

SITE AND AREA EVALUATION

The Site

A specific site was not identified in Umatilla, Florida for the development of the subject hotel. However, the Field Research of this Feasibility Study strongly advocates a minimum of a two-acre site south of the Central Business District on Florida Route 19 be secured for the hotel development. A three to four acre site would provide future development of a supporting restaurant/lounge facility.

Highways

Florida State Road 19

State Road 19 (SR 19) is a Florida State Road in Putnam, Marion, and Lake counties. It runs from Groveland to Palatka through Ocala National Forest. Along with SR 33, SR 19 provides a mostly rural north-south corridor through central Florida from Lakeland to Palatka.

State Road 19 begins in Groveland at State Road 50 just west of the northern terminus of State Road 33, where SR 33 becomes a hidden state route concurrent with westbound SR 50 until it reaches Mascotte and becomes a county road. SR 19 runs 6 miles to the north and curves to the northeast before encountering a parclo interchange with US 27. The southbound on-off ramps lead directly to the southbound interchange with Florida's Turnpike. Later the road

curves from northeast to northwest at the intersection of County Road 455 and then back to north at Quiet Cove Road before reaching Howey-in-the-Hills, where it adopts the name Palm Avenue. Here SR 19 meets the intersection of Revels Road and East Revels Road, the former of which is an insignificant dirt road, while the latter is a road that leads to the coast of Little Lake Harris. SR 19 then makes another right curve where it passes Taylor Memorial Cemetery and curves back north as it approaches the heart of town. The first site it approaches as it curves north is the Howey Academy on the southeast corner of South Palm Avenue and East Lakeview Avenue. The next major intersection is a blinker light at Central Avenue, which is near the local library and police station. Here, South Palm Avenue becomes North Palm Avenue, and West Central Boulevard becomes East Central Boulevard. After passing Citrus Avenue, and the historic Howey Mansion as it curves northwest, SR 19 serves as the eastern terminus of Former SR 48 and then turns right to cross over the Lake Harris Bridge, which divides Lake Harris from Little Lake Harris. From there, the road officially enters the Tavares City Limits, but the land surrounding the road doesn't. Along the way, SR 19 intersects such roads as County Road 448/North Eichelberger Road then becomes a four-lane divided highway where it serves as the northern terminus of County Road 561. From here the road runs along an abandoned railroad line that previously ran along CR 561, but both SR 19 and that former railroad line run along the west coast of Lake Dora.

By the time Tavares' territory is more spread out and includes more than just SR 19, it crosses a bridge over the Dead River just before the intersection with County Road 452 (West Main Street). CR 452 secretly joins SR 19 in a concurrency. The intersection of County Road Old 441 contains a rail trail on the south side, and serves as part of a wye intersection where northbound SR 19 joins southbound US 441 and eastbound SR 44 through the rest of Tavares where CR 452 branches off onto Lake Eustis Drive while US 441-SR 19-44 cross a bridge over Lake Juniata. Between Mount Homer Road and David Walker Drive, the triplex crosses into Eustis until it encounters an interchange where part of CR 19A terminates. US 441-SR 44 continue eastward, while SR 19 turns north at this interchange.



