

# CASSELBERRY STATS



Casselberry is located at the crossroads where U.S. Highway 17-92 and State Road 436 intersect. Both of these roads are known for the substantial retail and multi-family development. The city is committed to redevelopment activities along U.S. Highway 17-92, including a mix of retail, government, residential and recreational activities.

Located just 20 minutes northeast of downtown Orlando, Casselberry's city government is focused on meeting the needs of businesses looking to relocate and/or entrepreneurs seeking the right location to jump-start a new enterprise. One of the fastest growing areas in Metro Orlando, Casselberry is an exciting, thriving community in which to do business.

For more information about doing business in Casselberry, and the entire Metro Orlando region, contact the Metro Orlando Economic Development Commission's Seminole County office, 407.665.7143 or email [Tracy.Turk@OrlandoEDC.com](mailto:Tracy.Turk@OrlandoEDC.com).

## From The Mayor

"Casselberry is a dynamic community for business development, offering office, commercial and industrial spaces throughout the City and along its major thoroughfares, which provide a wide customer base for economic growth. The City is comprised of thriving and diverse neighborhoods. Excellent City services enhance the quality of life and the working environment of Casselberry. It's the perfect place to live, work and play."

Charlene Glancy  
Mayor/Commissioner



## MAJOR EMPLOYERS

- Walmart Supercenter
- Home Depot
- Publix ■ Target
- Tigor Title Insurance Co.

## CITY STATS

**Incorporated**  
1940  
**Population**  
24,899  
**Municipal Boundaries**  
7 square miles  
**Government**  
Commission/  
City Manager

## CITY OF CASSELBERRY DEPARTMENTS/CONTACTS

Mayor's Office

407.262.7700 x1133

[commission@casselberry.org](mailto:commission@casselberry.org)

City Manager

407.262.7700 x1130

[administration@casselberry.org](mailto:administration@casselberry.org)

Building Permits

407.262.7700 x1103

Planning & Zoning

407.262.7700 x1108

Occupational Licenses

407.262.7700 x1109

# INCENTIVES

## City Incentives

Within the Community Redevelopment District (CRD), new projects and redevelopment projects are both eligible for incentive funding. The funding is based on the size and investment value of a project and can range from direct cash assistance, to waivers for certain code requirements, to fast-tracking the permitting process.

In areas of Casselberry outside the CRD, the City will work within the parameters of Seminole County's Job Growth Incentive Fund and will match the county's award for qualified projects. For projects that do not otherwise qualify for incentives, the City will consider incentives on a case-by-case basis to encourage activities such as annexation, resolution of traffic problems, or development of a significant parcel of land.

## County Incentives

The Board of County Commissioners initiated a Jobs Growth Incentive Fund for companies creating new jobs. Seminole County will consider providing dollars for items such as training, relocation costs and the payment of impact fees for companies that create more than 25 new jobs paying an average salary that is equal to the county's average wage. Special consideration will be given to projects seeking to locate in targeted redevelopment areas. This program is available to new and expanding companies in Seminole County.

The Seminole Economic Enhancement District (S.E.E.D. Program) is an economic and environmental development program that utilizes the requirements of the Florida Brownfields Program. If your property is designated within a S.E.E.D. area, you may be eligible for financial incentives such as job bonus refund, sales tax credit on building materials, 50% voluntary cleanup tax credit, 25% additional tax credit for affordable housing, and state loan guarantees (50% on all Brownfield sites and 75% on affordable housing).

# RECENT BUSINESS ESTABLISHMENTS

**Plumosa Avenue** Engineering study of re-alignment/signalization of Plumosa Avenue and Home Depot driveway on U.S. Highway 17-92.

**City Center** Development of a 15-acre site with residential units, retail, restaurants and community center uses.

**The Geneva School** 52-acre parcel of land (located off Seminola Boulevard) will become the new site for the school.

**Legacy Park** 200+ acres of the former Seminole Greyhound Park are being developed into a master-planned, mixed-use development. The single family homes and the first 2 phases of the townhomes have been built. They are currently developing the third phase of the townhomes.

**Red Bug Flyover** FDOT will start construction in 2010 on a flyover ramp from southbound State Road 436 to eastbound Red Bug Lake Road.

**436 / 17-92 Project** FDOT is still monitoring the project with a planned flyover in 2025.

**North Winter Park Drive** Re-alignment of a major north-south corridor. Water/sewage system extensions/improvements, including construction of a 1.9 million gallon capacity reclaimed water treatment tank and an automatic water control system.

**Walmart Supercenter** Located at U.S. Highway 17-92/State Road 436; groundbreaking in 2009; 2010 opening.

**Expansion and redevelopment of city park facilities.**

*"We know that quality education is a leading site selection factor for companies. Seminole Community College, and other colleges throughout the Orlando region, are working with business and industry now more than ever to develop specific programs that meet their workforce needs."*

**Dr. Ann McGee**  
President  
Seminole Community College

# MAJOR BUSINESS DISTRICTS

District	Acreage	Classification	Industry Focus
CG, CS, CL	434	Commercial	General Commercial
OR	106	Office	Professional Office
PMX-H	84	Planned Mixed Use	Intense Commercial
PMX-L	196	Planned Mixed Use	Commercial/Residential
I	75	Industrial	Industrial/Manufacturing
SB1, SB2	Overlay	Local Commercial	Local Commercial
CRD	Overlay	Downtown Commercial	Downtown Commercial

Last updated Feb 2009

Founded in 1977, the EDC markets Metro Orlando as a top location for business investment and expansion.

Committed to diversification of our region's economic base, the EDC specializes in development of the technology, corporate business, international trade and film/television production industries. For more information about the EDC, visit [OrlandoEDC.com](http://OrlandoEDC.com) or call 407.422.7159.

**"Putting imagination to work" is a registered service mark of the Metro Orlando Economic Development Commission.**