



CITY OF  
**SANFORD**  
FLORIDA

# Downtown Sanford Marina Master Plan Update

August 22, 2022



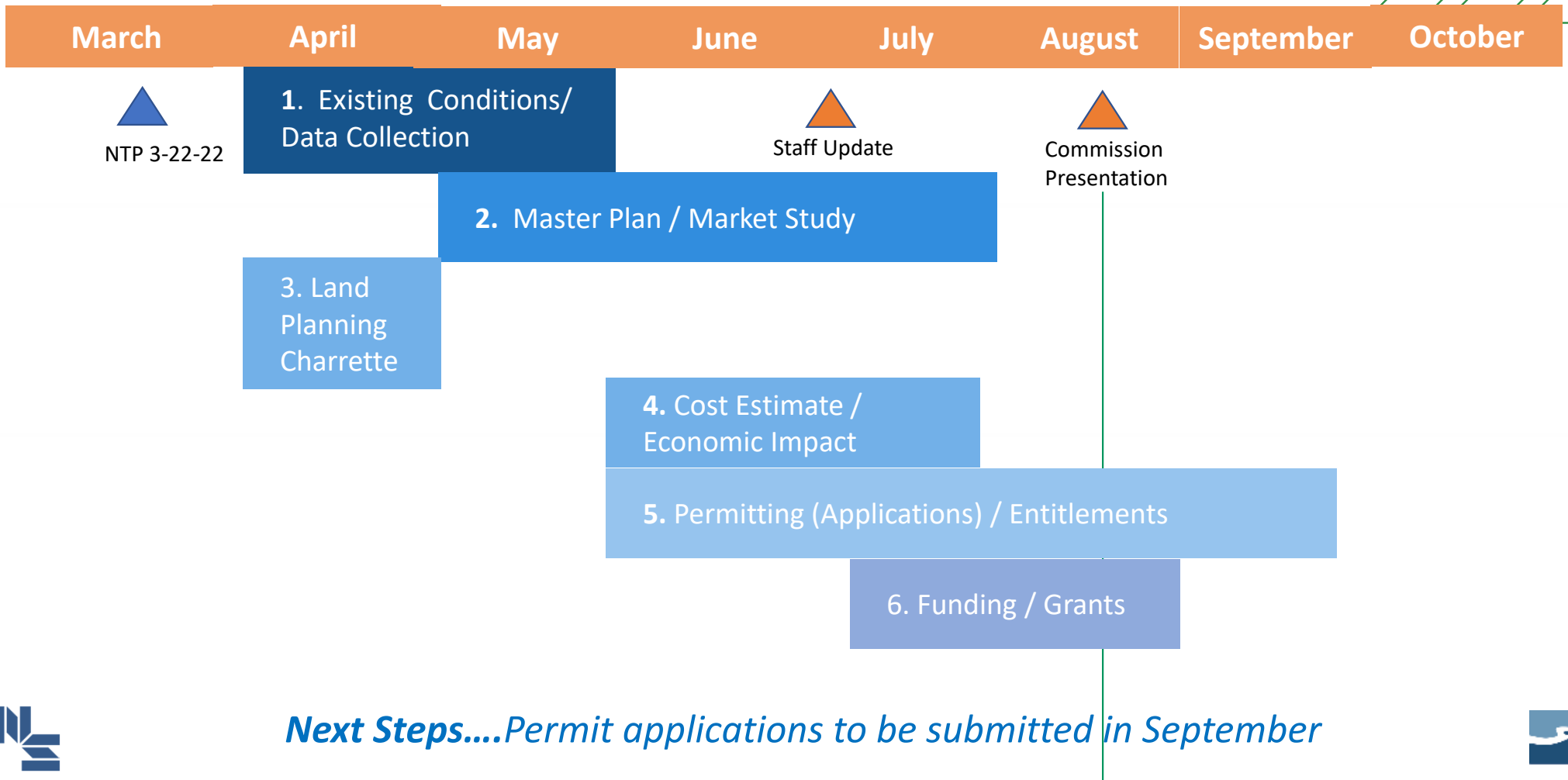
**Rosemary Aldridge, PE, CHMM**  
*Project Manager*

*In Association with:*

**Ron Schults, PE**  
*Team Leader*



# Marina Project Status



## Marina Public and Stakeholder Engagement

- **Stakeholder Meetings April 12, 13, and 14, 2022 – Invited attendees:**
  - Boat Owners (Sailboats and Power Boats)
  - Marina Businesses (Sailing School, Airboat Tours, Boat Rentals)
  - Potential Businesses (Sea Plane companies)
  - Marina Isle leaseholder and tenants (ALF, tenants invited, none attended)
  - Major Developers (Heritage Park)
  - Business Organizations (CRA, Main Street, Chamber)
- **Public Meeting April 13, 2022**
  - 69 Attendees
  - 8 Comment Cards Received
  - 22 Boaters and 217 members of the Public completed surveys on SurveyMonkey
  - City of Sanford assisted with distribution of survey to organizations throughout the City