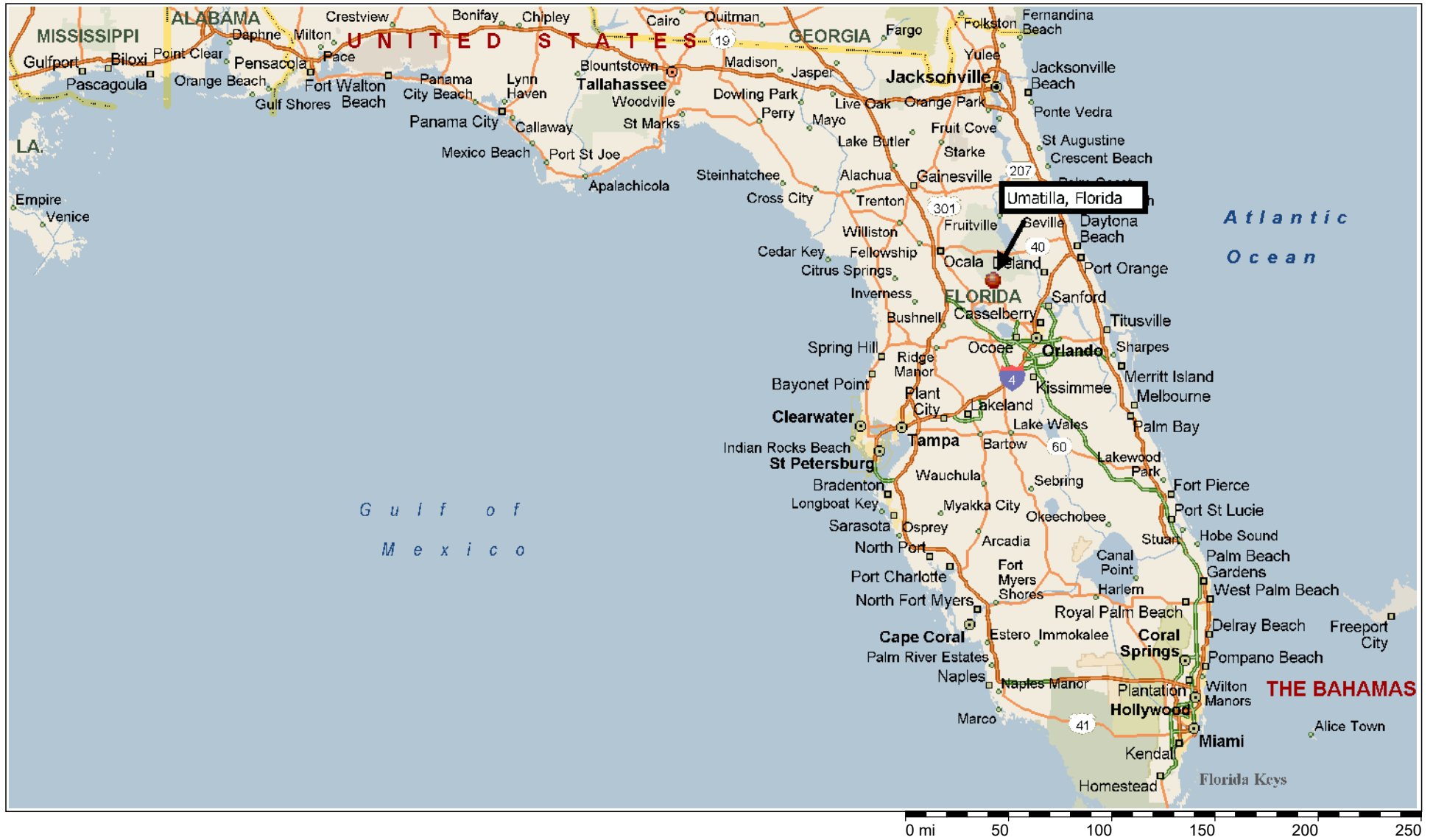
Within Downtown Eustis, the SR 19 splits onto two separate one-way streets, Northbound SR 19 shifts onto Grove Street, while southbound SR 19 remains on Bay Street. Both the northbound and southbound segments are part of the Eustis Commercial Historic District. This split terminates just north of Laurel Oak Drive, and the road becomes a divided highway once again, with the first intersection being another segment of County Road 452.

Here the road runs along the west side of Trout Lake for a short distance and well after that intersects CR 44A (Jennifer Lane). The road remains 4 lanes wide through Dona Vista and then curves northeast where it crosses Lake Umatilla in Umatilla and then becomes a two lane highway at the south end of the concurrency with County Road 450 (West Ocala Street). An unusual note is that railroad tracks used to run down the median of the four-lane road between the Florida's Favorite Orange Juice plant on the south side of Umatilla to the point where the road becomes two lanes. Here the old grade crossed the intersection and can be observed to the east of the two-lane road. This passes the old depot which is now a library. Umatilla Boulevard begins on the northwest corner of this intersection and runs parallel to SR 19 until it reaches Lake Street. The right of way for a separate northbound lane utilizing the old railroad grade is clear evidence for a proposed widening of SR 19, with the grade being adjacent to the highway to just south of Altoona where the grade diverges to the west. The concurrency ends at East Collins Street where CR 450 continues east and SR 19 continues north.

