

FUTURE LAND USE ELEMENT

Goals, Objectives, and Policies

Adopted: August 22, 2011

Introduction

It is the vision of the City of Winter Haven to provide a future growth plan that will protect and invigorate existing residential and commercial areas while encouraging compatible and innovative new development; protect natural features, set aside areas for recreation and public facilities, and support the sustainable development of the City's urbanizing areas for the greater good of current and future residents and businesses. The Future Land Use Element is the traditional keystone of the Comprehensive Plan and sets out the physical plan for the future development of the City. The Future Land Use Element describes the appropriate location for land uses and establishes the policies that will guide development. Specifically, it is hoped that the following element will be viewed as a general vision for the future growth of Winter Haven with the specific requirements for growth being addressed by the City's zoning map and land development regulations. The attached Future Land Use Map, like the Future Land Use Element, is intended to be viewed as the general land use plan for the City. Requirements for specific parcels are determined by the underlying zoning districts. The Future Land Use Map is only to serve as the guide for the assignment of compatible zoning districts. In closing, the Future Land Use Element, and the Comprehensive Plan as a whole, should be viewed as a tool to guide growth.

GOAL ONE: It is the goal of the City of Winter Haven to secure the high quality of its living, working and resting environment by directing the character, location, magnitude, and timing of land uses; in order to maximize economic viability, preserve residential tranquility, maintain the value of private and public investment in the community, and protect the natural environment, enhance the City's unique sense of place, respect the City's cultural and architectural heritage, and ensure the City's sustainability for future generations.

OBJECTIVE 1.1: *Winter Haven shall manage growth and development as an urbanized development area, in which the area is currently served, or is programmed to be served within the next five years, by municipal central sanitary sewerage and potable water systems.*

Policy 1.1.1: Serve growth and development in the Utility Franchise Area with sanitary sewer service and potable water service, and encourage the annexation of legally adjoining areas into the City.

- Policy 1.1.2:** Provide and program urban services, in addition to water and sewer, that support growth and development, including; the urban roadway/multi-modal network, recreational facilities, solid waste collection and disposal, and drainage facilities. Limit growth and development until said infrastructure and services are provided concurrent with development.
- Policy 1.1.3:** For the purposes of providing efficient urban services, directing growth, and encouraging compact urban growth patterns, continue to coordinate with surrounding jurisdictions, the City’s Utility Franchise Agreement which establishes the geographic service area for the provision of City water and sewer service.
- Policy 1.1.4:** Ensure an adequate supply of residential, commercial, industrial, institutional, and recreation land is available through the year 2025, to serve the City’s projected population, as well as the needs of residents living in the surrounding utility service area.
- Policy 1.1.5:** As needed to maintain adopted level of service standards, identify and incorporate into the Capital Improvements Schedule, land acquisition for sites that are suitable for new or expanded utility and recreation facilities.
- Policy 1.1.6:** Work with the Polk County School Board on possible collocation of public facilities such as parks, libraries, and community centers with schools when planning and reviewing sites for new or expanded school facilities.
- Policy 1.1.7:** Coordinate land use planning for the unincorporated areas of the City’s Utility Service Area with Polk County to provide for a seamless transition upon annexation into the City.
- Policy 1.1.8:** To improve the efficiency of providing urban services, work towards the annexation of unincorporated enclaves and infill areas into the City limits.
- Policy 1.1.9:** Review all requests to amend the Future Land Use Map for consistency with the *2010 Sidewalk, Pedestrian and Multi-modal Infrastructure Access Plan* and the *2010 Sustainable Water Resource Management Plan*. Develop regulations in the land Development Regulations consistent with these plans.

OBJECTIVE 1.2: *Increase and maintain the vitality of the cultural, commercial, and residential character of the City’s historic urbanized core.*

Policy 1.2.1: *Central Urban Core.* The boundary for the Central Urban Core of Winter Haven shall be mapped on the Future Land Use Map. The land area included within the Central Urban Core should, at a minimum, be more than 80 percent developed with residential, commercial, industrial, institutional, and recreational uses. Other characteristics needed for inclusion in the Central Urban Core include an interconnected grid street network, an extensive sidewalk network, and transit service available within ¼ mile of most properties.