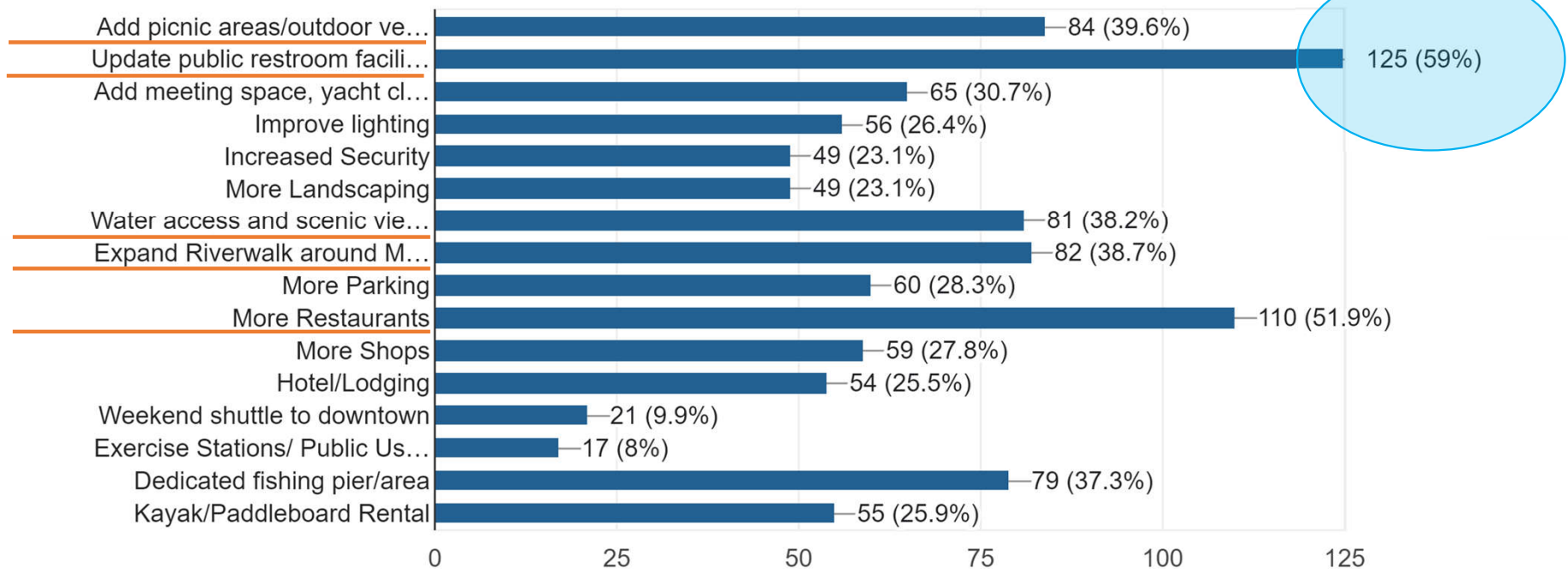




### #1 Marina Isle Improvement Needed – Update restroom facilities

Please select your top FIVE (5) improvements you think would benefit Marina Isle, the space around Monroe Harbor Marina, the most:

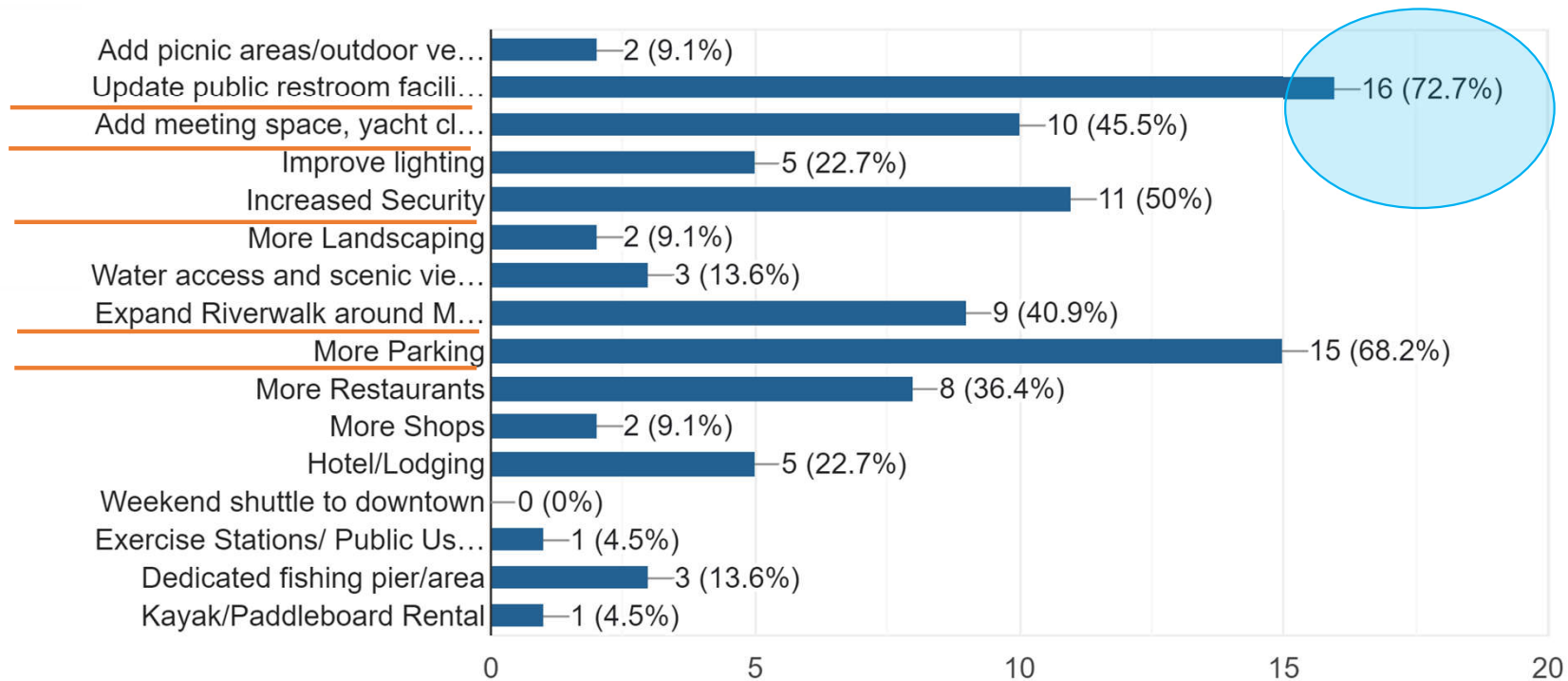
212 responses



### #1 Marina Isle Improvement Needed – Update restroom facilities

Please select your top FIVE (5) improvements you think would benefit Marina Isle, the space around Monroe Harbor Marina, the most:

22 responses

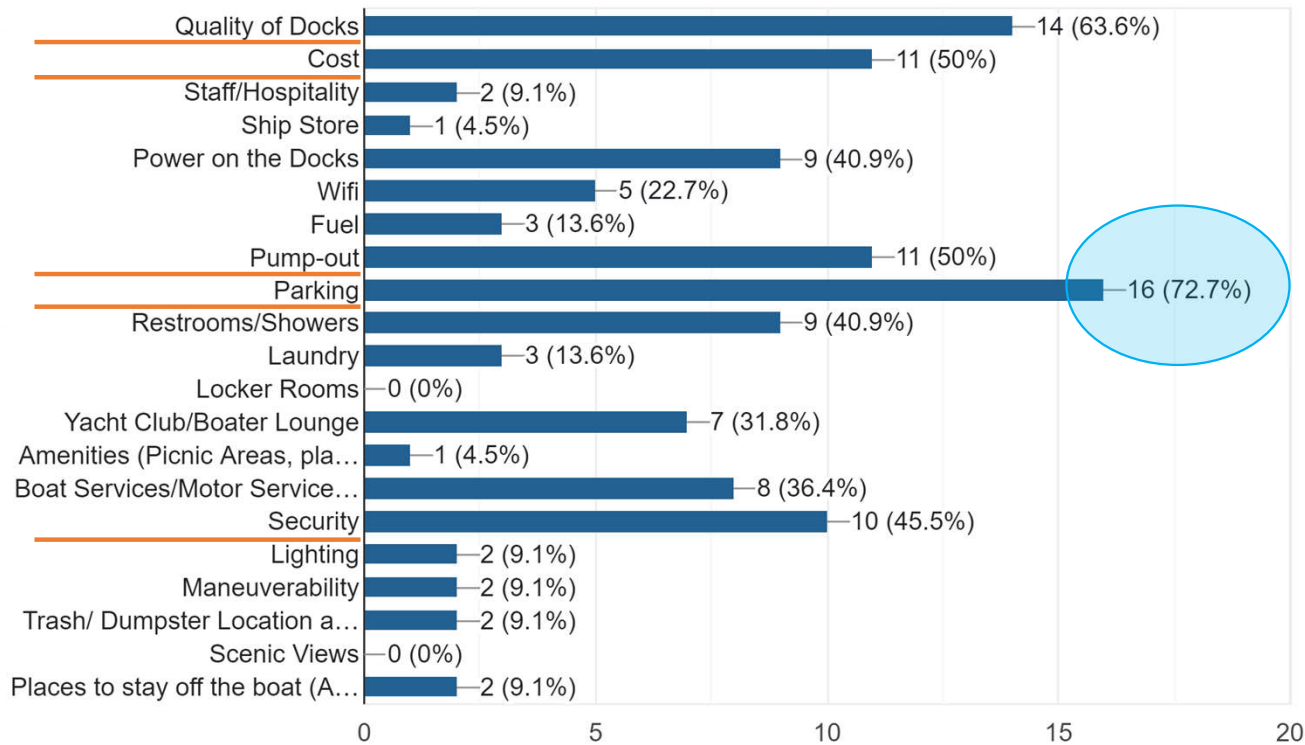




### #1 Marina Feature Improvement Needed – Parking

Please select your top FIVE (5) of the options below that you would consider the most important marina features:

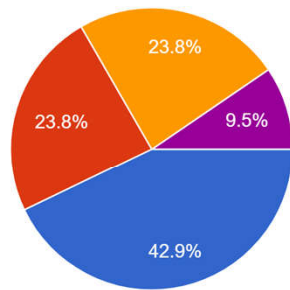
22 responses



# Key Boater SurveyMonkey Findings

How far do you travel to get to Monroe Harbour Marina?