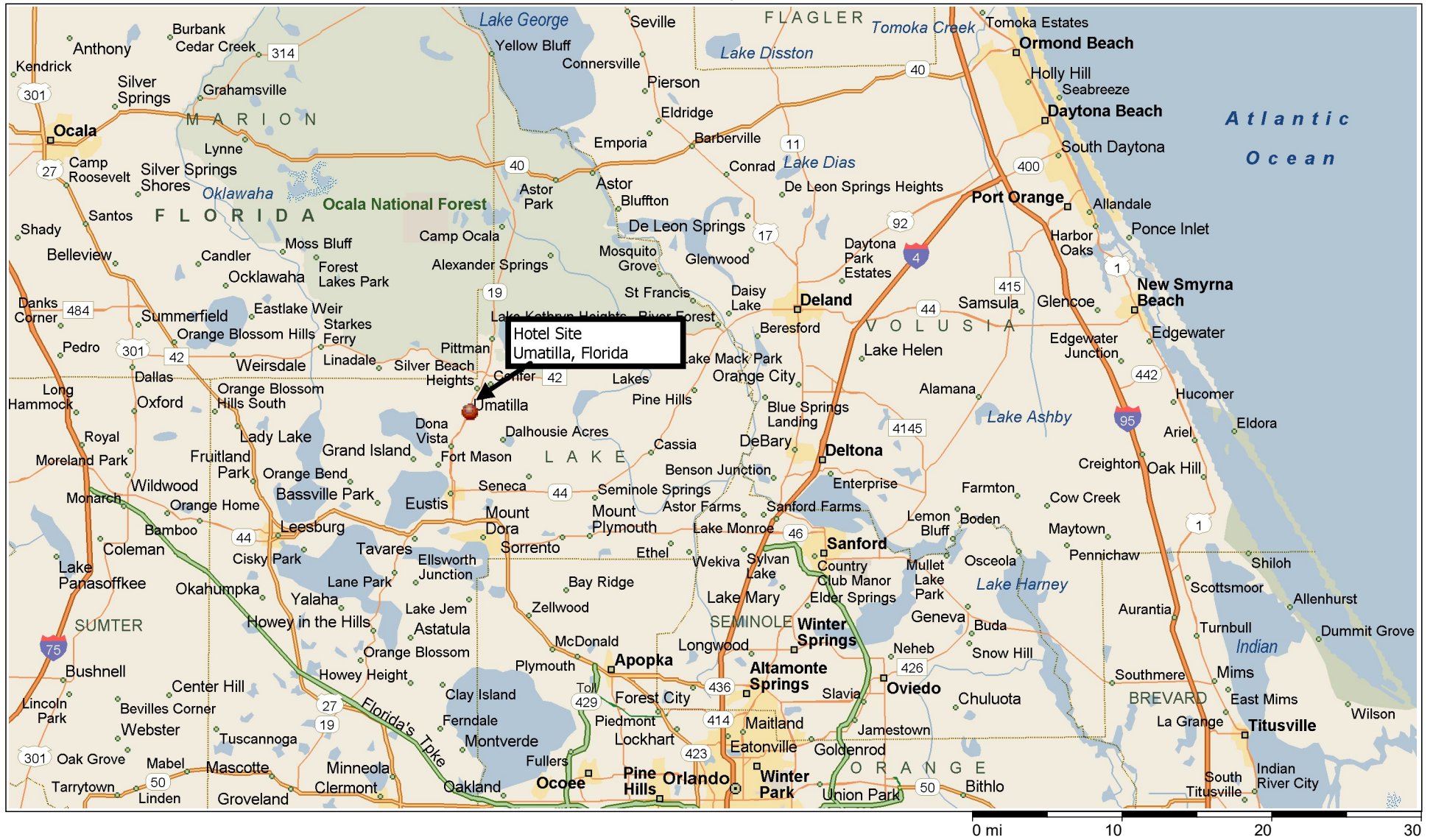
Maps and Site Pictures

Various maps are presented on the following pages to orientate the site in Umatilla, Florida,.