Policy 1.2.2: *Primary Activity Center.* The historic cultural, commercial, and industrial area of Winter Haven shall be mapped on the Future Land Use Map as the Primary Activity Center of the City. Within this area a high intensity mix of uses including retail sales and services, offices, government offices, institutional uses, medium to high density residential uses, and both active and passive recreation uses. The Primary Activity Center serves as the local center of commerce and a destination for all residents of the City, surrounding unincorporated utility service area, and other nearby cities and towns. The following criteria shall apply to development within the Primary Activity Center:

- A. The development intensity for all retail, office, institutional, or recreational land uses shall be based on a maximum Floor Area Ratio (FAR). Maximum FARs for the Primary Activity Center designation shall be as follows:

Parcel Size	Adopted FAR
0.5 acres or less	6.0
More than 0.5 acres	3.0

- B. Maximum residential density for parcels abutting an arterial roadway, collector roadway, or transit route shall be 35 dwelling units per acre. Existing residential uses shall be permitted up to 200 dwelling units per acre.

The maximum residential density for parcels located on a local street, and not abutting an arterial or collector roadway or transit route, shall be 15 dwelling units per acre with existing uses being permitted up to 200 dwelling units per acre.

- C. For parcels containing residential uses, the minimum residential density shall be four (4) dwelling units per acre.

- D. For parcels developed with both residential and commercial uses, the breakdown of residential and commercial intensities shall be as follows:

Maximum Residential Density	Maximum Commercial Square Footage
4.0 to 12.0 units/acre	100% of FAR
12.01 to 20.0 units/acre	80% of FAR
20.01 to 28.0 units/acre	60% of FAR
28.01 to 35 units/acre	40% of FAR

- E. Existing industrial uses may continue to operate, and may be expanded, provided that the total Floor Area Ratio does not exceed 0.25.
- F. The maximum impervious surface ratio for parcels shall be as follows:
- Parcels located within the Downtown (bounded by Lake Silver/Avenue I, NW on the north, Avenue G, SW on the south, Second Street NE/SE on the east, and Sixth Street NW/SW on the west): 100%
 - Parcels located outside of Downtown: 80%
 - Areas of high aquifer recharge (sandy soils): 75%
 - Waterfront parcels: 60%
- G. Only parcels located within the Central Urban Core, as established on the Future Land Use Map, shall be mapped as a Primary Activity Center.
- H. In keeping with the high intensity/high density nature of the Primary Activity Center, uses with large parking needs are encouraged to utilize structured parking.

Policy 1.2.3: *Traditional Neighborhood Areas.* Low to medium density residential areas located within the Central Urban Core shall be designated on the Future Land Use Map as Traditional Residential Areas. Primary uses within Traditional Residential Areas include accessory residential units, apartments, condominiums, townhouses and single-family residences. Secondary uses may include houses of worship, schools, and low intensity recreational uses.

A. Residential densities for new construction shall range between 3 and 15 units per acre.

Policy 1.2.4: Continue the development of a multi-modal transportation network to serve the higher intensity uses located within the Central Urban Core. Require developers of new projects within the Central Urban Core to provide multi-modal components such as sidewalks and transit stops where none exist. Annually include projects in the 5-Year Schedule of Capital Improvements that are needed to eliminate gaps in the multi-modal network.

Policy 1.2.5: To promote the continued development of a multi-modal transportation network within the Central Urban Core, develop and implement Land Development Regulations that reduce the amount of required on-site parking for uses located adjacent to or within 500 feet of a transit route or with a dense sidewalk/trail network.

OBJECTIVE 1.3: *Promote a compact and efficient growth pattern for new development located within urbanizing areas surrounding the City's Central Urban Core by maximizing the use of existing and planned utility, roadway, transit, and public school infrastructure.*

Policy 1.3.1: *Residential Estate.* Very low density residential, crop land, groves, horticultural uses, livestock, nurseries, orchards, pasture land, and silviculture land uses may be mapped on the Future Land Use Map as Residential Estate. Residential Estate uses should be located at the perimeter of the City on lands where there is the desire to continue agricultural uses or the development of higher intensity urban uses is not expected for a minimum of five (5) years.

A. Residential uses up to two (2) dwelling units per acre.

B. Residential Estate Future Land Use shall not be assigned to properties located within the Central Urban Core of the City.

Policy 1.3.2: *Residential-Low Density.* Attached, detached, and manufactured residential uses ranging in density from 2.01 to 10.0 dwelling units

per acre shall be mapped as Residential-Low Density on the Future Land Use Map. Secondary uses that are generally compatible with Residential-Low Density include houses of worship, schools, and recreational uses such as clubhouses, golf courses, and playgrounds.

