

LEESBURG DOWNTOWN MASTER PLAN

MASTER PLAN REPORT

March 3, 2020

**COMMUNITY
SOLUTIONS
GROUP**



of Downtown. The improvements to Venetian Gardens Park, Downtown gateways and Main Street streetscape, US 441/US 27 Gateway, and the recently completed landscape plans for Dixie Avenue have signaled an evolution towards the future. If the focus of the past 20 years was on community building in the downtown, the focus moving forward is about community enhancement, and in some places, community redevelopment.

THE CHALLENGE

The master planning process for Downtown began with several goals outlined by the City. These goals included better connecting Downtown to the lakes, creating more defined and celebrated gateways to Downtown from the east and west, rationalizing circulation in Downtown, and expanding the offerings of gathering places for events and day-to-day use. The plan sought projects and initiatives which revitalize the Downtown as a primary place that draws residents in to reconnect, live, do business, gather for events, start a business, enjoy the waterfront. In short, we seek to continue to keep Downtown relevant and competitive in its market.

To begin, we must answer the question, “What is Downtown Leesburg’s market?” Market positioning is changing for virtually all downtowns. Throughout the country, small town downtowns without county seats are frequently coming to terms with a need to change their focus. When these towns, like Leesburg, were established, their focus was as a place for work and daily needs, and they were populated with uses like warehouses, dry goods, mills, and support elements like banks, hardware stores and grocery stores.

As the nature of work has evolved and decentralized, and our connections to daily needs shopping has changed, these small downtowns have struggled to stay relevant and economically viable. In a time when it’s possible to shop on your phone and get items delivered almost instantly, the successful small downtowns have repositioned themselves as places built on face to face experiences.

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In order to successfully compete for leisure time and dollars, these downtowns focus on delivering food, fun, arts, culture, and experiences first. Other uses, including residential, naturally follow people drawn to these experiences. This means a strong residential base (frequently with higher residential densities than surrounding neighborhoods) and non-residential uses based in “experiences”: specialty retail shopping, restaurants, parks, and cultural venues for music and arts, knitted together with a high-quality public realm. The longstanding work by the Leesburg Partnership reflects this emergence of thought in Downtown Leesburg. In fact, the Partnership’s two “Transformation Strategies” for 2017-2022 focus on exactly these ideas.



Roswell focused on streetscape improvements and linkages through its Midtown Redevelopment Plan.



Collierville leveraged a very active Main Street merchants association with the sole job of improving downtown.

In order to successfully compete for leisure time and dollars, these downtowns focus on delivering food, fun, arts, culture, and experiences first.



Smyrna took advantage of adjacent undeveloped land to develop a significant residential base for the downtown.



Cornelius never had a large downtown, but saw redevelopment including a residential component above ground floor space that could be configured as retail, office, or even residential uses.

TRENDS IN DOWNTOWN LEESBURG

Within Downtown Leesburg, several trends are worth noting as they influence the development of a master plan.

Normal Business Cycle Tenant and Ownership Changes

Throughout Downtown, but most intensely on Main Street, business cycles continue to see tenants change while uses stay largely the same. At the same time, many of these buildings are seeing upstairs renovations and/or conversion to residential uses.

The Expansion of Beacon College

Beacon College has grown its enrollment and its presence as a generator of Downtown activity significantly in the past decade. The college specializes in the baccalaureate preparation and empowerment of undergraduate students who learn differently. Beacon’s strategic plan outlines its aspirational growth trajectory to enroll 450 undergraduates in 2020. Supporting this growth in enrollment, the college is targeting an increase in student housing, an upgrade to its dining facility on Main Street, a new student fitness center, and an academic center also on Main Street.

Continued Explosive Growth of The Villages

For nine of the past ten years, the fastest growing metro area in the United States has been The Villages. The development is home to 128,000 people and the southeastern corner of the development is now less than 15 minutes’ drive from Downtown Leesburg. The Villages includes several “Town Center” components for residents, and anecdotal evidence suggests that the community remains a largely untapped market for Downtown Leesburg.

Investments in Venetian Gardens Park

Over the past two years the City has and continues making improvements to the City’s ‘jewel’, Venetian Gardens Park. The park has received a new indoor pavilion, Rogers Park Playground improvements, and the construction of a new Splash Pad. The water front area known as Ski Beach has been renovated with improvements including a new roadway, sidewalks, boat ramp, new restroom building, decorative fencing and multi-use recreation path. The final phase of the plan includes the demolition of an existing old pool and community building. The area has been redeveloped including the construction of a new community building and space for retail/restaurant activity. The addition of so many activity generating uses requires the examination of how the park’s relationship to Main Street can be improved.

Planning for New Pool on Pine Street

The City continues to move ahead with a new aquatic center on Pine Street just east of Canal Street. The center includes a competition pool, a recreation pool, a water slide, and many other features currently under design. As with Venetian Gardens Park, this site should be more inclusively connected to the core of Downtown.

Growth and Expansion of Hospital

Leesburg Regional Medical Center is a 329-bed acute care hospital that employs more than 1,700. The hospital and associated medical arts uses have seen a period of accelerated growth. Its campus centered on 600 East Dixie Avenue has potential to be a driver for activity that supports downtown uses.

THE PHYSICAL ENVIRONMENT

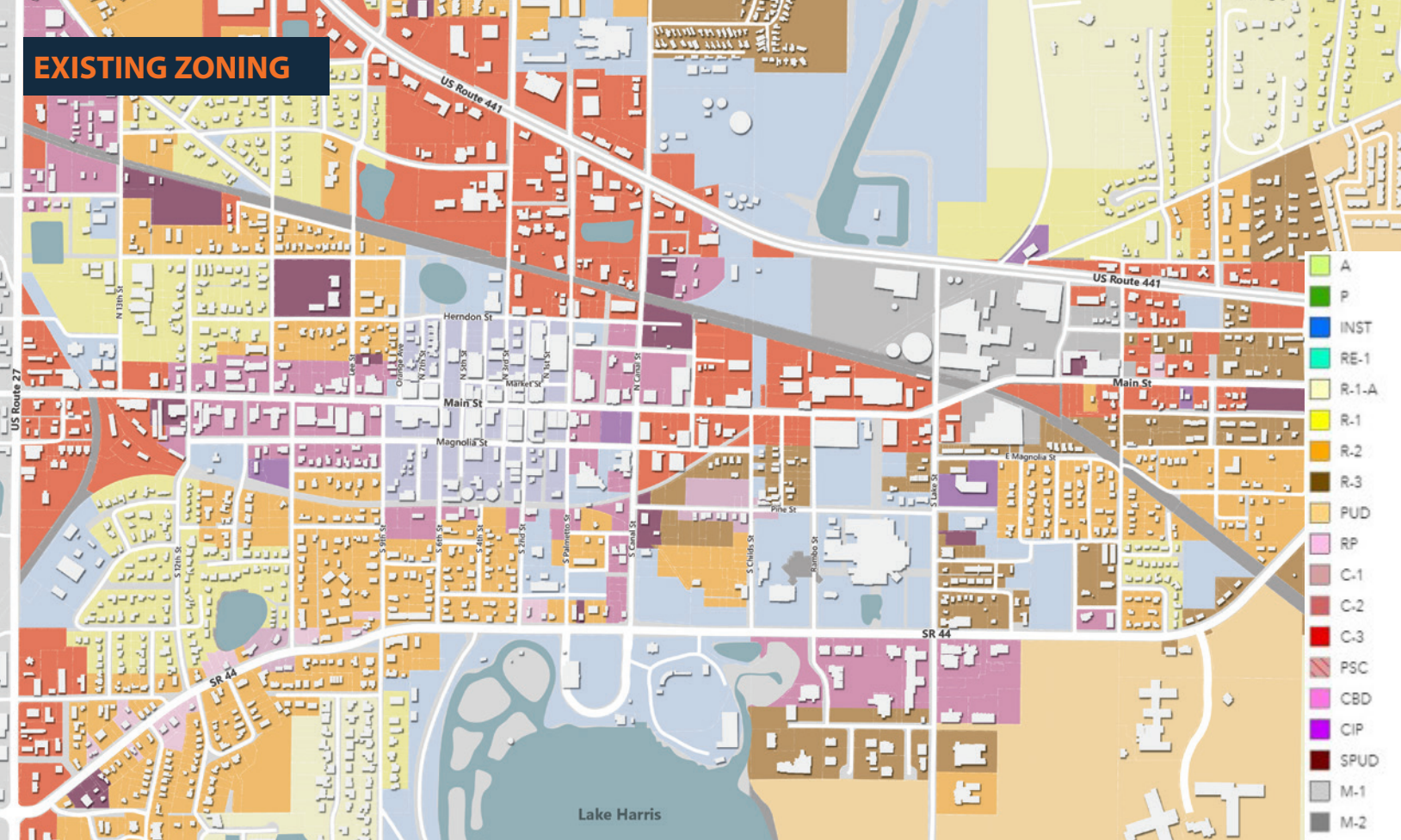
Main Street is the focus of the Downtown and contains many differing frontages. The heart of Main Street – the portion with the most intact urbanism and pedestrian-friendly character – extends from Canal Street on east to Orange Avenue on west. Within this portion of Main Street, the retail core is found from Orange Avenue to Palmetto Street. Leesburg’s Main Street retail core extends over a length of about 1,200 feet, which can be covered from one end to the other on foot in about five minutes.

