

# Waterfront Property Survey Summary



CITY OF  
**SANFORD**  
FLORIDA

**2024 Community Based Survey**

## **Summary of Methods**

In late 2024, the City of Sanford Commissioners requested to host a survey inviting community participation and opinion. The survey questions were written by the Mayor, Commission and Assistant City Manager, with review and revision by other City staff. Appendix A contains the list of questions and Appendix C was the location reference photo provided with the Survey.

The Survey was hosted for a five-week period (the end of September thru October), the additional week was granted at the discretion of City Management due to Hurricane Milton. During that time Social Media campaigns were conducted, and information was shared via the City's website. The Communications Office worked with various employees/Departments and groups throughout the community to share the survey link and information to promote participation.

The survey was hosted internally with the assistance of Performance Management Coordinator and the City's IT Division through a secure online platform located on the City website. All responses were kept anonymous to encourage honest and open feedback from the community. The results were then collected and sorted into the following executive summary.

**926 Responses were collected**, and of those results collected 70% lived within Sanford City limits (649 respondents). As this was an open participation survey that allowed for those in and out of Sanford to participate a confidence level cannot be estimated. It is important to note this does not discredit any of the submissions but does not allow for a confidence level to be established to determine a majority opinion.

The following results and key findings are meant to inform the Commission and City staff on community opinions. The survey was not created with the intention of being used to benchmark for future projects. As we could not compare these results to other data organizations since this was specialized to a singular location within the City.

## **Goal of the Survey**

The primary goal of the survey was to gain insight into the Community's ideas and wants for this space. By providing an opportunity for our residents, business owners, and visitors to submit input to the City, this will allow a thorough evaluation for the future of this space.

## **Summary of Results**

The general sentiments expressed by the community (those who are residents, visitors, and business owners), is that green space, parking, entertainment, and varying businesses, would be preferable additions to the City. The "Key Findings" that follow provide additional information regarding demographic trends and percentage of community responses.

# Key Findings

## *Green Space is important to the Community.*

- 55% responses related to Green/Open Space were received.
  - When asked opinions related to development priorities and wants, Green Space (such as parks and natural areas) was one of the top responses.

## *The need for parking was widely expressed by participants.*

- Parking was another area that had a considerable amount of public interest. Of all responses 53% submitted a response related to parking (this included both parking garages and parking lots).

## *Entertainment and recreation opportunities are another preferred use for this location.*

- 47% of all responses related to recreation/entertainment either by way of venue spaces/ or activities.
  - Though Parks could be considered a recreational space, the questions asked to public separated parks into its own category, thus the results are being relayed with these being separated.
- “Special Events” were not included in the total entertainment/recreation responses as some responses indicated these were two separate ideas for the location.
  - However, about 62% of all respondents stated they would like the location to potentially be used for special events.

## *Though there are varying opinions on what the area should be used for, the majority of participants support the location being used to bring more business to the City.*

- 75% responses submitted mentioned a business (that was not entertainment).
  - Of those responses the types of businesses that were able to be distinguished were as follows:
    - 58% Restaurants
    - 40% Retail
    - 39% Mix-Use
    - 2% Office Space
- Not included in the 695 responses but worth noting was 33% of all submissions (not just those related to business) mentioned the want of bringing something to the space that would be a connection to Downtown Sanford (or 1<sup>st</sup> street) and the Waterfront.

## *Housing is not a top priority when assessed by the Community.*

- Of all the responses provided, housing (including rental, owner occupied, and affordable housing), only made up approximately 15% of responses submitted related to what the community would like to see at that location. This came just under a hotel at 14%.
- When provided an opportunity for open feedback responses related to housing only made up approximately 4% compared to other categories such as parking that made up 17%.