- A. Properties designated as Residential-Low Density may be located along existing or proposed arterial, collector, or local streets. Where properties designated as Residential-Low Density are located along an arterial roadway, no individual platted lots shall directly access the arterial street.
- B. To further the objective of creating a compact and efficient growth pattern, all new residential subdivisions shall be required to connect, when possible, to existing adjacent subdivisions, and/or provide for future access to adjoining vacant tracts of land.
- C. All residential subdivisions containing 60 or more building lots should provide a minimum of two access points, and when possible, access points on to multiple roadways.
- D. Residential development planned as a single, mixed-use development may include one non-residential use, occupying not more than one acre of land, including parking and stormwater retention facilities, and limited to local convenience and service areas, for every 50 dwelling units. The non-residential use shall not exceed 5,000 square feet of gross leasable area.
- E. Any parcel located along an established or proposed fixed transit route may be permitted up to 12 dwelling units per acre
- F. The maximum intensity for assisted living facilities, nursing homes, and dormitories shall be 20 beds per acre.

Policy 1.3.3:

Residential-High Density. Attached residential uses ranging in density from 10.01 to 25.0 dwelling units per acre shall be mapped as Residential-High Density on the Future Land Use Map. Secondary uses that are generally compatible with Residential-High Density include assisted living facilities and nursing homes, dormitories, houses of worship, schools, and recreational uses such as clubhouses, golf courses, and playgrounds.

- A. Properties designated as Residential-High Density shall be located along existing or proposed arterial or collector streets. Residential-High Density may be assigned to properties fronting a local street if fixed-route transit is available on that street. Residential-High Density may be assigned inside or outside of the Central Urban Core.
- B. The maximum intensity for assisted living facilities, nursing homes, and dormitories shall be 50 beds per acre.
- C. Residential development planned as a single, mixed-use development may include one non-residential use, occupying not more than one acre of land, including parking and stormwater retention facilities, and limited to local convenience and service areas, for every 30 dwelling units. The non-residential use shall not exceed 10,000 square feet of gross leasable area.
- D. Any parcel located along an established or proposed transit route may be permitted up to 28 dwelling units per acre

Policy 1.3.4:

Regional Activity Center. High intensity retail, restaurant, office, tourist, residential, and institutional areas with a market radius extending beyond the Winter Haven Area, shall be mapped as a Regional Activity Center on the Future Land Use Map.

- A. The maximum Floor Area Ratio for all retail, office, tourist, institutional, or recreational land uses shall be as follows:

Parcel Size	Adopted FAR
Less than 1.0 acres	2.0
1.01 to 5.0 acres	1.0
More than 5.0 acres	0.50
Adjacent to Fixed-Route Transit	2.0

- B. Residential densities shall range between 7 and 20 dwelling units per acre.
- C. For parcels developed with both residential and commercial uses, the breakdown of residential and commercial intensities shall be as follows:

Maximum Residential Density	Maximum Commercial Square Footage
7.0 to 10.0 units/acre	90% of FAR
10.01 to 13 units/acre	80% of FAR
13.01 to 17 units/acre	70% of FAR
17.01 to 20 units/acre	60% of FAR

- D. The maximum impervious surface ratio for parcels shall be as follows:
- Non-waterfront parcels: 80%
 - Areas of high aquifer recharge (sandy soils): 75%
 - Waterfront parcels: 60%
- E. Regional Activity Centers shall only be located along existing or proposed arterial or collector streets. Additionally, all Regional Activity Centers shall be served by existing or proposed fixed transit routes.

Policy 1.3.5:

Neighborhood Activity Center. Moderate intensity retail, restaurant, office, residential, and institutional areas with a targeted market radius of less than five (5) miles shall be mapped as a Neighborhood Activity Center on the Future Land Use Map.

- A. The maximum Floor Area Ratio for all retail, office, or institutional land uses shall be as follows:

Parcel Size	Adopted FAR
Less than 1.0 acres	1.0
1.01 to 3.0 acres	0.75
More than 3.0 acres	0.50
Adjacent to Transit	1.0

- B. Residential densities shall range between 5 and 15 dwelling units per acre. Any parcel located along an established or proposed transit route may be permitted up to 17 dwelling units per acre
- C. For parcels developed with both residential and commercial uses, the breakdown of residential and commercial intensities shall be as follows:

Maximum Residential Density	Maximum Commercial Square Footage
5 to 8.0 units/acre	75% of FAR
8.01 to 11.0 units/acre	65% of FAR
11.01 to 14.0 units/acre	60% of FAR
14.01 to 17 units/acre	55% of FAR

- D. The maximum impervious surface ratio for parcels shall be as follows:
- Non-waterfront parcels: 75%
 - Areas of high aquifer recharge (sandy soils): 70%
 - Waterfront parcels: 60%
- E. Neighborhood Activity Centers shall only be located along existing or proposed arterial or collector streets.