Looking across the country, intact retail cores in small town Main Street districts rarely reach more than about a quarter-mile (1,320 feet) long. Instead of extending beyond this “five-minute walk” distance, retail often branches out on perpendicular streets or around to parallel streets, forming a small district. The beginnings of this kind of district are apparent in Leesburg as some retail uses extend south of Main toward Magnolia Street.

The character of the environment along Main Street is uneven. Many shops are occupied, and there are few gaps that impact the overall pedestrian experience. Several shops, however, lack upkeep and do not have displays or signage to entice someone from the sidewalk to the store. Awnings and canopies over sidewalk are worn and feel worn down, faded, and rusted, although they provide significant shade. Often, the canopies lack signage indicating what shops are inside the buildings. The murals and art that exist downtown add some interest to the street.

Planting areas are well maintained, but there are some areas that appear messy and the palm trees don’t provide much shade. Operating hours among businesses do not appear to be coordinated – hours don’t match, some shops have off days, while others are open all week. Trash storage seems to be a problem. Multiple instances of several trash cans lined up along sidewalks, blocking pedestrian paths. This is particularly troubling where these sidewalks lead to major parking areas south of Main Street.



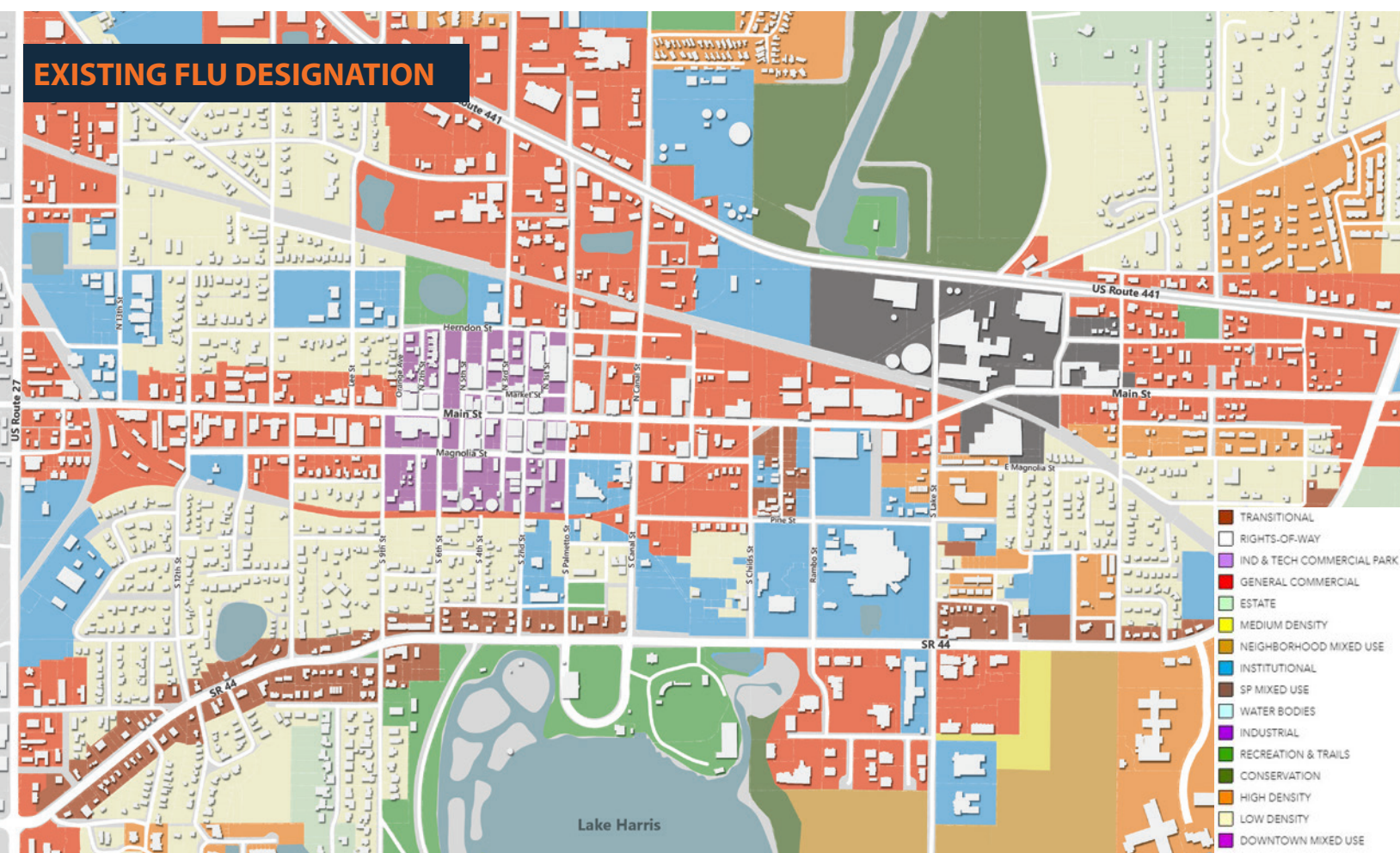


In the area north of Main extending to Meadow Street, uses are largely office – either conventional offices or medical services. There is some mixed residential and commercial, with commercial tending to be closer to Main Street. On street parking is available on virtually all of these streets with some public lots but many private lots for the interior businesses. Streetscape is minimal, with a distinct lack of shade on the sidewalk.