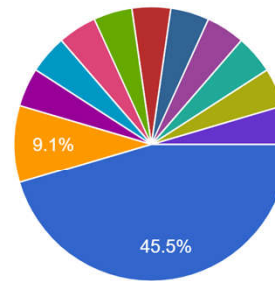
21 responses



- 0 - 15 Minutes
- 16 - 30 Minutes
- 31 Min - 1 Hour
- 1 - 2 Hours
- More than 2 hours

What is your boating experience at Monroe Harbour Marina?

22 responses

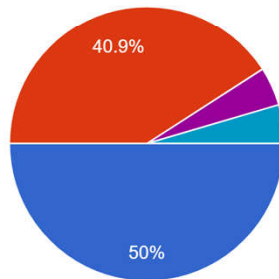


- Seasonal Boater (1 lease a slip)
- Boat Launch User
- Dry Stack Storage
- I have not boated at Monroe Harbour...
- Live aboard
- Trailer storage
- Slip and on trailer storage
- Dry dock and boat slip - 2 sailboats

▲ 1/2 ▼

What type of boat do you have?

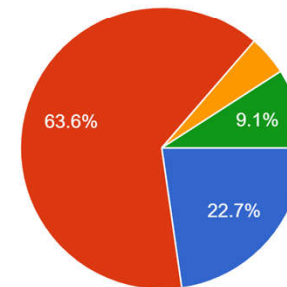
22 responses



- Power
- Sailboat
- Paddleboard/Kayak/Canoe
- I do not have a boat
- Houseboat
- 3 power boats

If you lease a slip in the Marina, do you Lease a Covered or Uncovered Slip?