Policy 1.3.6:

Commercial. Isolated office and retail uses shall be mapped as Commercial on the Future Land Use map. The Commercial Future Land Use designation is intended primarily for outlying and existing office or retail land uses that do not meet the criteria of one of the activity center designations. Limited residential uses are considered a secondary use within an area designated as Commercial.

- A. The maximum Floor Area Ratio for all retail, office, or institutional land uses shall be as follows:

Parcel Size	Adopted FAR
Less than 1.0 acres	0.40
1.01 to 3.0 acres	0.30
More than 3.0 acres	0.25
Adjacent to Transit	0.40

- B. Residential uses shall only be permitted in conjunction with another commercial use. Where present, residential uses shall be limited to a maximum of 7 dwelling units per acre and the maximum commercial square footage shall be limited to 75% of that permitted under Future Land Use Policy 1.3.6(A).

- C. The maximum impervious surface ratio shall be as follows:
 - Non-waterfront parcels: 70%
 - Waterfront parcels or high aquifer recharge areas as identified by high percolation sandy soils: 60%
- D. Commercial Future Land Use may be assigned to any parcel located adjacent to a collector or arterial roadway within the City. The use of Commercial Future Land Use to create new linear commercial corridors shall be discouraged.

Policy 1.3.7:

Industrial. Distribution, business and office parks, research and development facilities, manufacturing, processing, and storage land uses shall be mapped as Industrial on the Future Land Use Map. Areas designated as Industrial are intended to be high intensity employment and trade centers requiring convenient access to major highways and rail facilities for the movement of goods. Secondary uses within areas designated as Industrial may include convenience retail and services, daycare, hotels/motels, and restaurants.

- A. The maximum Floor Area Ratio for all industrial land uses shall be as follows:

Parcel Size	Adopted FAR
5.0 acres or less	0.50
More than 5.0 acres	0.30
Convenience retail and services, daycare, and restaurant uses	0.01

- B. The maximum impervious surface ratio for industrial uses shall be 75%. For Industrial parcels located within a high aquifer recharge area as identified by the *Sustainable Water Resource Management Plan*, the maximum impervious surface ratio shall be 65%.
- C. Industrial areas shall be located adjacent to or near collector or arterial roadways. Additionally, the location of Industrial areas near lakes or public water supply areas should be kept to a minimum.

- D. Business Park Centers shall be designed with efficient, internal traffic circulation systems that respect topography of the site, incorporates frontage roads where feasible, provides direct access to an existing or proposed arterial roadway, and reserves access to vacant tracts of adjacent land, in order to promote the operational efficiency of the overall traffic circulation pattern of the developing area.
- E. Business Park Centers shall be designed to minimize the incidence of scattered local business/industrial development along highways and arterials.

Policy 1.3.8:

Provide opportunities for site-specific Future Land Use ordinances to accommodate the unique needs of large master-planned developments within the City. Approved master-planned ordinances include the following:

- A. Development on the property subject to Ordinance O-08-37 shall be limited to the following:

Land Use	5-Year	20-Year	F.A.R.
Retail	100,000 sf	580,000 sf	0.25
Office uses in BPC	65,000 sf	709,000 sf	0.30
Industrial uses in BPC	500,000 sf	6,380,000 sf	0.30

- B. Development on the property subject to Ordinance O-10-13 shall be limited to the following:

Land Use	5-Year	20-Year	F.A.R.
Office	30,000 sf	500,000 sf	0.21
Light Industrial	50,000 sf	2,200,000 sf	0.20
Warehouse Distribution	500,000 sf	5,200,000 sf	0.20

- C. All residential development on the property covered by Future Land Use Ordinance O-10-20 shall be limited to a maximum of 275 units. Additionally, no residential use shall be constructed on this property for a minimum of five (5) years from the effective date of Ordinance O-10-20, and then only upon a determination

by the Polk County School Board that sufficient capacity is in place to accommodate the proposed residential development.

OBJECTIVE 1.4: *Ensure sufficient land is set aside for public or private facilities required to serve the governmental, public safety, education, infrastructure, recreational, and cultural needs of the City’s residents and visitors.*

Policy 1.4.1: *Institutional* . Government offices, hospitals, public safety facilities, public works facilities, religious institutions, schools, transportation facilities, and utility facilities are considered to be institutional uses and may be mapped on the Future Land Use Map as Institutional

A. The maximum floor area ratio for institutional uses shall be as follows:

Parcel Size	Adopted FAR
3.0 acres or less	1.25
More than 3.0 acres	0.75

B. The maximum impervious surface area for institutional uses shall be 100% in the downtown area and 80% for the remainder of the City. The maximum impervious surface area for waterfront parcels shall be 60%.