One block south of Main, Magnolia Street serves as a service street for the district. It is a key location for access to parking and acts as a bypass for Main Street traffic looking to traverse the district. There appears to be limited pedestrian activity, but the street contains a mix of a few retail shops and restaurants. The Leesburg Center for the Arts located along Magnolia generates some additional foot traffic on the street.

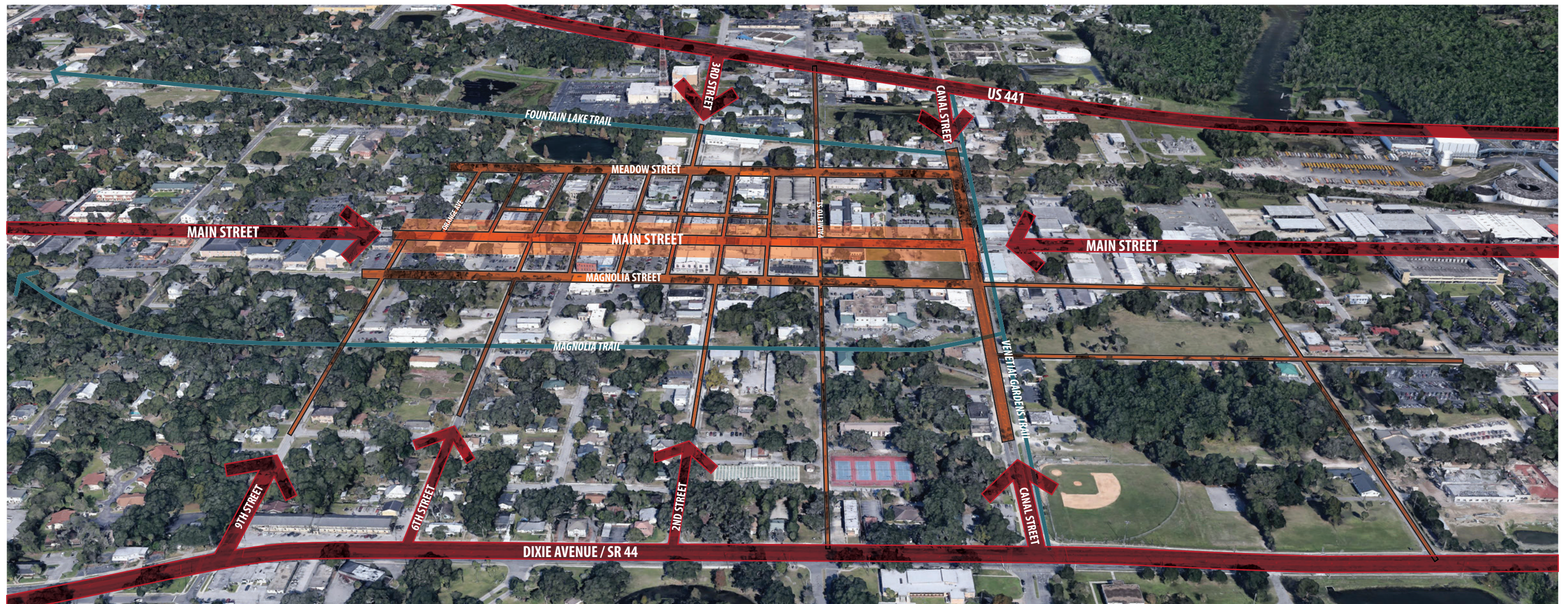
of Main Street at Palmetto Street. The Library, in combination with the Beacon College buildings across Main Street, effectively caps the east end of the retail district. Several large public uses sit between Magnolia Street and the Magnolia Trail one block south. The police complex (with two small outparcel) effectively takes up the superblock bounded by Oak, Canal, Magnolia, and Palmetto, while the water plant extends from 6th Street to 3rd Street south of Magnolia Street along the Magnolia Trail. North of Main Street, the National Guard Armory is located adjacent to Fountain Lake Park.

Main Street is surrounded by a series of connective corridors and neighborhoods. There is a workplace and industrial corridor along Main Street east extending from Dixie Avenue / SR 44. To Canal Street. Canal Street and 3rd Street link downtown to the north with car-oriented commercial uses. The Main Street connection from 14th Street / US 27 extending east to Orange Street is made up of a mix of office, institutional, and residential uses, interspersed with multiple churches. The streetscape along this portion of Main Street has been upgraded as an extension to the Main Street core pedestrian streetscape. From Dixie Avenue / SR 44 on the South, there are five corridors connecting downtown: 9th Street, 6th Street, 2nd Street, Palmetto Street, and Canal Street. The growing hospital district centered on Dixie Avenue between Lake Street and Canal Street marks the eastern edge of downtown. A connective tissue of neighborhoods surrounding downtown presents opportunities to strengthen these primary residential communities through infill and create residential sites close to the amenities of Downtown.



Beacon College maintains a strong presence on the east end of Main Street (generally east of 1st Street) with administrative and academic buildings. Residential dorms are located north of Meadow Street (even north of US 441) and south on Woodward Street at Palmetto Street. There are clear signs of investment in the college's physical surroundings – its buildings and plazas – and an increase in recreation spaces, including a new intramural field on Cleveland Street and the renovation and conversion of the train station to a campus workout facility.

Civic buildings command important locations within the district. City Hall and Town Square are located north of Main Street between 5th and 6th Streets. The Leesburg Public Library anchors the east end



Regional access to Downtown comes from high volume, high speed roads at the perimeter of Downtown. The main access comes from 14th Street / US 27 on the west, US 441 on north, and Dixie Avenue / SR 44 on the south and east as it curves north to meet US 27. The north (US 441), south (Dixie Avenue / SR 44), and west (14th Street / US 27) edges of Downtown are impacted by high-speed traffic in an environment that should ideally be low-speed to facilitate pedestrian access across the roadways. They are minimally landscaped (although incremental efforts have made improvements) where street trees should dominate. The roadways reward long trips (people who have no origin or destination in Leesburg, who aren't living or shopping here) rather than supporting a compact environment. The current experience is not consistent with the level of quality that exists on the Main Street corridor. All of these

elements need to be addressed in order to improve the viability of Downtown as a walkable, mixed-use place. From a transportation perspective, Main Street serves two functions, one as a connection, the other as a destination. It also must foster walkability, both along its length and across at intersections to allow a vital mixed-use district to grow. This function is well-supported by the parking that is provided on street and the slow speed operation through the retail core. Magnolia Street and Meadow Street, running parallel to Main on the south and north respectively, function as service streets to distribute access to parking lots and service areas. The north/south streets in the district have little differentiation among them and are generally within narrow rights of way and feature variable conditions of on-street parking.

Between Orange Avenue and Palmetto Street, an intersection occurs approximately every 150 feet. This density of streets creates extremely small blocks that have limited areas for service, trash, and other back of house needs. The high frequency of intersections does create a high degree of pedestrian connectivity. Within the core, there are three traffic signals along an 875-foot stretch of Main Street at 9th Street, 6th Street, and 3rd Street. This high concentration of signals can cause issues for left-turning vehicles and creates a lack of clarity for pedestrians crossing at non-signalized locations. The placement of the signals within the streetscape – low and offset to the right – makes them hard to recognize, especially for infrequent visitors to Downtown.