22 responses



- Covered
- Uncovered
- Drystack
- Neither, I don't lease a slip

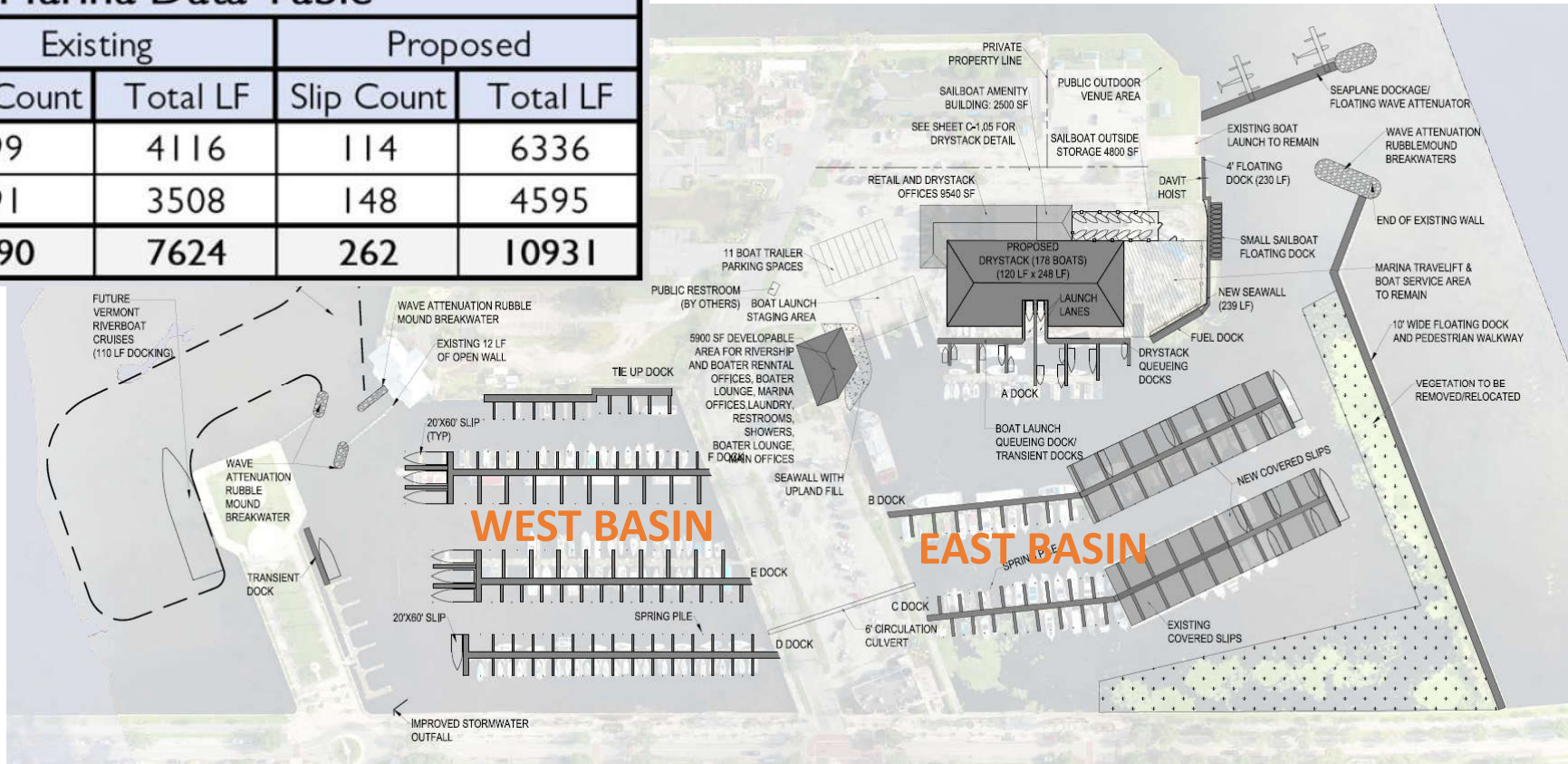






# Marina Master Plan - Overall

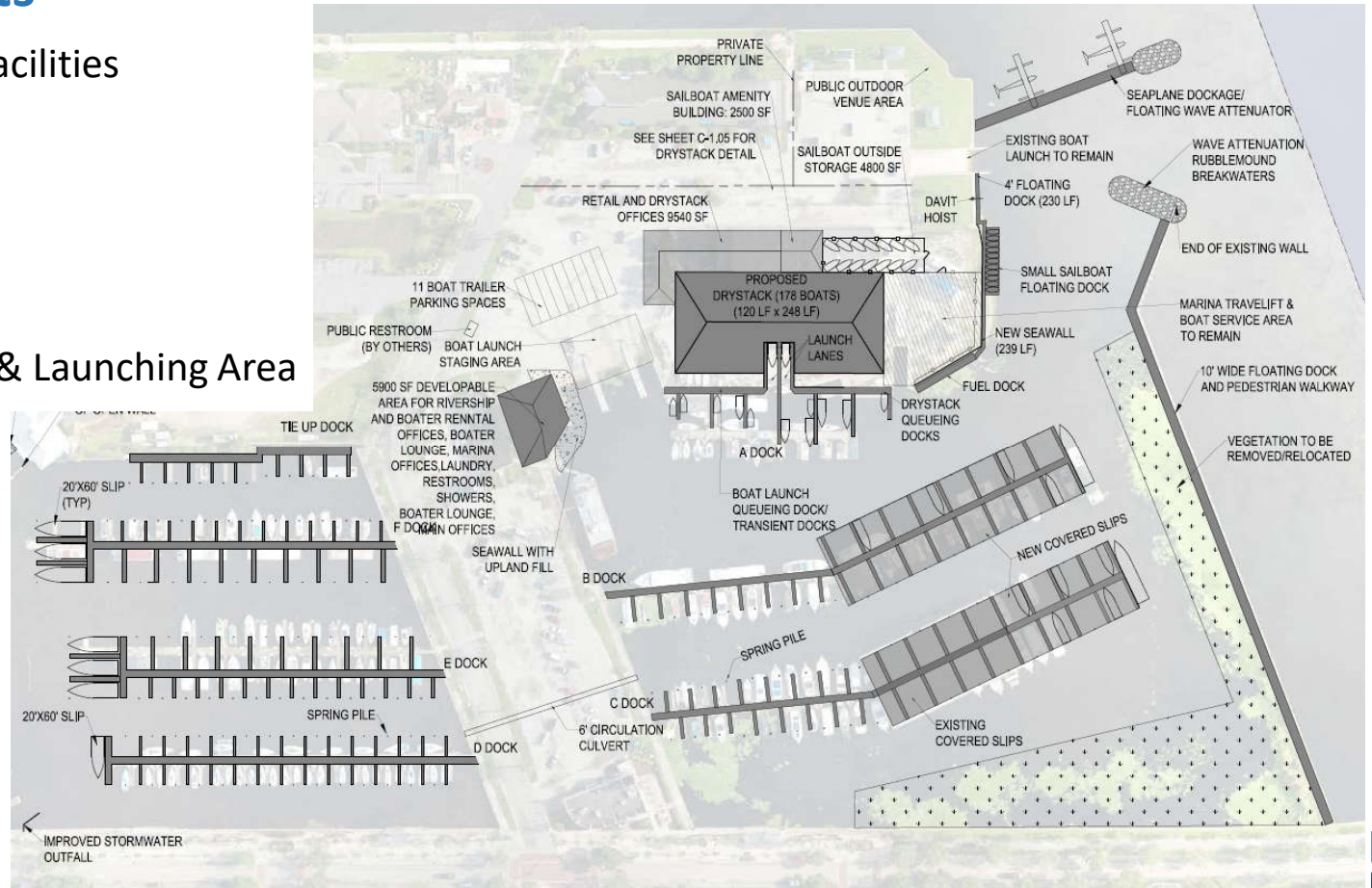
Marina Data Table				
Basin	Existing		Proposed	
	Slip Count	Total LF	Slip Count	Total LF
East	99	4116	114	6336
West	91	3508	148	4595
<b>Total</b>	<b>190</b>	<b>7624</b>	<b>262</b>	<b>10931</b>