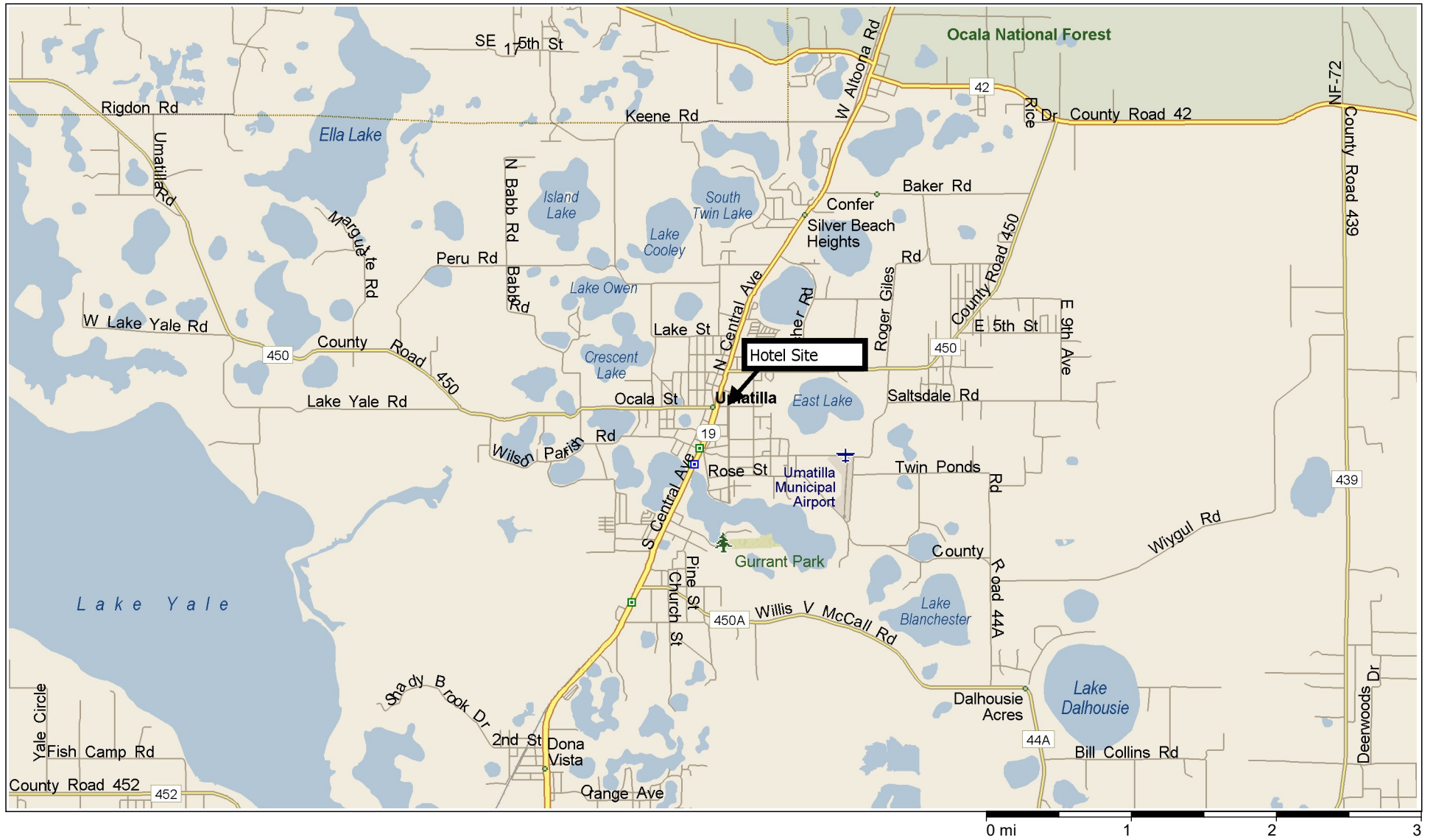
State of Florida



Lake County, Florida



Umatilla, Florida



Hotel Signage

As the subject site is located inside the city limits of Umatilla, various sign ordinances must be reviewed concurrently with the development of a signage program. It is recommended that the development obtain the following signs:

1. A monument sign at the drive entrance;
2. A large logo sign mounted on the front of the hotel;
3. Directional signage from the adjacent city streets.

Utilities

With the site being inside the City of Umatilla, all public utilities of water, sewer, electricity, natural gas, telephone, and cable television systems are available to the subject hotel.