Leesburg has a significant asset in the form of its local trails running east/west and north/south. The Fountain Lake Trail runs generally east and west from Canal Street to 14th Street / US 441 north of Main Street. The Magnolia Trail also runs generally east and west from Canal Street to the Mote Morris House at 12th Street. Venetian Gardens Trail runs on the east side of Canal Street from Dixie Avenue / SR 44 north to US 441. Regionally, plans for trails intersect Downtown Leesburg, including the Wekiva Trail (Tav – Lee section) and the conceptual Lake Ridge Trail along US 27. The plan should evaluate the linkages between Downtown and these long-distance trails, particularly the entrance of the Tav-Lee to Downtown from the east.

PUBLIC SPACES



STREETS



BUILDINGS



LANDSCAPE

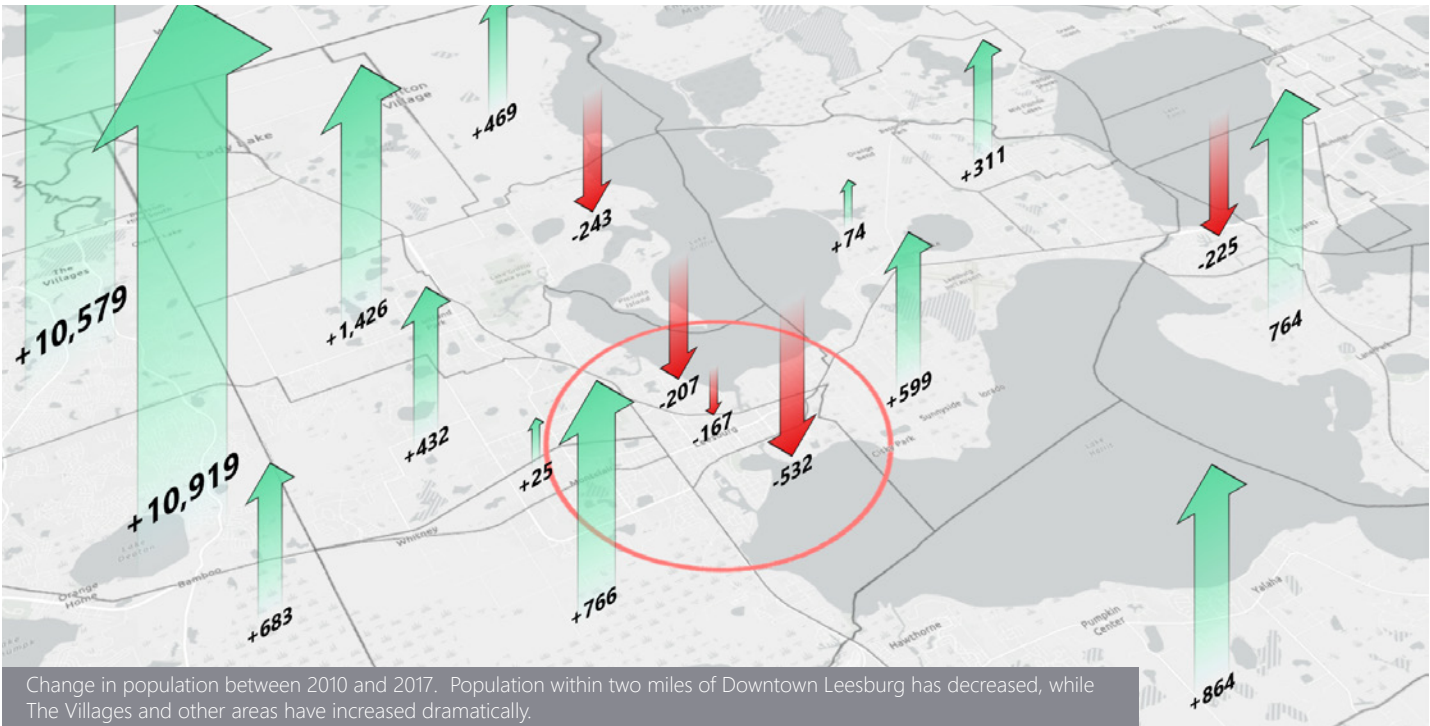


DEMOGRAPHICS

As with other cities across the state, Leesburg’s population is changing as Baby Boomers reach the stage of their lives where the large house may not make sense for them anymore and Millennials search for a more authentic sense of place than the subdivisions where they grew up. This “barbell” combination of demographic changes leans toward communities where much more of day-to-day life is accessible on foot in close proximity to housing.

Within a primary trade area of about a 2-mile radius of downtown, 45% of people who live within this area work in health care, retail trade, or food

services. All of these job sectors are liable to have non-traditional and non-regular hours which may not be currently served by operating hours in downtown. Major employers of people living in this area are AdventHealth Waterman, Leesburg International Airport, Leesburg Regional Medical Center, and The Villages Regional Hospital. 35% of people who work in the primary trade area of Downtown live less than ten miles away. Significantly, the population within the primary trade area has decreased between 2010 and 2017, while areas outside this area have seen extreme growth.



9D

Senior Escapes

Household

Married Couples w/No Kids

Housing

S.E.; Mbl. Hm.; Seas.

\$39k

54.6

5

Households: 1,116,000

Retired/Svcs/Prof/Admin

HS Diploma Only/GED

White

Take guided tours in the US

Bank in person

Belong to veterans' clubs; member of AARP/AAA

Watch news, sports, CMT, Hallmark, AMC on TV

Maintain older vehicle

8G

Hardscrabble Road

Household

Singles

Housing

Single Family

\$28k

32.4

3

Households: 1,507,700

Svcs/Admin

HS Diploma Only/GED

White/Black

Favorite sports: NASCAR racing, professional wrestling, basketball

Invest in retirement savings, stocks, bonds

Shop via sales rep, discount stores, or Internet

Listen to gospel, R&B, rap, hip-hop music

Own 1-2 vehicles

12C

Small Town Simplicity

Household

Singles

Housing

Single Family

\$31k

40.8

5

Households: 2,305,700

Svcs/Prof

HS Diploma Only/GED

White

Visit the doctor regularly

Shop with coupons at discount stores

Go hunting, fishing; watch NASCAR, college football, basketball on TV

Read newspapers; watch TV

Own trucks, SUVs, ATVs

9C

The Elders

Household

Married Couples w/No Kids

Housing

S.E.; Hi-Rise; Mbl. Hm.; Seas.

\$43k

72.3

4

Households: 910,100

Retired/Svcs/Prof/Admin

College Degree

White

Buy clothing, exercise equipment

Bank in person

Shop by phone or in person

Watch news, movies, golf, travel, history on TV

Drive luxury sedans aged 5+ years

11D

Set to Impress

Household

Singles

Housing

Multi-Unit Rentals; Single Family

\$33k

33.9

3

Households: 1,714,100

Svcs/Prof/Admin

College Degree

White/Black

Go to rock concerts, nightclubs, zoos

Prefer brand names; deal seekers

Shop at Walmart

Download latest music online

Own used, imported vehicles

Esri’s Tapestry Market Segmentation is a geodemographic system that identifies 68 distinctive markets in the US based on socioeconomic and demographic characteristics to provide an accurate, comprehensive profile of US consumers. 80% of the almost 7,000 households living within a 7-minute drive of Downtown fall into one of five “Tapestry Segments:”

Senior Escapes (1,736 Hh / 24.9%) - Seasonal residents who are retired, drawing from social security, and generally spend within their means.

Hardscrabble Road (1,264 Hh / 18.1%) - Primarily family households living in older housing stock. This segment is younger, more diverse, working in mainly service, manufacturing, and retail trade industries.

Small Town Simplicity (1,007 Hh / 14.4%) - Community-oriented residents, generally older with limited incomes. This segment lives in small towns or semirural neighborhoods.

