

Strategic Plan  
Orange City  
2017-2018

April 13, 2017

## Orange City Positioning Statement

Orange City will retain its small-town ambiance and historic character even as it grows in population and attracts the growth industries of the future. Its authenticity, diversity and access to nature will be protected and strengthened as a City that offers both the advantages and challenges of a “real” and distinctive community. As such it offers a high quality of life for its residents, an opportunity for those businesses who want to reside in a community with a strong sense of place and an inviting place to visit for those persons seeking active and unique experiences.

To achieve this desired result, the City will enact five major strategies. These are:

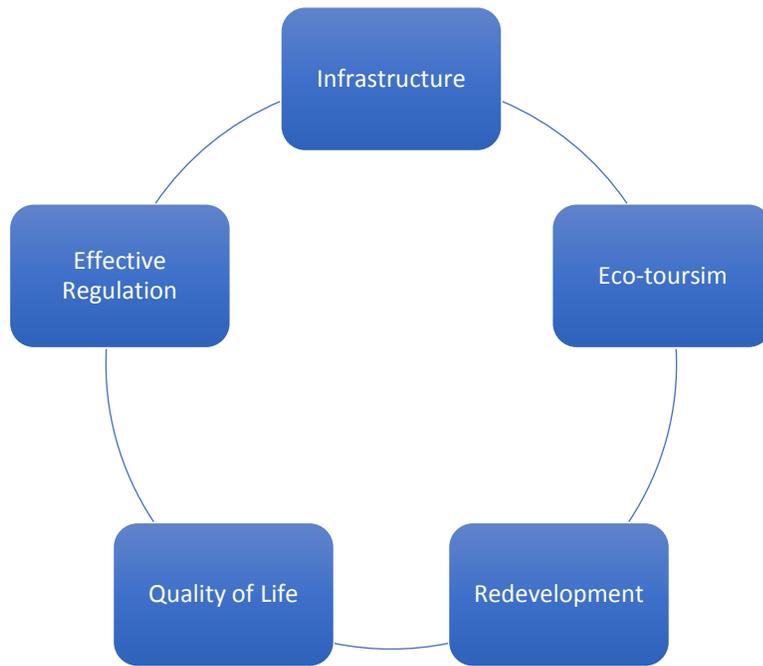
Building and maintaining an effective and efficient infrastructure that protects the environment, provides public facilities and services, and can support economic growth. This includes traditional infrastructure components such as water and sewer as well as those infrastructure components that would support a highly walkable or bikable community such as trails and pedestrian bridges.

A focus on eco-tourism that draws not only on existing assets but seeks to strengthen the linkage of those assets to Orange City through branding, walkability and biking features and an historic core that offers dining and shopping options distinctive to Orange City.

Redevelopment of the City core. This is a multi-part strategy which covers a wide variety of approaches to redevelopment including façade improvements and beautification, land development regulations and zoning codes that facilitate redevelopment, walkability and other infrastructure improvements and branding. Its intent to both protect and renew the distinctive features that make Orange City an authentic place with a small-town ambiance.

Two strategies for laying the foundation for the economy of the future. As a nation, we are amid an economic transition as significant as the Industrial Revolution. New technologies, new services, new business models are changing business and re-shaping the economy. This change represents both challenge and opportunity. The City has a strong health care economy which offers opportunities for medical product research and manufacturing. Beyond this current asset, the City’s quality of life is an important economic development advantage. While many factors are involved in business growth or relocation, quality of life and business effective regulation are two very prominent considerations. By strengthening quality of life, and creating a regulatory environment that encourages the desired type of growth, the City positions itself for those firms seeking an environment like that of Orange City.

These five strategies are summarized in the following graphic.



## Orange City Goals and 2017 Objectives

### Water Resources

1. Continue existing efforts

### Planning and Growth Management

1. Encourage, support and govern new development
  - a. Eliminate impediments for new development
  - b. Review zoning codes
  - c. Review Land Development Regulations
2. Maintain Orange City's core and maintain regional shopping area
3. Improve housing stock

### Support historic district

1. Encourage development of a downtown or privately sponsored business organization to assist with community events and programs

### Organizational Sufficiency

1. Continue existing efforts

### Community Identity

1. Develop a strong connection between Orange City core and Blue Spring
2. Work on image with distinctive branding program that encompasses environmental, historical and small-town assets
  - a. Develop advertising and promotional materials for the City
  - b. Make use of proximity to the St. John's River and Blue Spring
3. Pursue cultural venues such as movie theatre/community theatre/museums

## Fiscal Sustainability

1. Strengthen and create an industrial cluster
  - a. Strengthen tie-in with medical providers and recruitment of industrial uses
2. Ensure there are adequate rate increases for water and sewer service to remedy source and infrastructure problems
3. Pursue grant opportunities and other alternative funding sources

## Public Safety

1. Continue existing efforts to maintain safe, family environment

## Infrastructure

1. Explore the use of Brownfield funds for redevelopment
2. Enhance walkability features of the community
  - a. Create a trail system to link all assets and businesses which may include a pedestrian bicycle bridge over US 17/92
3. Build infrastructure in CRA
4. Continue parks development