Policy 1.4.2: To prevent urban sprawl, encourage the location of institutional uses such as government offices, hospitals, and schools to be centrally located near the populations they are intended to serve.

Policy 1.4.3: Encourage the collocation of public facilities such as parks, libraries, and recreation or community centers with schools when planning and reviewing a proposed site for new or expanded school facilities. Maintain criteria for collocation in the City’s Unified Land Development Code.

Policy 1.4.4: Upon amendment of the Future Land Use Map, take into consideration the potential impact(s) of the change on the provision of police, fire, and EMS services.

Policy 1.4.5: Require institutional uses with community-wide impacts such as airports, electric generation plants (excluding solar, wind, and biomass), jails/prisons, landfills, and wastewater treatment plants, to go through an intensive review and public approval process.

Policy 1.4.6: *Recreation.* Recreation Future Land Use may be assigned to public or private lands set aside for active and passive parks, open space preservation, cemeteries, and recreation facilities. The maximum floor area ratio for Recreation Future Land Use shall be 0.50 and the maximum impervious surface ratio shall be 50%.

OBJECTIVE 1.5: *Preserve and manage to the greatest extent possible, the City's natural environment and resources including air, water, soils, plants, wildlife, and climate for the benefit of current and future residents of Winter Haven.*

Policy 1.5.1: *Conservation.* Conservation Future Land Use shall be assigned to all lands consisting of or containing Category 1 wetlands (as defined in the Conservation Element), floodways, the Peace Creek Drainage Canal and its tributaries, and environmentally significant uplands which are desired to be protected. Development within Conservation areas shall be limited to 1 residential dwelling unit per 10 acres. In no case shall the development disturb more than five (5) percent of the land area, with mitigation of impacts to be delineated in the Unified Land Development Code.

Policy 1.5.2: All land within a 400-foot radius of an existing public supply potable water well shall be designated as a wellhead protection area. All land within a 200-foot radius of an existing or designated protected wellhead shall be designated a "primary wellhead protection zone."

Policy 1.5.3: Within wellhead protection areas, the following shall be prohibited: landfills; facilities for bulk storage, handling or processing of hazardous materials as stated and regulated by Florida Administrative Code (Public Community Water System Drinking Water Quality Standards); land use activities, in whole or part, that require the storage, handling, production or transportation of radioactive materials, petroleum products, medical waste, or similar substances; feed lots or other commercial animal processing facilities (e.g., slaughterhouses); mines; excavation of land, waterways or drainage facilities which intersect the water table. Within a primary wellhead protection zone, no development activities are permitted unless the City finds that such activities are consistent with the Comprehensive Plan and should not be injurious to the public health, safety and welfare.

Policy 1.5.4: All new development within areas identified as known or potential natural drainage features, including the shores of the City's lakes, shall be required to inventory all such areas prior to receiving development approval. If natural drainage features and lake shores will be affected by development, protection measures must be identified and implemented by the developer, including necessary

modifications to the proposed development, to ensure the preservation and protection of natural drainage features and lake shores.

Policy 1.5.5: Protect wellfields through specific prohibitions, restrictions, standards and criteria for any existing or proposed wastewater system, which could potentially contaminate the water supply.

Policy 1.5.6: Future land uses shall be encouraged, directed and coordinated to locate in areas with topographic area soil conditions appropriate to the proposed development.

Policy 1.5.7: Review all requests to amend the Future Land Use Map for consistency with the *2010 Sustainable Water Resource Management Plan*. Favorable consideration should be given to those amendments that encourage the following:

- Promotes the development of nature parks that could be utilized for regional stormwater management systems
- Develops partnerships to encourage a watershed restoration
- Conserves water in the watershed, historical wetlands, floodplains, and aquifer recharge areas

Policy 1.5.8: Extend, reinforce and locate public facilities and utilities to maximize the efficiency of the services required by development and redevelopment; to minimize the cost to the public at large; and to reduce or eliminate their impacts on the natural environment.