Traffic Counts

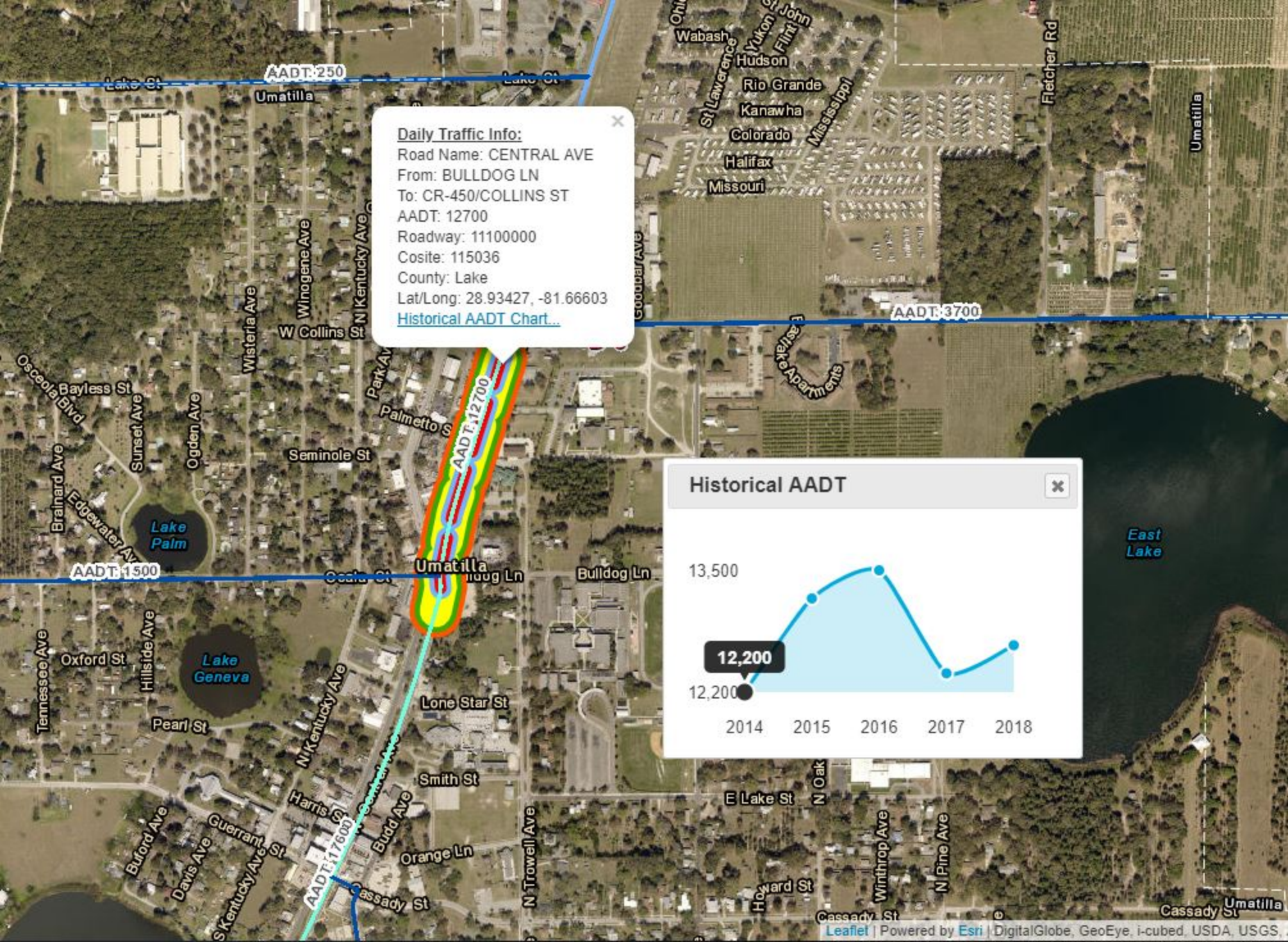
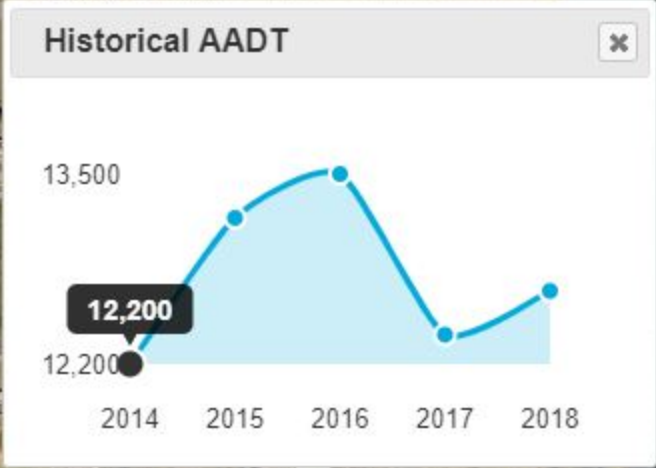
The Florida Department of Transportation has published the following daily traffic counts of the subject site intersection:

Traffic Counts (Annual Average Daily Traffic)	
North on SR 19, 0.526 miles South of CR 450	8,800
South on SR 19, 0.526 miles South of CR 450	880
North on SR 19, 0.065 miles North of CR 450	6,900
South on SR 19, 0.065 miles North of CR 450	580

Source: Elevate Lake Agency for Economic Prosperity.

Daily Traffic Info:

Road Name: CENTRAL AVE
 From: BULLDOG LN
 To: CR-450/COLLINS ST
 AADT: 12700
 Roadway: 11100000
 Cosite: 115036
 County: Lake
 Lat/Long: 28.93427, -81.66603
[Historical AADT Chart...](#)



Summary

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