The Elders (838 Hh / 12.0%) - With a median age of 72.3 years, this is Tapestry Segmentation’s oldest market, composed of residents that favor communities designed for senior or assisted living, primarily in warmer climates with seasonal populations.

Set to Impress (725 Hh / 10.4%) - Young working professionals with image-conscious consumer habits. Households are generally renters desiring to live in areas that are easy to walk or bike to work.

According to this market segmentation, life stage, defined by a household’s age and presence of children, skews significantly in two directions. The two primary older segments (representing 36.9% of the households) are married without children in the house, while the other three large segments (representing 42.9% of the households) are singles. None of these segments have median incomes higher than the national median.



MEETING THE COMMUNITY

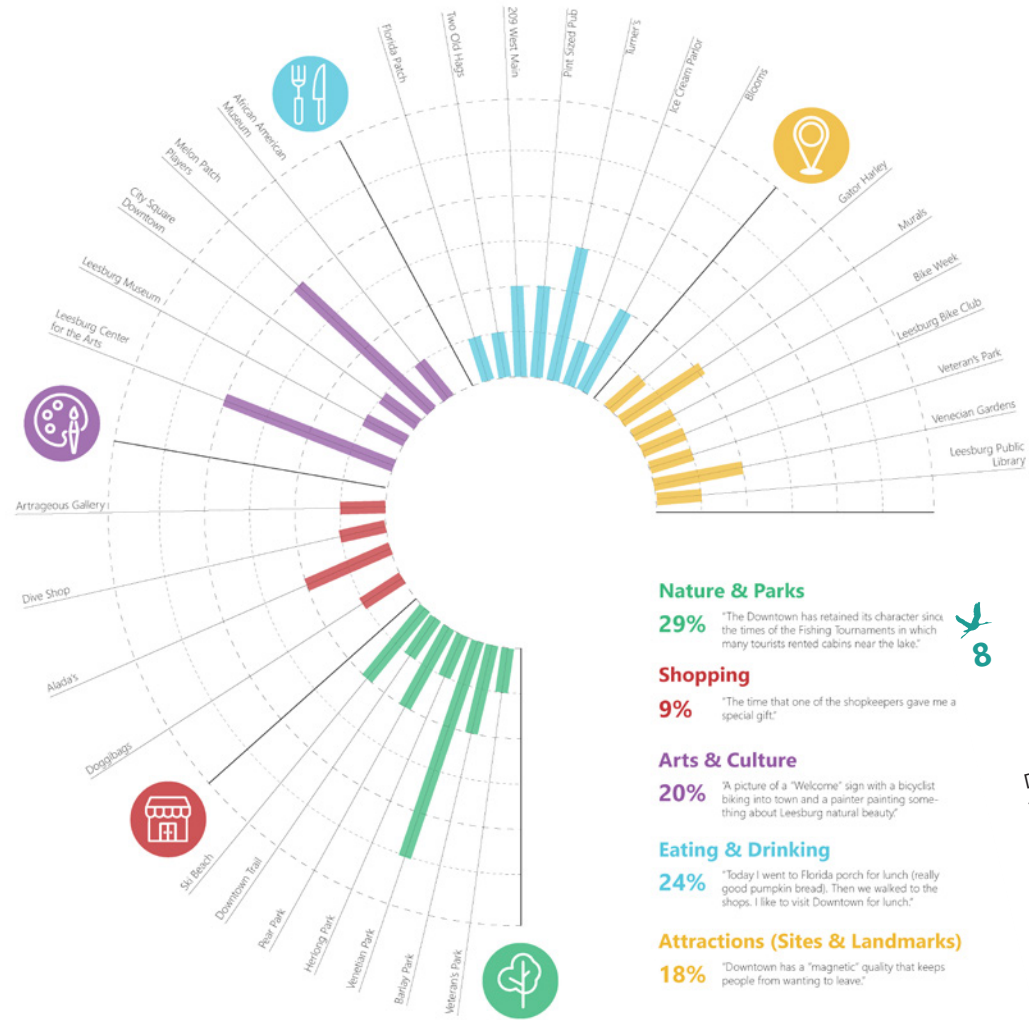
The planning process was open and inclusive, as the team sought out stakeholders, residents, business owners, and community leaders to listen and learn about Downtown Leesburg. This is an important part of understanding how Downtown is shaped. The planning team employed a variety of methods to meet and learn about the Downtown community and understand their concerns and individual and collective goals.

The project began with a Kickoff workshop, which included information presentations on overall downtown trends, Leesburg background information, and a series of interactive exercises to help the team gather information about community destinations and opportunities for improvement. Through the Downtown Partnership, we engaged in group conversations with existing committees, with a focus on downtown business owners. Beyond these meetings, the team also participated in focused one-on-one discussions with individual businesses and with Beacon College. The Downtown Partnership also moderated a Facebook group as another way of soliciting ideas for the plan, which included both conversations as well as awareness building for the process. Finally, the team hosted a three-day public workshop to confirm input received to date, to test ideas in an initial workshop, followed by two full days of individual discussions refining specific proposals brought forward for the plan. The public workshop culminated in a presentation of refined ideas for key project elements.



TRIP ADVISOR

Nature & Parks received the highest percentage of recommendations; Venetian park being mentioned more than any other place. However, Arts and Culture had two locations mentioned at the second highest frequency among users.



How physically accessible is Downtown Leesburg for people who walk, use wheelchairs, or push strollers?

Briefly describe a favorable experience you have had in Downtown Leesburg



MAJOR TOPICS OF DISCUSSION AND OPPORTUNITIES

Over the course of our work, we heard from hundreds of people with a concern about how Downtown Leesburg develops. These conversations included people’s observations, general concerns, broad community or individual values, and often specific ideas for change that are rooted in the everyday experience these people have Downtown. Nearly all of the community input can be categorized into one of four topic areas. Each topic has specific issues associated with it that will drive the master plan.

Increasing Activity, Population, and Interest

Downtown currently lacks the population and daily through traffic to support a thriving and vibrant downtown. By bringing more people downtown through higher density mixed-use residential, stronger connections to the existing neighborhoods, and “places” of interest, the downtown can continue to grow.