# Waterfront Property Survey Results

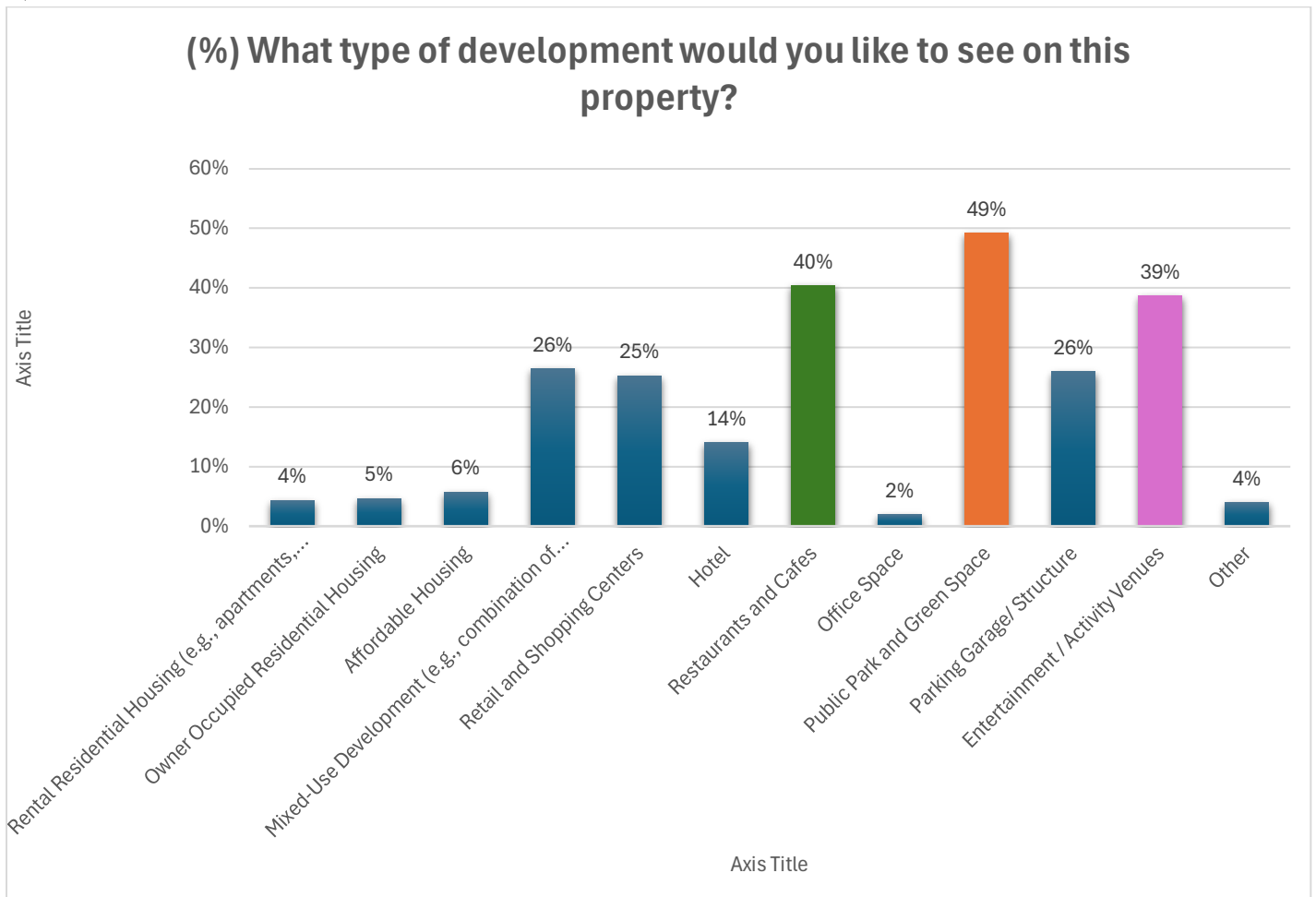
## Visual Summary

The following are all the submission results, these charts (and summaries) are by question and reflect % of the total respondents who answered a specific way. For a list of all “other” responses and open response answers, please see Appendix B, this appendix is the exact responses and as such may contain typographical, grammar or other mistakes that may have been stated by a respondent.

