

4 Northwest Sector Goals

March 2009

Goal - a

Optimize the interior street arrangement and character of the Northpointe Sector, including its pedestrian ways.



Description

- Develop a circulation pattern that provides easily understood, attractive and balanced access into and through the district for vehicles and pedestrians; internally link CR-4 and SR 19 to reduce curb cut frequency on the latter.

Goal - b

Optimize the complementarity of retail, hospitality, and entertainment choices within the district as infill at underperforming or vacant sites.



Description

- Consider proactive land acquisition for targeted uses; aggressively seek specific development types that provide local, traveler, and destination tourism draw.

Goal - c

Attract or develop a major commercial recreation Destination as a Catalyst Development visible from the Toll Road.



Description

- Seek a major *destination recreation* enterprise such as an indoor/outdoor water park, extreme sports adventure park, or interactive experience zone that attracts local, regional and tourism visitors, and utilizes the significant hotel infrastructure.

Goal - d

Acquire a central open space as an amenity for passive recreation associated with hospitality uses.



Description

- Develop a walkable central open space linked to a pedestrian network that appeals to travelers and residents for exercise, dog walking, children's play, providing a hospitality amenity unique to this district.

Goal - e

Clean up back door appearance of loading docks and light industrial uses along the toll road.



Description

- Develop and enforce building and yard appearance codes, guidelines for new construction, and landscape screening of parking and utility areas to create a positive image for potential visitors.