EATONVILLE HERITAGE TOURISM DISTRICT; PROVIDING LEGISLATIVE FINDINGS; DEFINING DISTRICT BOUNDARIES; IDENTIFYING TOURISM, HISTORIC PRESERVATION, ECONOMIC DEVELOPMENT, AND INFRASTRUCTURE IMPROVEMENT OBJECTIVES; DIRECTING THE PREPARATION OF A DISTRICT MASTER PLAN; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR CONFLICT; PROVIDING FOR SEVERABILITY; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Town of Eatonville is recognized as one of America's oldest incorporated African American municipalities and possesses nationally significant cultural, historic, educational, literary, and civil rights resources; and

WHEREAS, the Town Council finds that heritage tourism is a recognized economic development strategy that promotes preservation while generating sustainable private investment, employment, tourism expenditures, and community revitalization; and

WHEREAS, the Town has initiated multiple projects including:

- Restoration of Club Eaton;
- Eaton Walk Food Hall;
- Zora Square Park improvements;
- Municipal parking and mobility improvements;
- EV charging infrastructure;
- Streetscape improvements;
- Underground stormwater improvements;
- Historic interpretation;
- Cultural programming;
- Heritage walking trails;

which collectively establish a unified heritage tourism destination; and

WHEREAS, the Town of Eatonville CRA has submitted funding requests to Orange County through the Tourist Development Tax Program for implementation of these projects and anticipates additional federal, state, philanthropic, and private investment; and

WHEREAS, the Town Council finds that creation of a formally designated Heritage Tourism District will coordinate public investment, preservation, tourism marketing, infrastructure planning, historic interpretation, and redevelopment activities.

NOW THEREFORE BE IT RESOLVED

Section 1. Establishment. The Town Council hereby establishes the: Eatonville Heritage Tourism District

Section 2. Purpose. The purposes of the District are to:

1. Preserve nationally significant historic resources.
2. Increase cultural tourism.
3. Promote overnight visitation.
4. Support small businesses.
5. Encourage adaptive reuse.
6. Improve public infrastructure.
7. Increase taxable economic activity.
8. Coordinate grants and public investment.
9. Improve pedestrian connectivity.
10. Encourage mixed-use redevelopment.
11. Protect historic character.
12. Expand educational programming.

Section 3. Heritage Tourism District. The District shall include public and private historic, cultural, tourism, civic, educational, and redevelopment properties including:

- Club Eaton
- Eaton Walk Food Hall
- Zora Square Park
- Municipal Parking Facility
- Heritage Trail
- Town Hall/CRA facilities
- Historic Downtown

- Commercial properties along Kennedy Boulevard
- The Hungerford/OCPS Property
- Future heritage interpretation sites
- Public rights-of-way serving tourism destinations

SECTION 4. Heritage Tourism District Boundaries. The Heritage Tourism District shall generally include:

WEST - East Kennedy Boulevard beginning near College Avenue/Forest Avenue gateway.

NORTH - The northern boundary generally follows the northern limits of downtown redevelopment parcels and associated public streets.

EAST - **East Street**, including the **entire OCPS Hungerford Property** and adjoining redevelopment opportunities.

SOUTH - The southern boundary generally follows the southern limits of the historic downtown commercial corridor and associated redevelopment parcels.

The Town CAO and/or his designee is authorized to prepare a legal description and GIS map for incorporation into the Comprehensive Plan, CRA Plan, and future land development documents.

SECTION 5. Tourism Development Projects. The following improvements are identified as priority catalyst projects:

- Club Eaton Restoration
- Eaton Walk Food Hall
- Outdoor Performance Venue
- Municipal Parking
- EV Charging
- Streetscapes
- Historic Lighting
- Wayfinding
- Heritage Signage
- Stormwater Infrastructure
- Public Art

- Cultural Marketplace
- Heritage Museum Exhibits
- Visitor Center
- Festival Infrastructure
- Heritage Trail Network

SECTION 6. Historic Preservation. All public improvements within the District shall:

- reinforce Eatonville's historic character;
- utilize context-sensitive design;
- encourage adaptive reuse;
- promote preservation of historic resources;
- incorporate interpretive signage and public art.

SECTION 7. Economic Development Goals. The District shall seek to:

- increase overnight visitors;
- increase restaurant spending;
- increase hotel occupancy;
- create employment;
- support minority-owned businesses;
- attract private investment;
- leverage federal and state grants;
- expand heritage tourism programming.

SECTION 8. Master Plan. Within 180 days staff shall prepare:

- Heritage Tourism Master Plan
- Streetscape Master Plan
- Wayfinding Plan
- Branding Strategy
- Historic Interpretation Plan

- Capital Improvement Program
- Parking Strategy
- Tourism Marketing Strategy

SECTION 9. Implementation. The Town Manager, CRA Executive Director, Planning Department, and consultants are authorized to pursue grants and partnerships necessary to implement this Resolution.

SECTION 10: CONFLICTS: All Resolutions or parts of Resolutions in conflict with any other Resolution or any of the provisions of the Resolution is hereby repealed.

SECTION 11: SEVERABILITY: If any section or portion of a section of this Resolution is found to be invalid, unlawful or unconstitutional, it shall be held to invalidate or impair the validity, force or effect of any other section or part of this Resolution.

SECTION 12: EFFECTIVE DATE: This Resolution will take effect immediately upon its passage and adoption.

PASSED AND ADOPTED on this 4th day of August 2026.

TOWN OF EATONVILLE

ATTEST:

Ruthi Critton, Mayor

Veronica King, Town Clerk