



City of Eustis

Economic Development Department

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TO: EUSTIS CRA BOARD

FROM: TOM CARRINO, CITY MANAGER

DATE: MARCH 6, 2025

RE: Recommendation for City Commission Adoption of the Downtown Master Plan Developed by MIG, Inc.

Overview

The 2025 Downtown Master Plan provides a conceptual context to guide future growth and development. It outlines future land uses, building projects, and community improvements and enhancements. The proposed development options included in the Master Plan are based on the City's uniqueness. The plan was derived from public input, analysis of planning initiatives, existing development, physical characteristics, and social and economic conditions.

Background

An RFQ was issued on July 8, 2022 to find a developer for the 4.58 acres the former Waterman Hospital Site in downtown Eustis. Two companies responded to the solicitation and a City Staff Review Committee selected G3C2 as the top choice. 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, and Mike Sheppard, Finance Director with Purchasing Director Tracy Jeanes as facilitator.

In order to develop a market-based, shared vision for the Waterman site and downtown, it was agreed that a master plan process was necessary. To help create a cohesive guide for future development projects G3C2 and City staff interviewed two firms to develop the Eustis Downtown Master Plan. MIG was the firm selected for the project.

Duration

The development of the Master Plan was projected to take nine-months to complete, beginning in June 2023 and ending in February 2024. However, due to a number of unanticipated scheduling conflicts, changes in personnel, illnesses and weather events the project took 18 months to complete.

The Eustis Downtown Master Plan marks a pivotal step toward revitalizing the city center while preserving our unique charm. With a clear vision in place, once the plan has been approved, the CRA Board can focus on the implementation phase, addressing infrastructure needs, development projects, and funding strategies. Ongoing community input will continue to help guide details and ensure alignment with our community values. As projects move closer to construction, collaboration between all stakeholders

will be key to transforming the Downtown Master Plan vision into a vibrant, sustainable downtown for Eustis.

Community Feedback

MIG's presentation of the final draft of the master plan at a November 14, 2024 community meeting was very favorably reviewed by over 100 residents.

Action:

Staff recommends that the CRA Board recommend that the City Commission adopt the 2025 Downtown Master Plan.

Prepared by:

Al Latimer, Economic Development Director