

# *Envision Venice:* **Strategic Plan 2020**

*Venice's Best Opportunity to Preserve  
and Enhance Our Quality of Life*

*Updated April 2009  
Adopted July 14, 2009*

# ***THE CITY OF VENICE***

## **Our Mission...**

*To provide exceptional municipal services through  
a financially and environmentally sustainable  
city with engaged citizens.*

## **Our Vision 2020...**

*Venice has a charming, historic downtown, a natural beach  
for public use, and livable neighborhoods connected  
for easy movement and access.*

*Venice residents enjoy the city's natural and designed beauty,  
eco-friendly environment, the small town ambiance  
and a healthy, active lifestyle.*

*Venice has a strong and diverse local economy.*

## **Mission Details**

*To provide exceptional municipal services through a financially and environmentally sustainable city with engaged citizens*

### **Exceptional Municipal Services**

- Know the community, define customers, their needs & expectations
- Extent of services compatible with the city's financial capabilities
- Know cost of delivering services
- Set the standard for municipal services
- Adopt best practices for delivery of services
- Develop & use performance measures based on outcomes
- Be trustworthy, credible, ethical & civil

### **Financially Sustainable City**

- City budget driven by community needs
- Services provided cost-effectively
- Efficient use of resources
- Partnering with others to extend city resources
- Cost of certain services covered by user fees
- Continual evaluation of ways to reduce cost & enhance service delivery
- Business plans guide service delivery

### **Engaged Citizens**

- Are well informed about vision, mission, goals, plans & finances
- Involved in policy development, planning for the future & defining issues & problems
- Participate on boards, commissions, task forces & committees to analyze issues & develop recommendations
- Contribute expertise & partner in service to the community
- Receive timely information about city events, budget, activities, & emergencies
- Help maintain open city government
- Preserve city government as trustworthy & credible

## **Vision Detail**

*Venice has a charming, historic downtown, a natural beach for public use, and livable neighborhoods connected for easy movement and access*

### **Charming Small Town Ambiance**

- Convenient parking
- Four stories or lower
- Preserving historic & architectural character
- Walkable & pedestrian-friendly areas
- People feeling safe & secure
- Strong community organizations
- Successful community events festivals, parades, music, arts & theater bring people together
- Community foundations contributing to the community architectural character
- Small shops & restaurants
- Well maintained landscaping & buildings
- Residential neighborhoods

### **Natural Beach for Public Use**

- Sand through renourishment
- Fishing pier with amenities
- Public access with adequate parking
- Parks with a variety of amenities & activities
- Preserving waterfront dining

### **Connected for Easy Movement and Access**

- Development of north/south corridors & new alternative roads
- Open interconnected communities & residential developments
- Trails along waterways
- Well maintained highways, streets & sidewalks
- Walkability

## **Vision Detail**

*Venice residents enjoy the city's natural and designed beauty, eco-friendly environment, the small town ambiance and a healthy, active lifestyle.*

### **Natural and Designed Beauty**

- Well maintained buildings streetscapes, landscaping
- Clean streets, commercial areas & neighborhoods
- Quality parks throughout the city
- Landscaping & streetscaped on feeder streets
- Preservation of waterways & natural areas
- Maintained architectural theme of Northern Italian Renaissance for gateways, commercial corridors, downtown & other areas that are key to maintaining the city's character

### **Eco-friendly environment**

- Continually moving towards a "Model" Green City
- Emphasis on preserving the natural character of the city
- Restoration & conservation of sensitive habitats & wildlife
- Environmentally friendly recreation/activities
- Promote eco-tourism

### **Livable neighborhoods**

- Access to roads, parks, trails, schools & shopping
- Attractive, well-maintained landscaped public spaces & private areas
- Compliance with city codes, development regulations, design guidelines
- Quality neighborhood infrastructure
- Infill housing consistent with the character of the neighborhood
- Maintain safe & secure neighborhoods
- Preserve the integrity of residential neighborhoods

### **Healthy, active lifestyle**

- Opportunities to walk, bike, jog, sail, kayak or run
- Recreational & leisure venues, programs & activities for all generations
- Quick access to top quality medical & healthcare services
- Boating, fishing, the harbor & fishing pier
- Choice of quality restaurants
- Access to local & regional culture & arts opportunities

## **Vision Detail**

*Venice has a strong and diverse local economy.*

### **Strong local economy**

- Hotels at I-75, U.S. 41 Bypass, Downtown, the Seaboard area, & the Airport
- Economically viable airport area: General aviation; Business Park for aviation & non-aviation businesses
- Major businesses at Knight's Trail Business Park expansion
- Opportunities to start & grow a small business
- Retail shopping downtown
- Medical & healthcare center for the region
- Promotion of eco-tourism
- Revitalization of Seaboard into a vibrant, mixed use industrial & commercial area

## **Envision Venice 2020 Goals**

- ▶ Sustainable, Controlled Growth
- ▶ Keep Venice Beautiful
- ▶ A Model for Eco-Friendliness
- ▶ Financially Sound City with High Performance Organization
- ▶ Upgraded City Infrastructure and Facilities
- ▶ A Growing Diverse Economy
- ▶ Affordable and Workforce Housing