### Multiple Response Questions

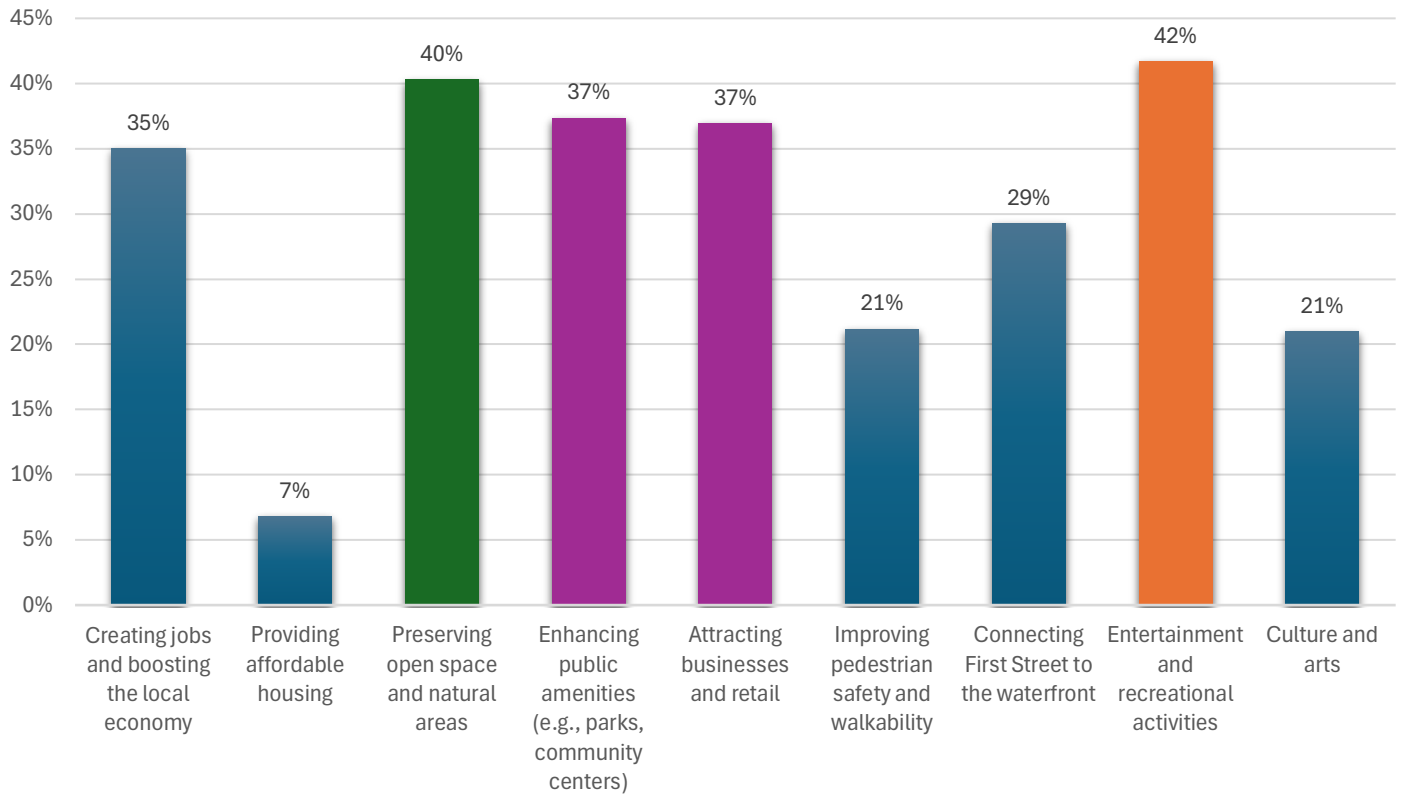
Question 1-3 allowed for multiple submissions (up to 4). The top three results have been indicated by a different color.

