



City of Winter Park Strategy Map

Commission approved 6/9/08

DRIVERS

Vision

We aspire to continue to be the best place to live, work and play in Central Florida by preserving a superior quality of life for today's residents and for future generations.

- Residents and businesses will thrive and visitors will enjoy our history and community spirit.
- We will maintain a safe and healthy environment while preserving our city's friendly, hometown atmosphere and celebrating the diversity of its people.
- We will provide extensive recreational and cultural opportunities.
- We will provide municipal services of the highest quality in a fiscally prudent and customer friendly manner.
- We will achieve our vision through a commitment to a healthy economy, a vibrant downtown, and preservation of our environment, charm, culture and vital neighborhoods.

Values

- Spirit of volunteerism and ownership throughout our community
- Respect for heritage and culture
- Preserving character and charm
- Commitment to our environmental assets
- Economic viability and sustainability for future generations
- Diversity, both economically and culturally across generations
- Recognition of value in cultivating regional relationships while preserving our identity
- Integrity, honesty and respect in all interactions
- Decision-making based on facts and citizen participation
- Governance that is accessible, accountable and efficient
- Quality neighborhoods

DIFFERENTIATORS

Unique Sense of Place

- Charming village character & scale
- Attractive place to visit
- Heritage & culture
- Central Park
- High quality of life
- Pedestrian friendly
- Vibrant Central Business District (CBD)

Diverse Character & Quality of Neighborhoods

- Lakefront estate lots
- Historic neighborhoods
- Variety of housing options
- Strong sense of community
- Neighborhood Council
- Community involvement

High Quality of Services

- Fiscally responsible
- Exceptional
 - Customer service
 - Public safety
 - Responsiveness
 - Infrastructure & services
- Professional & responsive staff

Environmental Assets

- Extensive Tree Canopy
- Recreational opportunities for all ages
- 10 acres of parks per 1000 residents
- Healthy city lakes

Life-long Learning

- Excellent public & private education for K-12 & adults
- Rollins College and Valencia Community College as an integrated community partner
- World class library, museums & cultural experiences

Full-Service City

- Own Electric Utility
- Own police & fire
- Hospitals & schools
- Diverse shopping options

STRATEGIC OBJECTIVES

Provide superior quality of life

Maintain the city's appeal through controlled, compatible & sustainable redevelopment

Achieve financial security through good government practices

Deliver the highest quality facilities & infrastructure

INITIATIVES

- Maintain a superior response time for fire & police
- Develop a traffic & transportation improvement plan
- Identify & preserve existing historic assets
- Establish/implement a parks master plan/Central Park
- Establish & implement a reforestation plan
- Review the Cultural Plan to support the city as a destination
- Maintain & improve the quality of city lakes

- Adopt Comprehensive Plan
- Modify codes to be consistent with the Comprehensive Plan
- Re-evaluate existing residential codes
- Implement "green plan"
- Develop a water conservation plan
- Partner in alternative water source planning
- Implement a phased approach to the annexation plan

- Develop & evaluate a financial pro forma for projecting revenues and expenditures
- Tie staff work plan to strategic plan initiatives
- Consider Charter Review
- Develop funding criteria for outside organizations
- Plan for work force succession
- Evaluate return on investment for electric & water utilities
- Conduct quarterly budget evaluations

- Complete long-term facilities & capital plan
- Monitor status of commuter rail
- Complete Brookshire School Review
- Build new Winter Park community center
- Adopt & identify funding for Fairbanks Avenue streetscape beautification improvements
- Complete implementation of GIS
- Underground the electric system
- Evaluate repaving schedule
- Implement automated meter reading program
- Develop a plan for the replacement of the 4" curbs
- Improve maintenance & crew facilities for city parks