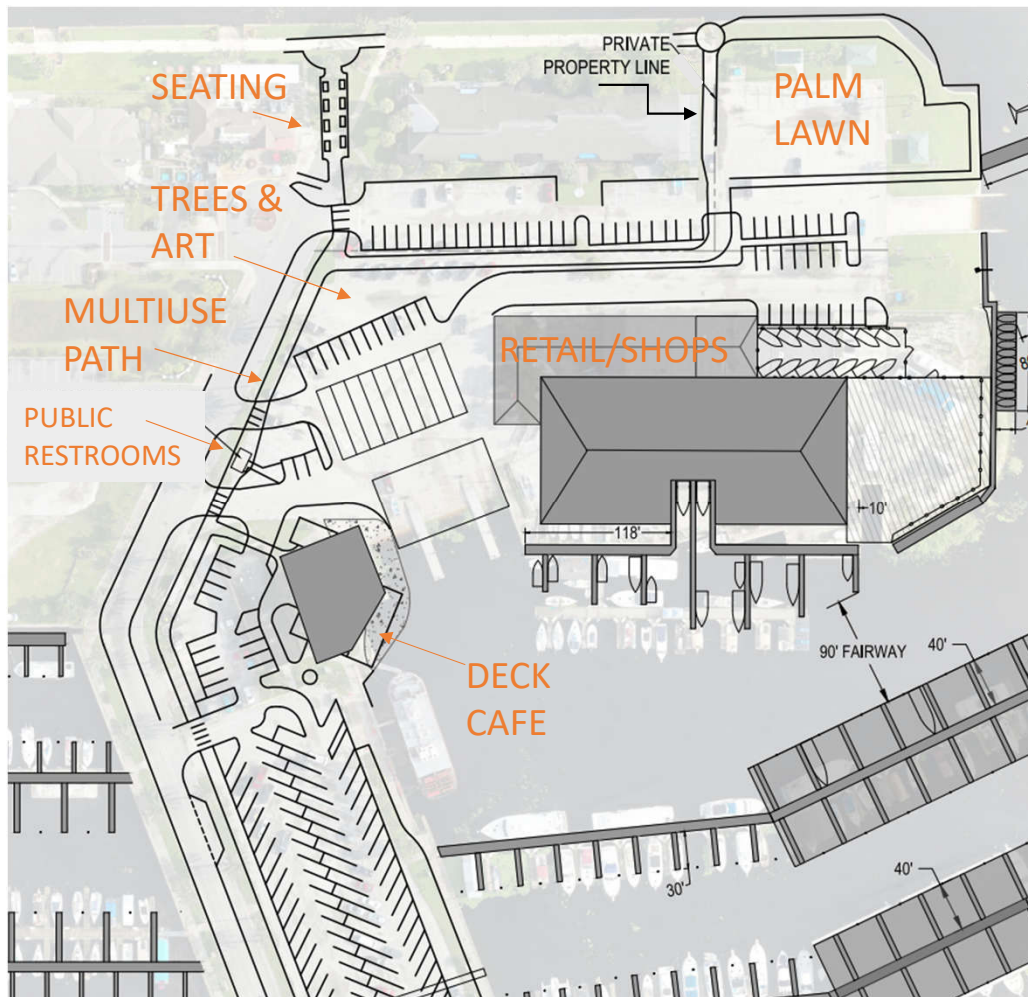




## Marina Improvements

- Improved Boater Services Facilities
  - Restrooms
  - Lounge
  - Centralized Location
- Improved Navigation
- Dedicated Sailboat Storage & Launching Area





### Upland Improvements

- Palm Lawn Event Space
- Landscaping, Trees, and Art Space
- Multi-Use Path Connectivity
- Improved Parking and Circulation
- Better Access to Waterfront
- More Lighting, Seating Areas

**SOMETHING FOR EVERYONE!**



### 9 marinas studied within a 40-mile radius

- **Comparable Marina Rates:**
  - Open Wet Slips - \$6.00 to \$10.00 per linear foot
  - Covered Wet Slips - \$8.00 to \$12.50
  - Open Outside Dry Storage - \$4.30 to \$12.20 per linear foot
  - Covered Racked Building Storage - \$8.00 to \$13.00 per linear foot
- **Current Sanford Marina Rates**
  - Wet Slips - \$8.20 to \$9.00 per linear foot, \$12.20 per linear foot (premium covered)
  - Dry Storage - \$8.00 to \$10.50 per linear foot
- **Future Sanford Marina Rates (Post Construction)**
  - Wet Slips - \$10.00 - \$14.00 per linear foot
  - Dry Storage - \$14.00 per linear foot







## Budget Estimate

### MARINA IMPROVEMENTS

• Replace Dock A, D, E, F, improve West Basin including utilities	\$6,176,000
• Replace Dock B & C, Sailing Area, New Fuel System, Drystack, Retail Spaces, Boater Services Building)	\$14,656,000
	<hr/>
<b>SUBTOTAL MARINA AND DRYSTACK IMPROVEMENTS</b>	<b>\$20,832,000</b>

### UPLAND IMPROVEMENTS AND ADDITIONAL CONSIDERATIONS

• Parking lots/milling, paving, striping plus MOT, erosion control, demo for site	\$642,000
• Multiuse path and curbing	\$1,281,600
• Landscaping/palm lawn	\$60,000
• Lighting/Street furniture/shade structures	\$495,600
• Existing Utilities Improvements to Marina	\$108,000
• (2) 48" culverts between basins for circulation	\$162,000
	<hr/>
<b>SUBTOTAL UPLAND &amp; OTHER IMPROVEMENTS</b>	<b>\$2,749,200</b>

