

RAY PROPERTIES, INC.

5840 Red Bug Lake Rd.
PMB 290
Winter Springs, FL 32708

Voice: 321 280 6872
keith@keithray.com

Via email: BSheahan@lakecountyfl.gov

October 21, 2013

Mr. Brian Sheahan, Director
Planning and Community Design Division
Lake County Government
Growth Management Department
315 West Main Street
P.O. Box 7800
Tavares, FL 32778

Dear Mr. Sheahan:

This letter is regarding the proposed Wellness Way Sector Plan (WWSP) and represents my personal opinions; it is not being sent on behalf of my client, Pacific Ace Corporation. My credentials for offering these opinions are: a) Bachelor of Architecture degree, b) M.S. from the Graduate School of Architecture and Planning at Columbia University, c) former licensed and practicing architect, d) over 30 years' experience in real estate development, and Project Executive for the design and approval of both a DRI in Osceola County and Horizon West Village H.

1. In my opinion, the WWSP needs major revision. Although the narrative calls for development to be guided by the principles for compact growth, the FLU map in no way reflects these principles. Instead, it is a patchwork of land uses that appear to be based primarily on the desires of the landowners. Just a few examples of this inconsistency are noted below.
 - a. The FLUM proposes an Employment Center that stretches for approximately 2 miles along the east side of US 27. The narrative calls for the relationship between land uses to reduce automobile trips and to foster access to employment via pedestrian and

bicycle paths. Yet this enormous parcel of Employment Center land is bounded on the east by land designated for Conservation and is across US 27 from Lake Louisa State Park, neither of which will send employees to it.

- b. The narrative requires that Employment Centers be located so as to take advantage of major regional infrastructure, but there is an Employment Center on Hartwood Marsh Rd., which is, and should remain a minor arterial, not a major piece of the regional road network.
 - c. The narrative calls for a development pattern that husbands fiscal resources, yet the FLUM proposes significant stretches of roadways through Conservation land, apparently primarily to provide access to a relatively small block of land designated Mixed Use Suburban located along Old YMCA Road.
2. Equally important, the WSSP FLUM totally ignores the fact that a few thousand houses and a large amount of retail exists along US 27 to the south of the WWSP boundary. The WWSP makes no attempt to integrate this existing development into the Plan's vision of an interconnected, walkable environment that fosters a sense of well-being and community for its residents.
 3. For all the protestations to the contrary, the proposed DSAP approval process is just the Horizon West "wolf" in "sheep's" clothing. The proposed approval process involves multitudinous hours and hundreds of thousands of dollars of expense that are essentially a waste. Easy examples are the unnecessary requirement for public meetings for DSAP boundary approval, and the requirement to provide an estimate of utility line size as part of the Preliminary DSAP plan.

Mr. Sheahan, I know that your staff and Littlejohn Engineering have the best of intentions. I fully agree with your goal to produce an exceptional quality of environment for southeast Lake County. However, based on my educational and career experience, I do not believe that the current WWSP will achieve your goals. I encourage you to give serious consideration to re-imagining the proposed physical plan and the implementation process.

Please contact me if you would like to discuss these ideas further.

Sincerely,

Ray Properties, Inc.

Keith Ray