#### Question 1



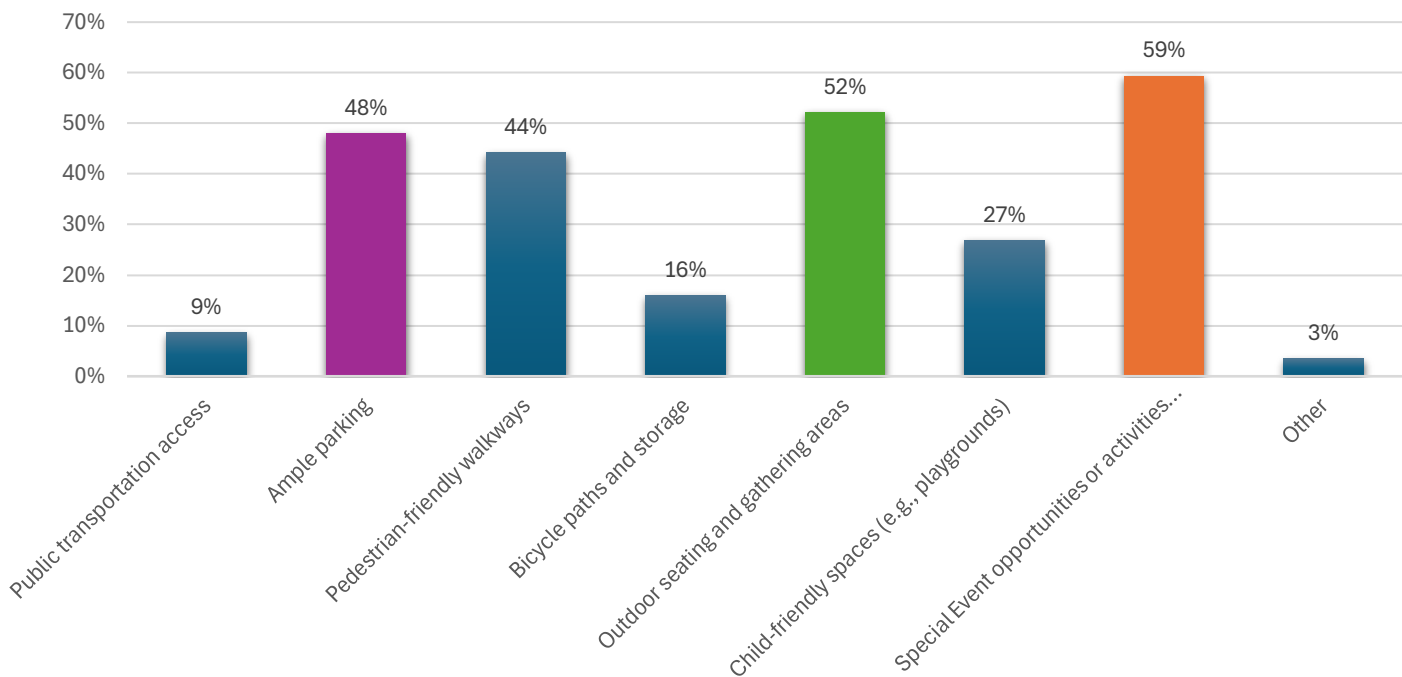
## Question 2

### (%) What are your top priorities for the development of this property?



## Question 3

### (%) What amenities or features would make you most likely visit this property regularly?



*Optional questions open response questions.*

**Question 4**

**How do you envision the future of this property benefiting the Sanford community as a whole?**

466 responses were provided to this question, the following are key words used to identify shared sentiments and are only to be used to provide an overview of how our community envisions this location. For detailed responses and additional information please review appendix B.4.

Parking	17%
Green Space/Open Space	17%
Attracting visitors	10%
other (includes but not limited to: library, bike path, boat docks, shelter, associated risks, senior options, sell, Helping less fortunate, Accessibility, safety, Services, and things people do not want on the site, Beautifying, Bring culture together, Arts/Culture, Outdoor fitness, Free to use, Pedestrian friendly)	14%
Taxable/ Economic Development/ Revenue (things that will drive economic growth/ generate revenue (including taxable) for the City	8%
Community Space	7%
Connection downtown and waterfront	7%
Retail	7%
Restaurants	6%
Family friendly	6%
Entertainment	6%
Events	5%
Mix use	5%
More jobs	5%
Improving downtown character	4%
Things to do	3%
Lodging	2%
Affordable housing	2%
Homes	2%
Local business	2%
More consumer traffic	2%
Leave as is	2%

“other” was used to identify responses that did not have numerous comments (or only total 1% or less of responses) other also includes responses that did not provide detail to Sanford’s future but only commented on the current state of the City.

