



STAFF REPORT

CITY OF GREEN COVE SPRINGS, FLORIDA

TO: City Council **MEETING DATE:** April 14 2022
FROM: Michael Daniels, AICP, Planning & Zoning Director
SUBJECT: Downtown Master Plan

BACKGROUND

The city awarded the bid for the Downtown Master Plan to S&ME on December 7, 2021. The intent behind the creation of the Master Plan is to provide a roadmap to successfully accommodate and incentivize the growth of its Downtown communities, businesses, and amenities, while continuing to honor the City's rich small-town charm and history.

The Plan is divided into the following sections:

- Foundation, which highlights the City's history, location and key economic forces driving growth
- Process, which provides an existing conditions and retail market analysis, and community outreach efforts.
- Focus Area: which delineates a core focus area that highlight key improvements
- Implementation: Identifies a list of improvements broken down in three phases
- Supplemental Documents include:
 - Public Engagement Summary
 - Existing Conditions Analysis
 - Demographic & Market Analysis
 - Retail Action Plan
 - Signage and Wayfinding Plan

FISCAL IMPACT

The funds for this project (\$120,000) will be paid out of the General Fund for FY 22.

RECOMMENDATION

Staff recommends approval of the Downtown Master Plan.