Developing an Identity to Increase Competitiveness in the Market

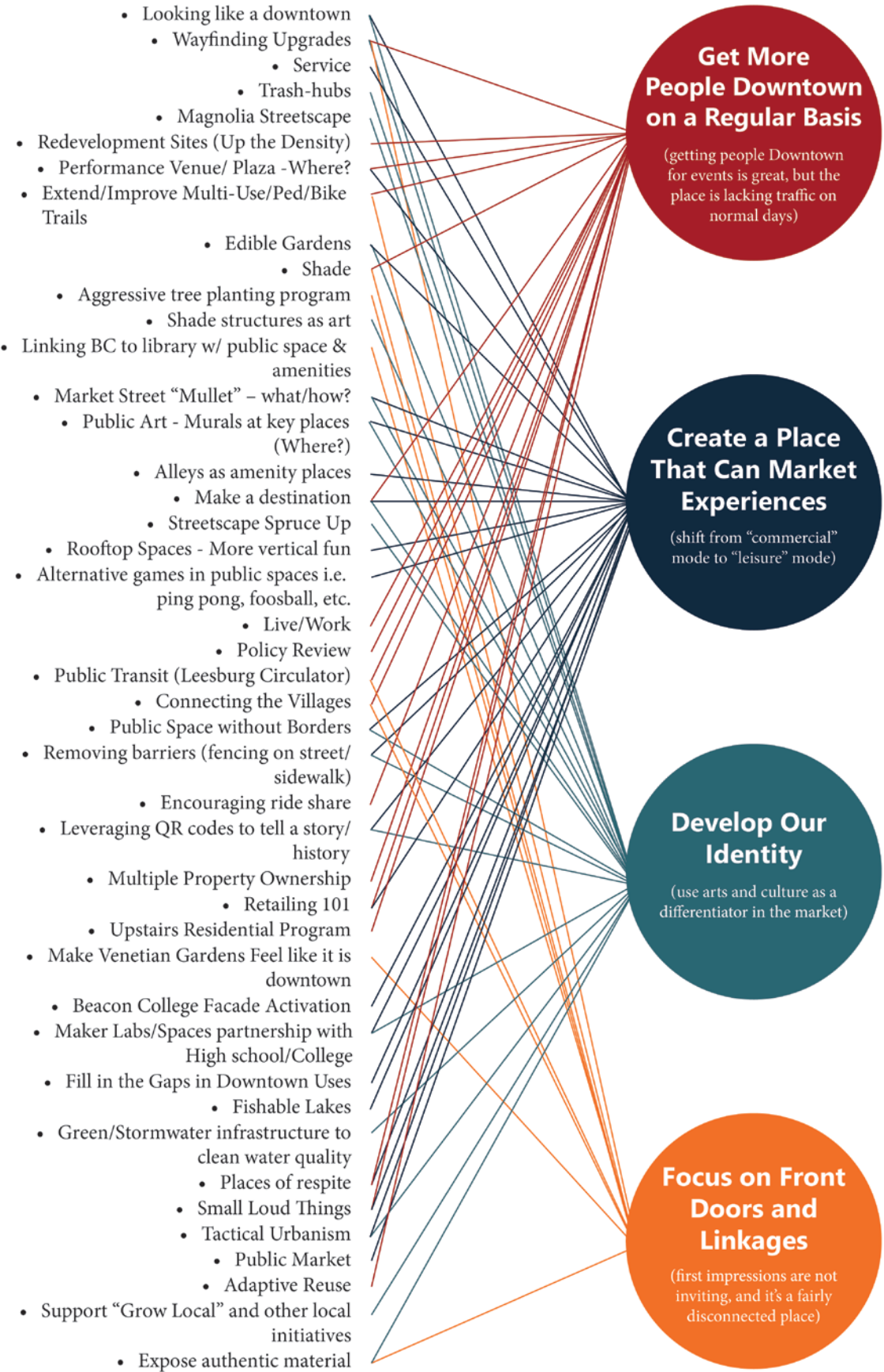
Leesburg has a strong historic narrative that can be seen through the built environment. Utilizing the existing assets such as the thriving art community, the historic building stock, and the civic pride of the community, it is essential for Leesburg to create a strong identity that can be seen throughout the city.

Lagging Business and Uncertain Evolution: Experience vs. Commerce

The downtown core lacks a variety of experience-based retail, public space, and activities. By focusing on creating an experiential atmosphere through the built environment and natural space downtown can become a destination for both locals and tourists.

Front Doors and Linkages: Connecting to the Wider Community

Currently Leesburg’s West and East Gateway neighborhoods lack aesthetic appeal, connectivity, and neighborhood identity. Creating a sense of place in these neighborhoods and connecting them with the downtown is critical in building a connected community.



PLANNING FRAMEWORK

BUILDING BLOCKS These are the Building Blocks of the Downtown Master Plan. They represent future goals and broad principles describing a direction and key outcomes for Downtown Leesburg. These Building Blocks are implemented through the Projects outlined on the following pages.



A More Populated and Regularly Active Downtown

Downtown Leesburg will increase its resident population and will expand the types and scales of its activities.

- Key Outcomes:**
- (a) Increase the presence of people via enhanced connections into Leesburg’s core along with infill residential development.
 - (b) Layer in additional residential development via lofts, multi-units, accessory dwellings, and live/work units.
 - (c) Build a critical mass of food and “face to face” retail.
 - (d) Support efforts of Beacon College to increase the student population Downtown.



A Place That Can Market and Deliver Experiences

Downtown Leesburg will focus on the development of special places, unique destinations, and delivery of great experiences.

- Key Outcomes:**
- (a) Build a public realm that supports a variety of civic experiences using tree canopy, art, seating and active facades.
 - (b) Focus on the experience of the Downtown customer (e.g. extend hours to match the market, be coordinate business hours, activate the streetfront through signage, display activation, curb appeal, etc..)
 - (c) Provide better access to and clarity of travel to parking.
 - (d) Support business-friendly functional improvements (trash, service, etc..).



Develop a Special Identity

In the design and delivery of places and experiences, Downtown Leesburg will present a consistent and unique identity.

- Key Outcomes:**
- (a) Promote the diversity of experiences across multiple anchors as a unified downtown destination.
 - (b) Distinguish the unique character of Downtown Leesburg and its surrounding districts via landscaping, pavement treatments, and signage.
 - (c) Present a consistent brand.
 - (d) Update and expand of the Downtown wayfinding system, including the differentiation of vehicular from pedestrian signage and a particular focus on parking.



A Renewed Focus on Front Doors and Linkages

Downtown Leesburg be better connected to its regional entrances, its local neighborhoods, and its people.

- Key Outcomes:**
- (a) Celebrate the arrival to Downtown through gateway landscaping, pavement treatments, and signage.
 - (b) Enhance walkable and bikeable passages into Leesburg’s core and between anchor destinations such as Downtown and Venetian Gardens.
 - (c) Expand bike access and bike parking.

PROJECTS These are the recommended projects to implement the Building Blocks. They outline key actions that should be considered as implementation items in specific locations. The projects are conceptual and will require additional due diligence, design refinement, and funding strategies to implement. The projects are shown on the map below and further described on pages 26 to 29. Each description is accompanied by an icon defining the Building Block(s) that the project implements, the initial recommended priority of the project (**CONSIDER NOW** [years 0-5], **DO SOON** [years 6-10], **DO LATER** [years 11-15]), and an estimated preliminary planning budget to assist the City in capital planning.

- Existing multi-use trails
- Proposed multi-use trails
- Crosswalks
- Existing Building
- Existing Civic Building
- Redevelopment Opportunities
- Market Street
- Main Street
- Parks
- Waterbodies



Public Space Improvements

PS-1 Festival Street on Market

Convert Market Street into curbless space in which all or a portion of the street may be temporarily closed to vehicular traffic and converted into pedestrian space to host events.

CONSIDER NOW \$1,625,000 to \$1,975,000

PS-2 Laneway Plazas

Close 4th Street and 2nd Street between Market and Magnolia to vehicular traffic and convert space to pedestrian plazas. The intersections of these plazas and Main Street should be raised to sidewalk level across Main Street to facilitate increased pedestrian visibility and ease of access crossing Main Street.

CONSIDER NOW \$415,000 to \$495,000 each

PS-3 Library Parking Plaza

Transform existing surface parking lot into hardscape multi-use space appropriate for performances, markets, and off-event parking.

DO SOON \$765,000 to \$900,000

PS-4 Reconfigure Parking South of Magnolia

Combine and reconfigure public and private parking bounded by Magnolia, 6th Street, 3rd Street, and the water plant, including incorporation of 5th Street ROW seamlessly into parking lot.