**Question 5**

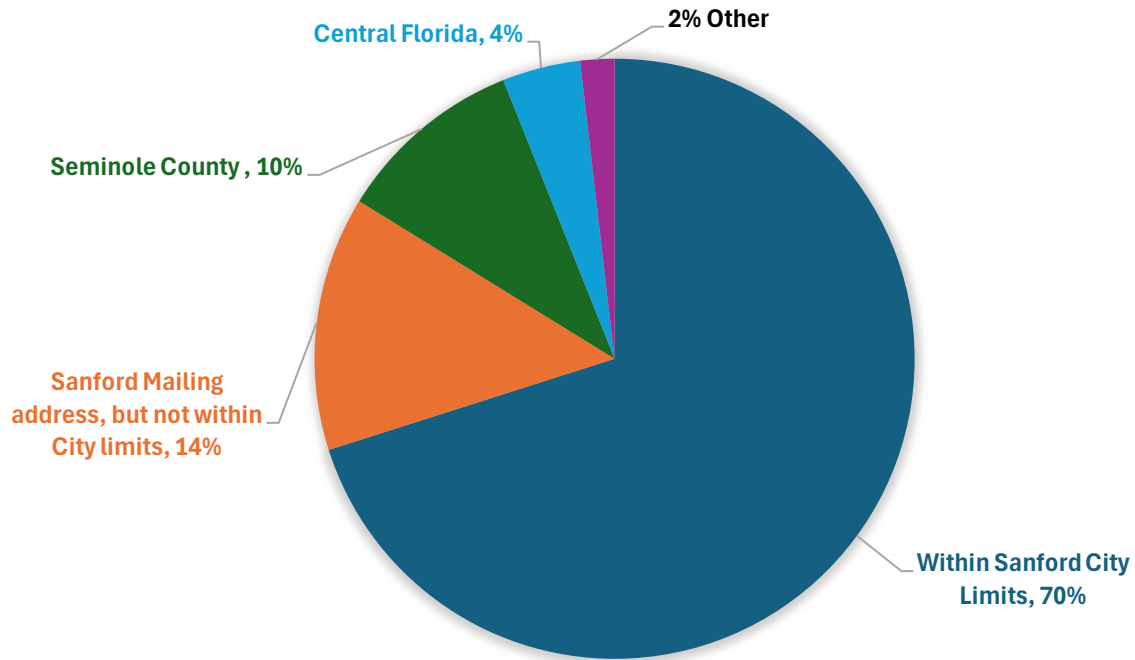
**Please provide any additional thoughts or suggestions for this property development.**

As this question was to allow for open ideas for the City’s consideration, trends were not tracked on this question. 276 respondents provided feedback, for the full list of their thoughts and suggestions please review appendix B.5.

Demographic Questions

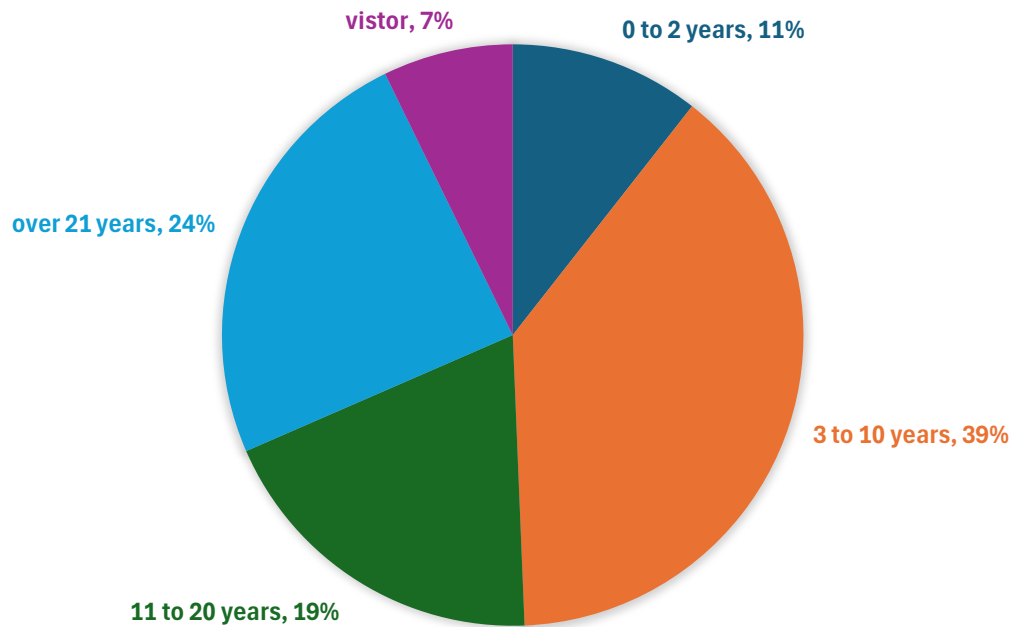
Question 6

(%) WHICH BEST DESCRIBES YOUR RESIDENCY?



