



LAKE COUNTY
FLORIDA

Evaluating Future Commercial Sites using GIS Technology

A Case Study



Highlights

- 13 Identified Properties
- Calculated potential for readiness/development
- Barriers identified for commercial development
- Enhanced communication between departments

Return on Investment (ROI)

- Provides Lake County with a better understanding of each sites' readiness.
- Based on findings– enables department to prioritize financing and marketing efforts.
- Ultimately will provide a new stream of tax dollars to the County by enticing new business and jobs.
- Using GIS technology provides the EDAC with data that can be changed and recalculated immediately without costly time delay .

Contact

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By analyzing strategic sites throughout Lake County, GIS has enabled the Economic Growth and Redevelopment Department to make more knowledgeable, and financially important, decisions in luring commercial business into the county.

Background:

The Lake County Economic Development Advisory Council (EDAC) is a fourteen (14) member group established in 2009 to provide a collaborative approach to economic development within Lake County. It creates partnerships which facilitate the implementation of the county's Strategic Plan entitled, "Building Bridges for Economic Development in Lake County, Florida." The EDAC is supported by four (4) subcommittees, including the Economic Development Infrastructure Committee which acted as the catalyst for preparation of the EDAC Strategic Sites Map Series. The Infrastructure Committee was tasked, among other things, with evaluating development site potential for commercial projects within the county.

The Issue:

Having a general idea where commercial development could exist was not enough to make sound decisions for the EDAC. They needed a way to communicate, evaluate, and analyze data for multiple sites. Factors such as future and existing land use, wetlands, zoning, water, sewer, electric, and high speed internet capability all were key factors to consider in site selection. A way to evaluate these factors, and communicate it in a constructive way, was paramount.

The Solution:

Use of GIS technology allowed the EDAC to visualize and interpret all data in one simple map (see figure 1). Various layers of data maintained by department experts—property boundaries, wetlands, zoning, land use, etc.—are combined to show up-to-date information from which decisions can readily be made. Calculations to determine the percent area of wetlands, the current configuration of land use, as well as graphs and percentages to compare sites, were included to enhance the decision making process (figure 2). The ability to make immediate changes and request most current data and analysis, is made

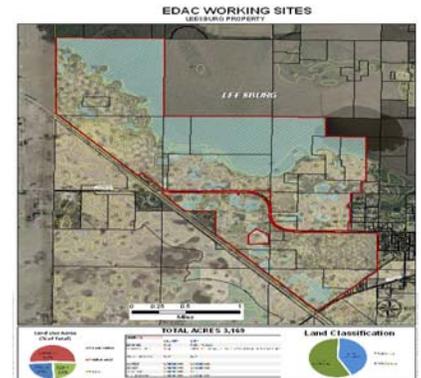


Figure 1: EDAC Working Site

simple once incorporated into GIS.

The Benefits:

The decisions the EDAC will be able to make will have a higher likelihood of attracting business at a cost that will be far below the cost that would have been incurred doing things without the use of GIS. Using the current template, new sites and targeted areas for future development is made easy!

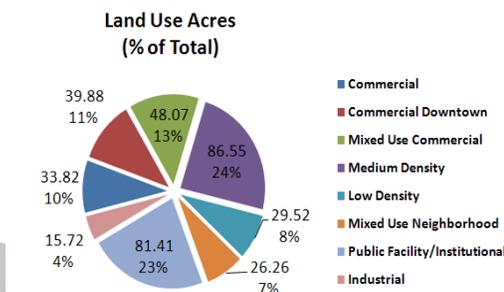


Figure 2: Land Use Acres