**TOTAL ALL PROPOSED MARINA & UPLAND IMPROVEMENTS \$23,581,200**



### Revenue projections by marina operator

#### Potential Net Revenue to City after Operational Expenses

- |  |                    |
|--|--------------------|
| • 2023 - “As-Is” Marina & Drystack – Existing Operation  | <b>\$726,000</b>   |
| • Improved West Basin & Queuing Dock, East Basin “As-Is” | <b>\$964,000</b>   |
| • All New Docks & Drystack – Both Basins                 | <b>\$1,590,000</b> |

*- Projections provided by Marina Operator, F3  
- Includes Rate Increases after Construction*





## Marina Economic Impact to City of Sanford



*Coming soon...*

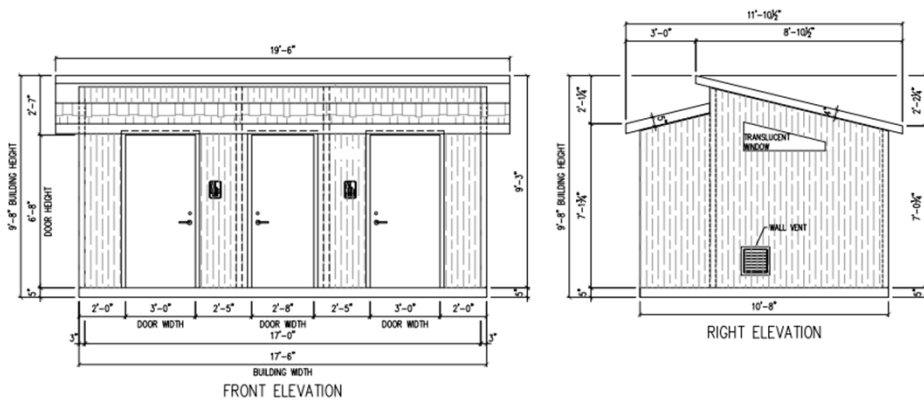
*An economic model has been developed for the project and will project economic impacts to the City based on investment in the Marina*





## Recent City Improvements

- Marina Name Change
  - *Downtown Sanford Marina*
- New Public Restrooms coming!



**NEW & IMPROVED!**



## F3 Improvements Completed & Underway



New Name / New Signage



Better boat parking for easy access



Maintenance & Landscaping

**NEW &  
IMPROVED!**

**Downtown Sanford Marina Website**

<https://downtownsanfordmarina.com/>







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# F3 Website Preview

<https://downtownsanfordmarina.com/>

PROFESSIONALLY MANAGED BY F3 MARINA | PHONE: 407-322-2910



WELCOME AMENITIES SERVICES SLIP RESERVATION

**NEW & IMPROVED!**



## DOWNTOWN SANFORD MARINA

A ST. JOHNS RIVER GEM

WELCOME AMENITIES SERVICES SLIP RESERVATION NEWS & EVENTS GALLERY CONTACT

The St. Johns River is one of the safest and easiest gateways from the Atlantic Ocean. The source of the river, or headwaters, is a large marshy area in Indian River County that flows north and turns eastward at Jacksonville to its mouth in the Atlantic. The St. Johns is Florida's longest river at 310 miles, but the stretch from Sanford to Mayport provides an enjoyable cruise.

LEARN MORE

CONVENIENT LOCATION

Historic Downtown Sanford, Florida is just a short 5-minute drive from the marina, is a global destination offering award-winning restaurants, craft breweries, gastropubs, world-class events, and scenic views; one of Central Florida's most vibrant art communities. An spectacular area for fishing, boating, and river dinner cruises. Check out all the amazing places to stop!

NEIGHBORHOOD DESTINATIONS

**SHOWCASE AMENITIES**

OUR MARINA

- 531 N Palmetto Avenue Sanford, Florida 32771
- 407-322-2910
- Monday - Friday: 8 AM - 5 PM
- Saturday - Sunday: 8 AM - 6 PM

**NEW STAFF**

MARINA MANAGER: MICHAEL ARMSTRONG

**COMMUNICATIONS & EVENTS**

**Downtown Sanford Marina**  
3 days ago

I scream, you scream, we all scream for ICE CREAM! 📍 We now have ICE CREAM! 📍

10 1 4 View on Facebook · Share

**Downtown Sanford Marina**  
3 days ago

Happy Friday! So I thought I would do a contest, a Cover Photo contest. If you have an awesome picture of our marina with the sunrise, sunset, or a boat on the dock or in the water, post your picture on THIS THREAD ONLY. The one with the most LIKE'S will win their picture becoming our Facebook Cover Photo. Starting today and it will run through August 31st

RULES: It must be your own photo & ... See More

0 0 1 View on Facebook · Share

**Downtown Sanford Marina**  
1 week ago

Good morning, it's Friday! The dust is flying around the ship store as we are moving along so please excuse our mess during this time. Can't wait to see it all come together. Hope everyone has a great weekend.