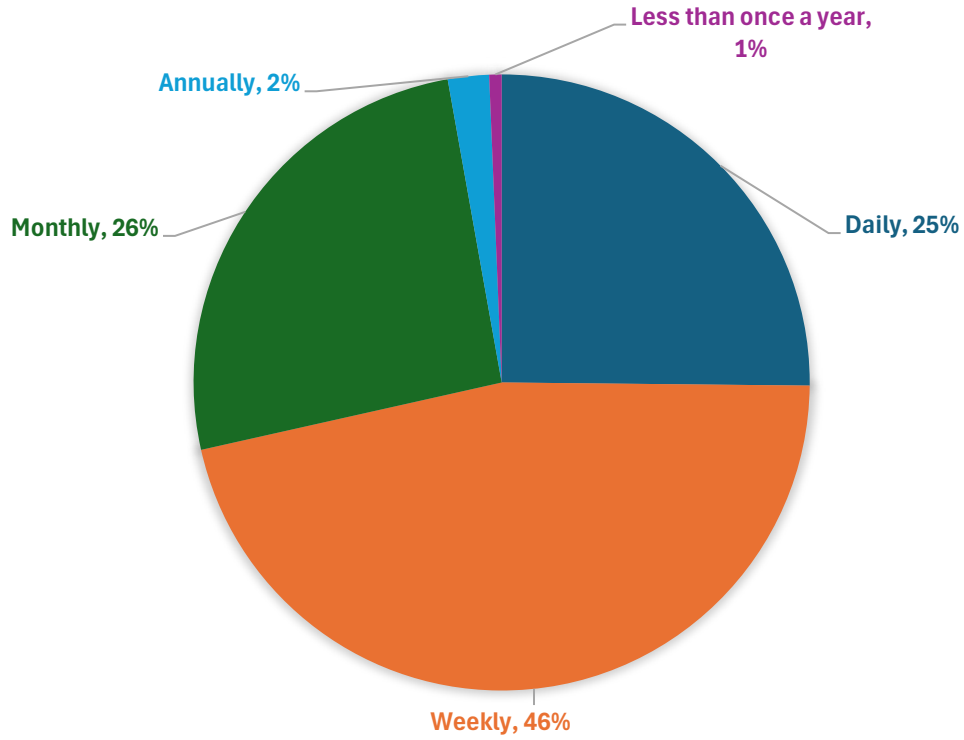
Question 7

(%) HOW LONG HAVE YOU BEEN A RESIDENT OF SANFORD



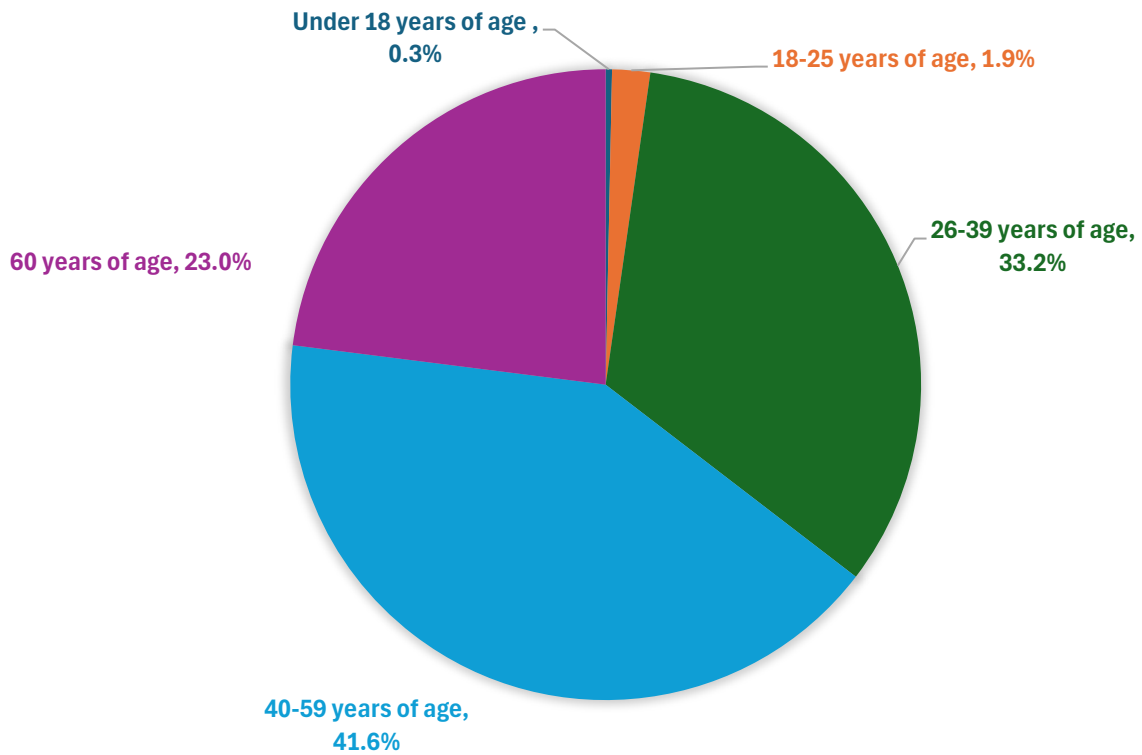
Question 8

(%) HOW FREQUENTLY DO YOU VISIT DOWNTOWN SANFORD



Question 9

(%) SELECT YOUR AGE RANGE



## Appendix A (Survey Questions)

Question	Response Options
<i>What type of development would you like to see on this property?</i>	<ul style="list-style-type: none"> <li>Rental Residential Housing (e.g., apartments, townhomes, single-family homes)</li> <li>Owner Occupied Residential Housing</li> <li>Affordable Housing</li> <li>Mixed-Use Development (e.g., combination of residential, retail, office space, etc.)</li> <li>Retail and Shopping Centers</li> <li>Hotel</li> <li>Restaurants and Cafes</li> <li>Office Space</li> <li>Public Park and Green Space</li> <li>Parking Garage/ Structure</li> <li>Entertainment / Activity Venues</li> <li>Other</li> </ul>
<i>What are your top priorities for the development of this property?</i>	<ul style="list-style-type: none"> <li>Creating jobs and boosting the local economy</li> <li>Providing affordable housing</li> <li>Preserving open space and natural areas</li> <li>Enhancing public amenities (e.g., parks, community centers)</li> <li>Attracting businesses and retail</li> <li>Improving pedestrian safety and walkability</li> <li>Connecting First Street to the waterfront</li> <li>Entertainment and recreational activities</li> <li>Culture and arts</li> </ul>
