

Chapter 8  
Economic  
Development Element  
Goals, Objectives and Policies

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Unified Sumter County/Center  
Hill/Coleman/Webster Comprehensive Plan

## Chapter 8 – Economic Development Element Goals, Objectives and Policies

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## Universal Goals, Objectives and Policies

### Goal 8 Economic Development

Sumter County will develop, encourage, facilitate and participate in programs, plans, processes and activities that result in quality, compatible development and redevelopment. The County will focus on cooperative efforts with the private sector to achieve competitive returns on investment, maximize employment opportunities, generate necessary revenue for quality, efficient public services and preserve quality of life for the County's citizens.

#### Objective 8.1 Provide Quality Locations

Identify and establish suitable and functional locations for industry and commerce that provide a full range of investment and development opportunities.

##### Policy 8.1.1 Economic Activity Centers

Map 8-1 establishes generalized Economic Activity Centers where future commercial and industrial growth will be promoted and supported. The four types of Economic Activity Centers include:

- a. Primary Economic Activity Centers: Located near roadways within Florida's Strategic Intermodal System and larger populations of potential employees. Primary Activity Centers focus on large-scale employment concentrations that fulfill regional needs;
- b. Secondary Economic Activity Centers: Located on arterial roads near major intersections. Uses focus on smaller scale employment concentrations that serve local or regional needs;
- c. Interchange Economic Activity Centers: Located around existing or planned Interstate and Turnpike interchanges. Uses focus on the needs of the traveling public; and
- d. Municipal Commercial and Industrial Districts: Treated as economic activity centers and utilized as a focus for economic development.

The Future Land Use Element and Map 1-8 identifies Primary Economic Activity Centers and those parcels that are included.

##### Policy 8.1.2 Expand Economic Development Activities While Protecting Quality of Life

Economic development activities shall be encouraged in suitable areas where public services and utilities are available or planned to be provided within a known period. Economic development activities shall compliment the surrounding community and respect the County's cultural and environmental resources to the extent that is reasonably possible.

##### Policy 8.1.3 Municipal Service Overlays and Joint Planning Areas

Municipal Service Area Overlays and Joint Planning Areas, identified within the Future Land Use Element and on the Future Land Use Map, shall provide a mixture of future land uses that

encourage quality development consistent with the community character. The County and Cities shall encourage economic development consistent with the adopted Municipal Service Area Overlays and Joint Planning Areas.

**Policy 8.1.4 Adaptive Reuse and Redevelopment**

Land development regulations shall facilitate the redevelopment or adaptive reuse of commercial and industrial structures consistent with assigned land uses.

**Objective 8.2 Economic Diversity**

Establish, support and maintain a diversified economic base to reduce vulnerability of the local economy to sector-specific downturns and to provide economic opportunity for all County citizens.

**Policy 8.2.1 Strategic Economic Development Plan**

The County and Cities adopt by reference, Sumter County Economic Strategic Plan approved by the Sumter County Board of County Commissioners on August 27, 2019. The EDS shall guide strategic economic development activities that encourage a diverse economic base and identifies and maintains significant economic assets.

**Policy 8.2.2 Comprehensive Economic Development Strategy for the East Central Florida Region**

The County and Cities shall work with the East Central Florida Regional Planning Council to integrate Sumter County into the Council's Comprehensive Economic Development Strategy as quickly as reasonably practicable. The County and Cities shall work cooperatively with the Council to establish and implement regional strategies consistent with the interests of their respective citizens.

**Policy 8.2.3 Tourism Plan**

The County and Cities adopt by reference the Sumter County Tourism Strategic Plan approved by the Sumter County Board of County Commissioners on August 13, 2019. The Tourism Plan shall guide the development of plans and programs to support the growth of beneficial tourism within the County and Cities in order to enhance economic opportunities for businesses and citizens.

**Policy 8.2.4 Encourage Entrepreneurship**

The County and the Cities shall promote entrepreneurship by facilitating partnerships with the Service Corps of Retired Executives (SCORE), Lake-Sumter State College and The Small Business Development Center (SBDC) to provide business counseling to emerging and existing businesses.

**Policy 8.2.5 Home Occupations**

The County and Cities shall maintain land development regulations to encourage and allow flexibility in the development of home occupations consistent with public health and safety, and community character. The land development regulations shall include thresholds to provide for approval of home occupations through administrative review or other mechanisms appropriate to the size, intensity, and impact of such businesses.

**Objective 8.3 Encourage High Value Economic Growth**

Attract and retain businesses in stable and emerging industries which provide higher wage employment consistent with the skills of the workforce.

**Policy 8.3.1 Targeted Industries**

The County and the Cities shall recruit and facilitate the expansion of targeted industries that are in high growth or high wage sectors, or which contribute to diversifying the County’s economic base. These targeted industries shall include, but are not limited to: logistics and distribution; manufacturing, agribusiness; ecotourism and agritourism.

**Policy 8.3.2 Create a Regional and National Business Identity**

Sumter County shall strive to create and maintain a positive regional and national business identity through the County’s partnerships as listed in Policy 8.2.5 and through the County’s websites, Discover Sumter and [www.SumterBusiness.com](http://www.SumterBusiness.com).

**Unincorporated Area Specific Goals, Objectives and Policies**

There are no additional goals, objectives, or policies for the unincorporated area. The universal goals, objectives, and policies fully apply within the unincorporated area of the county.

**City of Center Hill (C) Area Specific Goals, Objectives and Policies**

**Objective 8.1C Provide Quality Locations**

Identify and establish suitable and functional locations for industry and commerce that provide a full range of investment and development opportunities.

**Policy 8.1.1C Existing Industry**

The City shall continue to provide assistance to existing industry within the City. To facilitate the expansion of complementary agriculture facilities, the City shall coordinate with the Sumter County Economic Development organization.

**City of Coleman (CL) Area Specific Goals, Objectives and Policies**

**Objective 8.1CL Provide Quality Locations**

Identify and establish suitable and functional locations for industry and commerce that provide a full range of investment and development opportunities.

**Policy 8.1.1CL Existing Industry**

The City understands the importance of the industrial facilities inside and immediately adjacent to the City. To generate and foster more employment opportunities for City residents, the City will collaborate with existing and future industrial operators and the Sumter County Economic Development organization.

Map 8-1 – Economic Activity Centers