3 0 1 View on Facebook · Share

**Downtown Sanford Marina**  
2 weeks ago

Happy Friday, hope everyone is having a great day. Our ship store has started to get it's new look, we are excited to get this and many more projects completed. We hope to have in done within the next 2/3 weeks if

**Downtown Sanford Marina** updated their profile picture.  
2 weeks ago

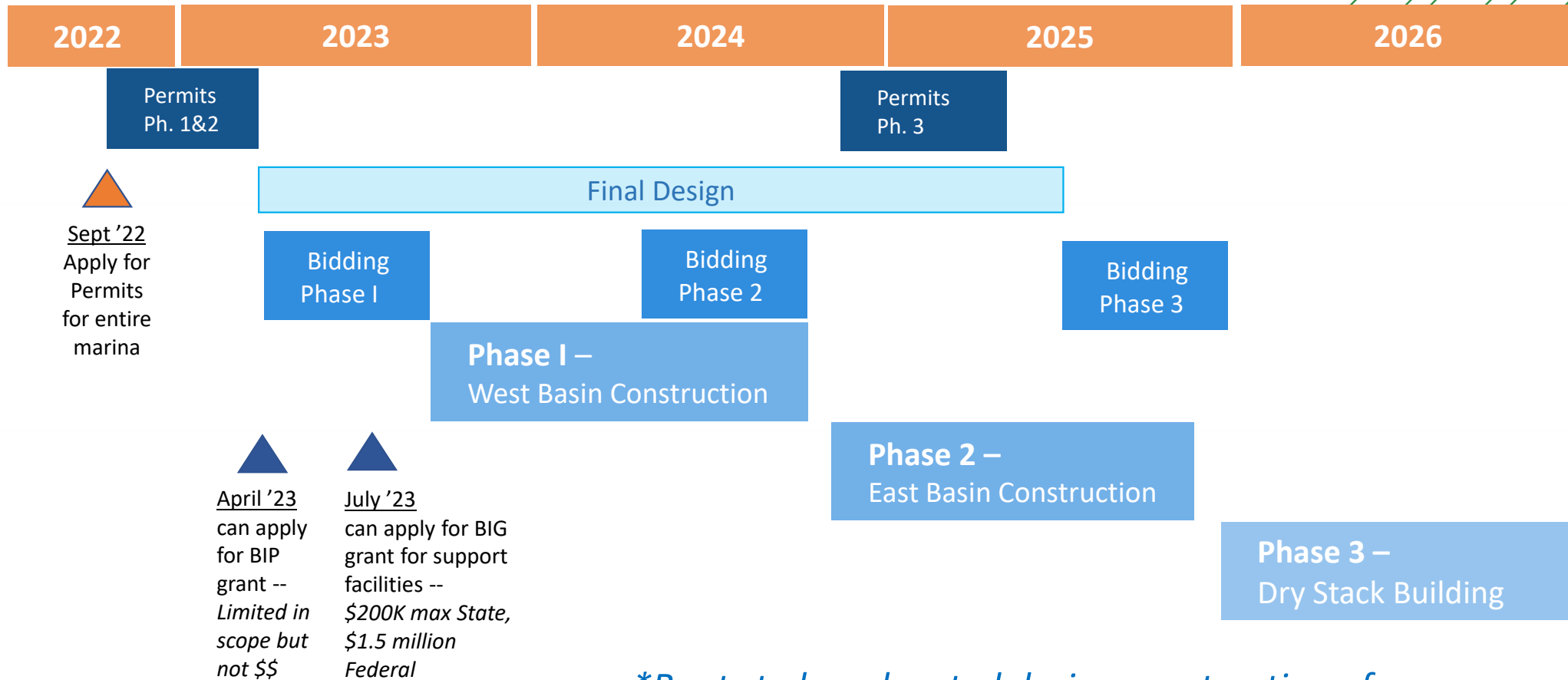




- **Florida Fish and Wildlife Commission (FWC)** – *funds from US Fish and Wildlife Service*
  - Boating Infrastructure Grant Program – **APPLY IN JULY ANNUALLY FOR:**
    - Floating Docs, Breakwaters, Fixed Piers, Dingy Docks, Restrooms, Fueling, Utilities
    - 25% match, Tier I State max. award \$200K, Tier II federal max. \$1.5 million
  - Boating Improvement Program – **APPLY IN APRIL ANNUALLY FOR:**
    - Motorized Boat access facilities, channel marking, access dredging, lighting
    - No match required but improves score, <\$500K projects receive preference (no max)
- **Florida Clean Vessel Act Program** – *funds from FDEP* - **APPLY YEAR-ROUND FOR:**
  - Pump Out Site Prep, equipment, maintenance, sewage hauling, education
  - 25% match, 1<sup>st</sup> come, 1<sup>st</sup> served
- **Other Grant Opportunities** –
  - Federal and state programs for recreational facilities (FRDAP), trail funding to extend Riverwalk around Marina Isle, flood mitigation and hardening grants, and overall Economic Development strategies for the waterfront



# Marina Action Plan Timeline



*\*Boats to be relocated during construction of Phases 1 through 3*





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# QUESTIONS