<i>What amenities or features would make you most likely visit this property regularly?</i>	<ul style="list-style-type: none"> <li>Public transportation access</li> <li>Ample parking</li> <li>Pedestrian-friendly walkways</li> <li>Bicycle paths and storage</li> <li>Outdoor seating and gathering areas</li> <li>Child-friendly spaces (e.g., playgrounds)</li> <li>Special Event opportunities or activities (e.g., farmers' markets, festivals)</li> <li>Other</li> </ul>
<i>How do you envision the future of this property benefiting the Sanford community as a whole?</i>	Open Response
<i>Please provide any additional thoughts or suggestions for this property development</i>	Open Response
<i>Which best describes your residency?</i>	<ul style="list-style-type: none"> <li>Within Sanford City Limits</li> <li>Sanford Mailing address, but not within City limits</li> <li>Seminole County</li> <li>Central Florida</li> <li>Other</li> </ul>
<i>How long have you been a resident of Sanford</i>	0 to 2 years

3 to 10 years  
11 to 20 years  
over 21 years  
visitor

*How frequently do you visit Downtown Sanford*

Daily  
Weekly  
Monthly  
Annually  
Less than once a year

*Select your age range*

Under 18 years of age  
18-25 years of age  
26-39 years of age  
40-59 years of age  
60 years of age

## Appendix C

The following image was the reference image provided with the Survey to serve as reference of the site location.

Located Downtown Sanford directly across from the Waterfront.



Development of City Owned Waterfront Property