Policy 1.5.9: The City shall take a proactive approach to reducing greenhouse gas emissions from the built environment through the following actions:

- A. Provide incentives, through the Unified Land Development Code, that encourage the construction of mixed use developments within the City that will reduce the overall number of vehicle trips or reduce the overall number of vehicle miles traveled;
- B. Encourage development of the infrastructure necessary to support the use of alternative fuel vehicles within the City;

- C. Require the use of energy-efficient street lights, parking lot and security lights, and traffic signals as a part of all new developments; work towards retrofitting older street lights and traffic signals with newer more efficient technologies as funding and availability permits;
- D. Increase the use of hybrid and alternative fuel service vehicles in the City fleet if such sources are more energy efficient and environmentally sound than use of gasoline. Encourage the use of the smallest vehicle available that can properly and safely accomplish the required job.

Policy 1.5.10: Review the City’s Unified Land Development Code and eliminate barriers that prevent the development and installation of renewable energy sources such as solar, wind turbines, or biomass on public or private properties within the City.

Policy 1.5.11: Consider the impact on energy usage for all amendments to the Future Land Use Element, Future Land Use Map, Transportation Element, or Housing Element. When a proposed amendment is found to result in excessive energy consumption, require the preparation of an energy use mitigation plan as a condition of the amendment.

Policy 1.5.12: Require applications that request to amend the Future Land Use Map on parcels that are wholly or partly within areas identified as known or potential habitats for endangered or threatened vegetative and wildlife species include an inventory of all listed species. If listed species are found on the site or would be affected by the proposed Future Land Use amendment, a specific management plan must be prepared by the developer, including necessary modifications to the proposed amendment, to ensure the preservation of the listed species and their habitat.

OBJECTIVE 1.6: *Utilize land development regulations and zoning districts to implement the goals, objectives, and policies of the Comprehensive Plan for development on individual properties.*

Policy 1.6.1: Maintain and implement land development regulations that define the standards and criteria for the use, density, intensity and compatibility of land, water, and adjacent land and water uses. By 2014, conduct a review of the Unified Land Development Code (ULDC) for consistency with the 2025 Comprehensive Plan. Where necessary, adopt changes to the ULDC to ensure implementation of the Comprehensive Plan.

Policy 1.6.2: Utilize zoning districts and the official zoning map to implement adopted Future Land Use designations and policies.

Policy 1.6.3: Maintain and implement land development regulations that establish standards and criteria for the subdivision of land. At a minimum consider the following:

- A. New residential subdivisions shall be designed so that all lots have access to the internal public or private street system, and lots on the periphery of the subdivision are buffered from major roads and adjacent, incompatible land uses.
- B. New residential subdivisions and development shall be designed with an efficient traffic circulation system that respects the topography of the site, provides for collector streets or direct access to a collector where feasible, limits direct access from lots to arterial streets, and reserves "stub out" streets to vacant tracts of adjacent land in support of the overall traffic circulation pattern of the developing area.
- C. New residential subdivisions shall make provisions for non-motorized travel through the use of sidewalks and, if practical, multi-use trail facilities. All internal sidewalks shall connect to the larger community-wide sidewalk or multi-use trail network.

Policy 1.6.4: Maintain and implement land development regulations that establish standards and criteria for the maintenance and enhancement of the natural landscape, the provision of buffers, the shading of impervious surfaces, the establishment of street trees throughout the City, and development of standards for streetscape in certain transportation corridors.

Policy 1.6.5: Maintain and implement land development regulations that establish standards and criteria for separating incompatible uses from one another by using landscaping, fences and walls, berms, or stormwater retention areas for separation.

Policy 1.6.6: Develop and implement Land Development Regulations requiring the use of native, Florida-Friendly, or drought tolerant landscaping for all new residential, commercial, institutional, or industrial developments within the City.

