



# City of Eustis

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TO: EUSTIS CRA BOARD

FROM: TOM CARRINO, CITY MANAGER

DATE: May 18, 2023

RE: CRA RESOLUTION NUMBER 23-02: MASTER PLAN DEVELOPMENT  
PROFESSIONAL SERVICES AGREEMENT

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## Introduction

A Master Plan provides a conceptual layout to guide future growth and development. It outlines future land uses, building projects, community improvements and enhancements. The proposed development options included in the Master Plan will be based on the City's uniqueness, which is derived from public input, analysis of planning initiatives, existing development, physical characteristics, and social and economic conditions. Additionally, it will also outline budget requirements and provide funding recommendations.

## Background

Eustis is committed to planning as a means of achieving its development and redevelopment goals to achieve sustainable future growth. Subsequently, at the direction of the Commission, staff issued an RFQ to identify a development partner to redevelop the 4.58-acre former Waterman Hospital site. As part of that RFQ, it was anticipated that a firm would be hired to produce a Master Plan that conceptualizes development opportunities for the entire downtown Eustis area.

The RFQ was issued on July 8, 2022. Two companies responded to the solicitation and a City staff review committee selected G3C2 as the top choice for redevelopment negotiations. The members of the City staff review committee were: Tom Carrino, City Manager, Rick Gierok, Public Works Director, Mike Lane Development Services Director, Al Latimer, Economic Development Director, Mike Sheppard, Finance Director, and Tracy Jeanes, Purchasing Director, as facilitator.

Following the selection of G3C2, the development team solicited firms to conduct the Master Plan. Representatives of G3C2 along with City staff interviewed GAI and MIG for Master Plan services. While both firms are capable of performing the work, City staff felt that MIG was the better fit. While moving forward with the Master Plan process,

staff will concurrently work with G3C2 on a partnership agreement as a precursor to the redevelopment of the site.

### **Budget Impact Analysis**

The cost of the Master Plan is \$250,000, which the CRA is able to pay without any negative impacts to its FY 22-23 or 23-24 budgets. The CRA has sufficient funds reserved for future projects to cover the expense. Staff will also work with G3C2 to fund a portion of the project.

### **Timeline**

The development of the Master Plan will take place in five phases over a nine-month period, beginning in June 2023 and ending in February 2024.

### **Overview of Activities**

Here is an outline of the five phases that will be performed by the Master Plan Consultant. A full list of the multiple steps that will be conducted in each phase is attached in Appendix A, but the most prominent one is listed below.

Phase 1: Discovery and Confirmation

- *Visioning*

Phase 2: Generating Design Options

- *Conceptual Framework*

Phase 3: Draft Master Plan

- *Preliminary Design Guidelines*

Phase 4: Final Master Plan

- *Refinement and Detail*

Phase 5: Design Actions

- *Partnership Facilitation Strategy*

### **Attachments:**

CRA Resolution 23-02 with attached Master Plan Agreement

### **Prepared by:**

Al Latimer, Economic Development Director