DO SOON \$255,000 to \$300,000

PS-5 Fountain Lake Park Expansion

Expand footprint of Fountain Lake Park to north and west. Public stormwater facility north of Fountain Lake Trail can be incorporated into park space with walks, landscape, and other park amenities. This expansion should anticipate the eventual redevelopment of the Embarq site in design of the park’s east edge.

DO LATER \$1,195,000 to \$1,415,000

PS-6 North Canal Stormwater Pond Beautification

Convert edges of stormwater pond into park space. Opportunities might include walking path, increased landscape and tree cover for shade, and specialty park space such as a dog park.

DO LATER \$495,000 to \$575,000

Downtown Gateway Improvements

DG-1 South Downtown Gateway @ Canal and Dixie

Signage and landscape similar to existing Main/14th Street gateway.

CONSIDER NOW \$240,000 to \$280,000

DG-2 North Downtown Gateway @ 3rd Street and US 441

Signage and landscape similar to existing Main/14th Street gateway.

CONSIDER NOW \$240,000 to \$280,000

DG-3 East Downtown Gateway @ Canal and Main

Signage and landscape of similar material/design to existing Main/14th Street gateway, but smaller in scale consistent with surrounding building environment.

DO LATER \$55,000 to \$65,000

DG-4 North Downtown Gateway @ Canal and US 441

Signage and landscape similar to existing Main/14th Street gateway.

DO SOON \$240,000 to \$280,000

DG-5 South Downtown Gateway @ 9th Street and Dixie

Signage and landscape similar to existing Main/14th Street gateway.

DO SOON \$55,000 to \$65,000

DG-6 Lee/US 441 Intersection Improvements

Provide increased pedestrian, bicycle, and golf cart safety improvements to facilitate safer non-car access to Downtown for neighborhoods north of US 441.

DO LATER \$75,000 to \$90,000

Street and Trail Improvements

ST-1 Magnolia Trail East Extension

Extend Magnolia Trail east to Main Street along former rail ROW. Include trailhead at new City pool location.

CONSIDER NOW \$95,000 to \$110,000

ST-2 East Main Street and Trail

Develop section similar to West Main streetscape, including on-street parking, from Canal to Childs Street. East of Childs Street include on-street cycle track to extend Magnolia Trail to Dixie/SR 44.

DO LATER \$5,900,000 to \$7,000,000

ST-3 3rd Street North Entry Streetscape

Upgrade streetscape along 3rd Street from US 441 south to Main Street. Evaluate removal of on-street parking and replacement with enhanced pedestrian amenities and street tree plantings.

DO SOON \$1,650,000 to \$1,950,000

ST-4 Fountain Lake Trail East Extension

Extend Fountain Lake Trail east to intersection of former rail ROW with Main Street east of Lake Street.

DO SOON \$370,000 to \$435,000

ST-5 Venetian Gardens Trail Landscape

Add shade trees along length of Venetian Gardens Trail parallel to Canal Street from Dixie/SR 44 north to US 441 where space allows. In confined areas, consider smaller tree plantings to maintain continuity.

CONSIDER NOW \$155,000 to \$185,000

ST-6 2nd Street South Streetscape

Upgrade streetscape along 2nd Street from Dixie/SR 44 north to Magnolia. Improvements might include street trees and enhanced sidewalks and should be coordinated with the “Green Meander Infill” project (IR-1) to provide additional right of way for pedestrian amenities.

DO SOON \$615,000 to \$725,000

ST-7 2nd/3rd Connector

Connect 3rd Street to 2nd Street south of Magnolia forming small public green and providing logical connectivity north and south through Downtown.

DO LATER \$485,000 to \$575,000

ST-8 13th Street Green Street

Create hybrid on-street/sidewalk multi-use trail option to connect Fountain Lake Trail to Magnolia Trail.

DO SOON \$245,000 to \$295,000

ST-9 6th Street Green Street

Create hybrid on-street/sidewalk multi-use trail option to connect Fountain Lake Trail to Magnolia Trail.

DO SOON \$200,000 to \$240,000

ST-10 2nd and 4th Street Pedestrian Connections

As a long-term prospect, convert 2nd and 4th Streets to one-way operation and expand sidewalk on one side of street to promote safe pedestrian connectivity north and south.

DO LATER \$525,000 to \$625,000

ST-11 High School Trail Connector

Extend Magnolia Trail west to High School and conceptual Lake Ridge Trail.

DO LATER \$525,000 to \$620,000

ST-12 Main/Magnolia Trail

Extend Magnolia Trail to connect to Main Street in vicinity of 13th Street.

DO LATER \$115,000 to \$135,000


ST-13 New Pine Street


As infill development occurs, extend a street adjacent to the south edge of Magnolia Trail between 9th Street and 6th Street in order to provide a development “address” for multiple sites and to make the trail more visible and improve user safety.


DEVELOPER \$2,245,000 to \$2,655,000


Trail Gateway and Exposure Improvements

TG-1 Magnolia Trail Gateway at 6th Street 
Landscape, public art, and wayfinding to mark entrance to Downtown Core and raise visual status of trail. This location is a key opportunity for inclusion of public art in the form of a mural on the building facing the trail.
CONSIDER NOW \$55,000 to \$65,000

TG-2 Fountain Lake Trail Major Gateway at 3rd Street 
Landscape, public art, and wayfinding to mark entrance to Downtown Core and raise visual status of trail. Public art in this location may benefit from partnership with art program at Beacon College.
CONSIDER NOW \$55,000 to \$65,000


TG-3 Magnolia Trail Gateway at 9th Street 
Landscape, public art, and wayfinding to mark entrance to Downtown Core and raise visual status of trail. This location is a key opportunity for inclusion of public art in the form of sculpture
CONSIDER NOW \$55,000 to \$65,000


TG-4 Fountain Lake Trail Major Gateway at Canal Street 
Landscape, public art, and wayfinding to mark entrance to Downtown Core and raise visual status of trail.
DO LATER \$80,000 to \$95,000


TG-5 Magnolia Trail Gateway at 2nd Street 
Landscape, public art, and wayfinding to mark entrance to Downtown Core and raise visual status of trail. This location is a key opportunity for inclusion of public art in the form of a mural on the building facing the south side of the trail.
DO SOON \$55,000 to \$65,000

TG-6 Fountain Lake Trail Gateway at Lee Street 
Landscape and wayfinding to mark entrance to Downtown Core and raise visual status of trail.
DO LATER \$55,000 to \$65,000


Residential or Mixed-Use Infill/ Redevelopment Opportunities


IR-1 Green Meander Infill 
Residential development opportunity on City property south of Magnolia Trail between 2nd Street and Gaines Street, including repositioning and redevelopment of tennis and shuffleboard courts. This project should include a trail connection through site to Venetian Gardens Trail at the Woodward/Canal intersection.

IR-2 Magnolia and 6th Street Infill 
Facilitate infill residential or mixed-use development on southwest corner of 6th Street and Magnolia Street.

IR-3 Pine Street Neighborhood Node 
To capitalize on momentum associated with new City pool development, encourage development of commercial or mixed-use node at intersection of Childs Street and Pine Street.

IR-4 Danforth Redevelopment 
Encourage medium- to high-density development on site of former Danforth Mobile Home Park

IR-5 Canal Gateway Redevelopment 
Encourage medium density residential redevelopment of parcels between City pond (see project PS-6) and Fountain Lake Trail, with particular attention paid to trail frontage and Canal Street presence.