## **GOAL 1: Sustainable, Controlled Growth**

### **Strategies – Outcomes**

1. Complete the comprehensive plan\*\*
2. Revise land development code as required to implement the comprehensive plan\*\*
3. Fund and begin implementation of form-based land development regulations where appropriate\*\*
4. Establish clear height restrictions throughout the community
5. Amend neighborhood compatibility provisions of the JPA as required by the comprehensive plan & LDRs
6. Consider development of a master or concept plan for area east of I-75

**\*\* Indicates Highest Priority Strategies**

## **GOAL 2: Keep Venice Beautiful**

### **Strategies – Outcomes**

1. Identify and implement increased tree planting and landscaping throughout the community \*\*
2. Require new developments to include and maintain parks, nature trails and open space areas necessary to meet its own recreational demands \*
3. Initiate construction of Venice Myakka River Park and Ruscelletto Park\*\*
4. Evaluate land acquisition and construction on linear park/greenway along Hatchett Creek from U.S. 41 Bypass to ICW \*\*
5. Construct all new public facilities to meet community design and architectural standards
6. Increase the creation of public art to support community branding
7. Encourage the use of local service clubs and volunteer groups to assist with park and community maintenance
8. Require new developments to contribute land for public parks as the need and opportunity arises – consistent with John Nolen’s vision
9. Complete construction of Tramonto Vista Park
10. Create a uniform public parks signage/branding design
11. Adopt ordinance to improve maintenance standards for vacant buildings and lands
12. Explore options for U.S. 41 Bypass and Business 41 to enhance landscaping and make it more pedestrian friendly
13. Park at 1755 East Venice Avenue and Wen Chung Property (*added by City Council on 5/27/08*)

**\*\* Indicates Highest Priority Strategies**

## **GOAL 3: A Model for Eco-Friendliness**

### **Strategies – Outcomes**

1. Achieve “Green Community” certification \*\*
2. Restore & conserve sensitive habitats and wildlife\*\*
3. Promote eco-tourism \*\*
4. Implement Harbor Management Plan to include environmental components \*\*
5. Amend LDRs to require native and drought resistant landscaping & restrictions on sod \*\*
6. Implement fertilizer ordinance
7. Determine disposition of one cent sales tax funds dedicated to an alternative energy project
8. More aggressive water conservation model (via rate structure)
9. Evaluate city facilities to identify conservation opportunities

**\*\* Indicates Highest Priority Strategies**

## **GOAL 4: Financially Sound City with High Performance Organization**

### **Strategies – Outcomes**

1. Encourage and reward employees who serve with P.R.I.D.E. \*\*
2. Adopt and adhere to clear financial policies and performance standards\*\*
3. Continue annual contributions to beach renourishment and general fund capital facilities reserve accounts \*\*
4. Evaluation of possible city impact and/or developer extraction fees to complement those imposed by Sarasota County \*\*
5. Identify and implement adequate resources and funding for defined services and service tools
6. Actively involve every employee in seeking budget solutions

**\*\* Indicates Highest Priority Strategies**

## **GOAL 5: Upgraded City Infrastructure and Facilities**

### **Strategies – Outcomes**

1. Begin construction of core downtown master plan improvement program including construction of additional parking in central business district \*\*
2. Plan and implement relocation of solid waste and public works facilities from the Seaboard area to the landfill area\*\*
3. Evaluate financing options for expediting infrastructure improvements\*\*
4. Invest in projects that strengthen community identity and provide higher quality of life and service standards
5. Negotiate with partners (counties, state and federal) to ensure Venice receives a proportionate share of revenues
6. Negotiate with Sarasota County for support in redevelopment funding
7. Evaluate possible improvements to solid waste/recycle policy & process (once per week pick up)

**\*\* Indicates Highest Priority Strategies**

## **GOAL 6: Maintain a Growing Diverse Economy**

### **Strategies – Outcomes**

1. Attract new businesses to Knight's Trail Business Park \*\*
2. Examine and streamline business permitting process \*\*
3. Continue efforts to revitalize the Seaboard Area \*\*
4. Create policies and regulations to permit and encourage hotels in desired areas
5. Encourage business and commercial development on airport property along Airport Ave. and Circus Arena area
6. Construct a new entrance to Airport Ave. from Business 41
7. Work with Sarasota County EDC to attract new/small businesses
8. Encourage a medical and healthcare center for the region via addressing it in the comprehensive plan
9. Support Retail shopping downtown
10. Encourage alternative energy and environmentally friendly industries
11. Utilize Economic Development Task Force to encourage business retention and development

**\*\* Indicates Highest Priority Strategies**

## **GOAL 7: Affordable and Workforce Housing**

### **Strategies – Outcomes**

1. Adopt comprehensive plan enabling policies to provide incentives to create Affordable and Workforce housing in cooperation with Sarasota County up to 25 dwelling units per acre \*\*
2. Explore public/private partnerships to create Affordable and Workforce housing units such as: \*\*
  - a. Habitat for Humanity community at Knight's Trail
  - b. The Bridges community in concert with the Gulf Coast Community Foundation of Venice
  - c. Venice Housing Authority
3. As a part of the implementation of the joint redevelopment study along the U.S. 41 Bypass with Sarasota County explore opportunities for mixed use development with diverse housing including affordable, workforce and market rate housing \*\*
4. Determine future role and disposition of manufactured home communities in support of affordable and workforce housing

**\*\* Indicates Highest Priority Strategies**