- Policy 1.6.7:** Maintain and implement Land Development Regulations that establish standards and criteria for the regulation of signs. Periodically review and update sign regulations to address new technologies and recent court rulings that relate to signage.
- Policy 1.6.8:** Maintain and implement Land Development Regulations that establish standards and criteria for the regulation of off-street traffic flow and parking for different types of vehicles. By 2014, develop requirements or incentives to limit the amount of excess off-street surface parking in the City.
- Policy 1.6.9:** Residential, commercial, and industrial land development will be timed or phased in conjunction with the provision of supporting infrastructure; including street, water and sewer line extensions, water and wastewater treatment plant capacity, storm water management facilities, solid waste disposal, recreation facilities and open space, and public school facilities.
- Policy 1.6.10:** Enforce the Concurrency Management System and Land Development Regulations that specifically define the standards and criteria for the adherence to and maintenance of the Levels of Service (LOS) standards established in the various Elements of this Comprehensive Plan by the mandating that development orders and permits shall not be issued that result in any reduction or degradation of an LOS below the adopted standard.
- Policy 1.6.11:** Implement guidelines designed to prohibit expansion and replacement of land uses that are incompatible with this Future Land Use Element, particularly in Conservation areas.
- Policy 1.6.12:** Implement Land Development Regulations that contain standards and criteria to reduce zoning nonconforming uses.
- Policy 1.6.13:** By 2014, adopt Land Development Regulations establishing architectural design standards that encourage a variety of residential and commercial designs and styles within the City. In particular, the design of new buildings and developments should be harmonious with that of the surrounding natural and built environment. Develop regulations for green buildings and development in the Land Development Regulations.
- Policy 1.6.14:** Incorporation of Category 2 wetlands, as defined by the Conservation Element, into surface water management systems shall be required to enhance hydrology and functional characteristics.

Policy: 1.6.15: If wetland impacts occur as part of a development project, a Wetland Mitigation Plan shall be submitted as part of the City's site plan review process for review and approval to the City of Winter Haven. The plan shall be developed in cooperation with wetland regulatory agencies (SWFWMD and the Department of Army, Corps of Engineers) as appropriate, to provide significant long term hydrological and environmental benefit. The plan shall provide for the following:

- a. On-site mitigation alternatives to the greatest extent possible. If on-site mitigation is not possible, off-site mitigation within the Peace Creek Watershed shall be provided;
- b. Post-development onsite wetlands shall be protected and buffered by natural habitat. Swales and stormwater ponds that are created for stormwater attenuation and treatment may be located within buffers; and
- c. Improvement of lost hydrologic functions within the watershed, including recharge, water quality, and flood attenuation.

Policy 1.6.16: Ensure that land development regulations define the standards and criteria for the setback of structures from lakes in the City. By 2014, review and amend as necessary, Land Development Regulations for boathouses, docks, piers, and other structures located on or adjacent to the City's lakes.

Policy 1.6.17: Ensure that construction setbacks from the "jurisdictional line" of wetlands and lakes in the City will comply with applicable State or Federal agency requirements, at the time of development approval.

Policy 1.6.18: Implement and maintain Land Development Regulations that define the standards and criteria for protection of flood plains.

Policy 1.6.19: All new developments proposed for locations where identified known or potential habitats for endangered or threatened species exist will be required to provide an inventory of all listed species prior to receiving development approval.

OBJECTIVE 1.7: *Coordinate development review, analysis, approval, and issuance of development orders and permits with adjacent jurisdictions for those developments exceeding thresholds adopted by local, regional, and state agencies and governments.*

Policy 1.7.1: Maintain land development regulations that define the standards and criteria to coordinate development review, analysis, approval and issuance of development orders and permits for those projects exceeding adopted thresholds to ensure consistency between Comprehensive Plans; and to reduce, mitigate or eliminate potential adverse impacts of such development proposals between the City of Winter Haven, Polk County, and adjacent municipalities of Auburndale, Dundee, Eagle Lake, Haines City, Lake Alfred, Lake Hamilton, and Lake Wales.

Policy 1.7.2: Maintain Land Development Regulations that define the standards and criteria to coordinate development review, analysis, approval and issuance of development orders and permits for those projects exceeding adopted thresholds; with the Central Florida Regional Planning Council, the Southwest Florida Water Management District, the Florida Department of Transportation, other State, and any Federal agencies deemed to have a significant interest in the development proposal.

GOAL TWO: Eliminate and prevent blight in residential, commercial, and industrial areas of the City.

Objective 2.1 Restore, preserve, and strengthen the City's traditional residential neighborhoods through the use of neighborhood plans, selected area studies, and corridor plans.

Policy 2.1.1: Neighborhood Planning Areas may be designated as overlay districts on the City's Official Zoning Map as deemed necessary to plan for the future development and redevelopment of neighborhoods that warrant planning and design considerations of greater specificity than the general lot and building requirements established in the Land Development Regulations.

A Neighborhood Planning Area may be established having first performed a detailed study and prepared a Neighborhood Strategic Plan (NSP) of a specifically delineated area designated by the City Commission, who shall deem that such a study and plan are necessary to evaluate area issues in the process of making prudent land use and investment decisions.

Neighborhood Strategic Plans shall include, at the minimum, a future land use map and accompanying development conditions and limitations, recommended physical improvements, and a capital improvements schedule. Development and redevelopment in each Planning Area shall comply with specific design and compatibility standards to be adopted in the Land Development Regulations.