IR-6 Water Plant Infill 
Facilitate infill residential or mixed-use development along 6th Street as part of an overall reconfiguration of City and private parking areas in this block (see project PS-4).

IR-7 Gas Operations Redevelopment 
Long-term conversion of utility office to infill residential use at southeast corner of 6th Street and the Magnolia Trail.


IR-8 6th Street Trail-Front Infill 
Because of a larger, combined site, encourage medium density residential infill development on site at southwest corner of 6th Street and the Magnolia Trail.


IR-9 Embarq Site Redevelopment 
Longer-term positioning of site along 3rd Street for redevelopment, including opportunity to interface directly with the trail and a potential expansion of Fountain Lake Park north to Webster along western edge of site.

IR-10 9th Street Infill 
Over long term, encourage infill housing on church-owned land on 9th Street immediately south of Magnolia Trail.

IR-11 3rd Street/Trail Gateway Redevelopment 
Encourage mixed-use or residential redevelopment of small site at northwest corner of 3rd Street and Fountain Lake Trail.

IR-12 Trail-Oriented Development 
Develop infill housing on north side of Magnolia Trail from 6th Street to 9th Street.

IR-13 Euclid Avenue Infill 
Encourage medium density residential infill development on site at Euclid Avenue at Magnolia Trail.

IR-14 City Hall North Park and Parking Lot Infill 
Over the long term, consider converting parking north of City Hall to a green park extension of Fountain Lake Park with corresponding infill development on the parking lot adjacent to Meadow Street between 4th Street and 5th Street.

Grant Program Improvement

Expand Eligible Improvements Covered Under the FSL Grant Program
The City’s FSL Grant Program assists property owners in the City’s major roadway corridors, including Downtown, by providing a financial incentive to replace signs, facades and landscapes that do not conform to the City’s current design standards. With an 80% match, participating businesses can receive up to \$20,000.

Currently, interior renovations are non-eligible improvements. The age of many buildings in Downtown, built prior to modern building codes, leads to multiple difficulties in retrofitting them for uses called out in the Master Plan. Most notably, power configurations and limitations, ADA-accessible entrances, and interior/exterior access to potential upstairs residential uses often require costly building upgrades.

We recommend expanding the FSL Grant Program to make interior improvements for upper floor residential uses and ADA accessibility upgrades eligible improvements.

PS-1 Festival Street on Market

Convert Market Street into curbless space in which all or a portion of the street may be temporarily closed to vehicular traffic and converted into pedestrian space to host events.



TG-1 Magnolia Trail Gateway at 6th Street
Landscape, public art, and wayfinding to mark entrance to Downtown Core and raise visual status of trail. This location is a key opportunity for inclusion of public art in the form of a mural on the building facing the trail.



PS-2 Laneway Plazas

Close segment of streets between Market and Magnolia to full vehicular traffic and convert space to pedestrian plazas. The intersections of these plazas and Main Street should be raised to sidewalk level across Main Street to facilitate increased pedestrian visibility and ease of access crossing Main Street. Detailed design should consider the appropriate level of car traffic (e.g., one-way or full closure), the service needs of surrounding uses (transformer pads, resolving grades to building access points, trash collections), and the potential re-orientation of buildings to these spaces.



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PROJECT SUMMARY

Downtown Gateway Improvements		Planning Budget		
DG-1 South Downtown Gateway @ Canal and Dixie	\$240,000	to	\$280,000	CONSIDER NOW
DG-2 North Downtown Gateway @ 3rd Street and US 441	\$240,000	to	\$280,000	CONSIDER NOW
DG-3 East Downtown Gateway @ Canal and Main	\$55,000	to	\$65,000	DO LATER
DG-4 North Downtown Gateway @ Canal and US 441	\$240,000	to	\$280,000	DO SOON
DG-5 South Downtown Gateway @ 9th Street and Dixie	\$55,000	to	\$65,000	DO SOON
DG-6 Lee/US 441 Intersection Improvements	\$75,000	to	\$90,000	DO LATER

Trail Gateway and Exposure Improvements		Planning Budget		
TG-1 Magnolia Trail Gateway at 6th Street	\$55,000	to	\$65,000	CONSIDER NOW
TG-2 Fountain Lake Trail Major Gateway at 3rd Street	\$55,000	to	\$65,000	CONSIDER NOW
TG-3 Magnolia Trail Gateway at 9th Street	\$55,000	to	\$65,000	CONSIDER NOW
TG-4 Fountain Lake Trail Major Gateway at Canal Street	\$80,000	to	\$95,000	DO LATER
TG-5 Magnolia Trail Gateway at 2nd Street	\$55,000	to	\$65,000	DO SOON
TG-6 Fountain Lake Trail Gateway at Lee Street	\$55,000	to	\$65,000	DO LATER

Public Space Improvements		Planning Budget		
PS-1 Festival Street on Market	\$1,625,000	to	\$1,975,000	CONSIDER NOW
PS-2 Laneway Plazas				
4th Street North	\$415,000	to	\$495,000	CONSIDER NOW
2nd Street North	\$415,000	to	\$495,000	CONSIDER NOW
PS-3 Library Parking Plaza	\$765,000	to	\$900,000	DO SOON
PS-4 Reconfigure Parking South of Magnolia	\$255,000	to	\$300,000	DO SOON
PS-5 Fountain Lake Park Expansion	\$1,195,000	to	\$1,415,000	DO LATER
PS-6 North Canal Stormwater Pond Beautification	\$495,000	to	\$575,000	DO LATER

Street and Trail Improvements		Planning Budget		
ST-1 Magnolia Trail East Extension	\$95,000	to	\$110,000	CONSIDER NOW
ST-2 East Main Street and Trail	\$5,900,000	to	\$7,000,000	DO LATER
ST-3 3rd Street North Entry Streetscape	\$1,650,000	to	\$1,950,000	DO SOON
ST-4 Fountain Lake Trail East Extension	\$370,000	to	\$435,000	DO SOON
ST-5 Venetian Gardens Trail Landscape	\$155,000	to	\$185,000	CONSIDER NOW
ST-6 2nd Street South Streetscape	\$615,000	to	\$725,000	DO SOON
ST-7 2nd/3rd Connector	\$485,000	to	\$575,000	DO LATER
ST-8 13th Street Green Street	\$245,000	to	\$295,000	DO SOON
ST-9 6th Street Green Street	\$200,000	to	\$240,000	DO SOON
ST-10 2nd and 4th Street Pedestrian Connections	\$525,000	to	\$625,000	DO LATER
ST-11 High School Trail Connector	\$525,000	to	\$620,000	DO LATER
ST-12 Main/Magnolia Trail	\$115,000	to	\$135,000	DO LATER
ST-13 New Pine Street	\$2,245,000	to	\$2,655,000	DEVELOPER

NOTE ON PLANNING BUDGETS: An estimated preliminary planning budget has been developed for each project in order to aid in Capital Improvements Planning related to the recommendations of this plan. These budgets were compiled based on comparable construction projects and the experience, qualifications, and best judgement of GAI professional staff. The budgets account for construction at a level consistent with the current level of planning, plus allowances for soft costs, including design and permitting, and contingency.

It is important to recognize that the planning budgets are not based on individual project design, but rather on the identified type of project and its general location and observable conditions. These preliminary budgets have been developed in accordance with generally accepted principles and practices and should be used for planning purposes only. As project design advances, it is anticipated that a more detailed level of cost estimate would be developed consistent with the corresponding phase of project design.

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