Policy 2.1.2: The City will consider the following criteria for establishing priorities in allocating available neighborhood planning resources:

- Need. Evidence of disinvestment, deteriorating building conditions, high vacancy rates, high unemployment rates, high percentage of low-income residents, prevalent code violations, high rates of crime against people and property, large amount of vacant lots, inadequate infrastructure, and zoning nonconformities;
- Interest among area residents and businesses in participating in a neighborhood plan; and
- Opportunity to influence positive change.

Policy 2.1.3: By 2013, develop and adopt a neighborhood plan for the Winter Haven Heights Neighborhood. Upon adoption, work towards funding identified capital projects in the 5-Year Schedule of Capital Improvements.

Policy 2.1.4: By 2014, develop and adopt a neighborhood plan for the East Lake Howard Neighborhood. Upon adoption, work towards funding identified capital projects in the 5-Year Schedule of Capital Improvements.

Policy 2.1.5: By 2015, develop and adopt a neighborhood plan for the Q Block Neighborhood. Upon adoption, work towards funding identified capital projects in the 5-Year Schedule of Capital Improvements.

Policy 2.1.6: By 2016, develop and adopt a neighborhood plan for the residential areas located west of Winter Haven High School. Upon adoption, work towards funding identified capital projects in the 5-Year Schedule of Capital Improvements.

Policy 2.1.7: Work with FDOT, Polk County, and adjacent municipalities in the development of corridor plans to improve the vitality and aesthetics of the City's primary gateways of Avenue G, NW, Cypress Gardens Boulevard (SR 540), Dundee Road (SR 542), First Street, Havendale Boulevard (SR 544), and US Highway 17.

Objective 2.2: Utilize the City's Community Redevelopment Areas (CRA) as a mechanism for redevelopment and improvement of both public and private lands within the Central Urban Core of Winter Haven.

Policy 2.2.1: The City shall implement the goals, objectives, and policies contained in the *2000 Downtown CRA Plan* as amended through Future Land Use Map, Zoning Map, and Unified Land Development Code amendments. By 2015, conduct an evaluation and update of the *2000 Downtown CRA Plan*.

Policy 2.2.2: The City shall implement the goals, objectives, and policies contained in the *2000 Florence Villa CRA Plan* as amended through Future Land Use Map, Zoning Map, and Unified Land Development Code amendments. By 2015, conduct an evaluation and update of the *2000 Florence Villa CRA Plan*.

Policy 2.2.3: The City shall use the *2003 Urban Lakefront and Economic Revitalization Study* as a guide when making decisions relating to changes to the Future Land Use, Zoning Maps, and Unified Land Development Code for parcels located inside the study area.

Policy 2.2.4: Utilize the Brownfields Redevelopment Act to designate older or former commercial and/or industrial areas that contain, or are perceived to contain, environmental contamination as a Brownfield Area. When possible, assist developers within designated Brownfield Areas in the preparation of a Brownfield Site Rehabilitation Agreement.

Objective 2.3: Ensure the preservation and protection of the City's historical and cultural resources including buildings, properties, sites, districts, landmarks, and archeological sites.

Policy 2.3.1: Based on detailed analysis of the *1997 Historic Resources Survey* to determine the existence of any historically significant structures and districts, consider the adoption of regulations and standards for the historic preservation program. Conduct additional surveys to identify and assess additional historic resources.

- Policy 2.3.2:** Submit nominations to the Florida Department of State for eligible structures, sites, or districts for listing on the National Register of Historic Places
- Policy 2.3.3:** Sites that have been identified by the Florida Master File or the National Register of Historical Places as having archeological or historical resources shall be protected and preserved through the Unified Land Development Code.
- Policy 2.3.4:** Tracts that are identified as having archeological or historical resources on them shall have an archeological and historical survey conducted prior to development, if such a survey has not already been completed. The purpose of this survey will be to locate and evaluate all archeological and historical resources on the tract. The locations of all significant resources shall be set aside as Conservation on the Future Land Use Map.
- Policy 2.3.5:** Prior to development of any tract, except for a single-family residence, a site survey for archeological and historical resources must be undertaken by a qualified professional. Any significant archeological or historical resources found on the tract shall be protected prior to the commencement of development activities.
- Policy 2.3.6:** Development activities on a tract will be required to cease if any archeological or historical resources are discovered. Actions must be taken to protect these resources until they are evaluated for their significance by a qualified professional. Any significant archeological or historical resources found on the tract shall be protected prior to the commencement of development.