



*2019 Wauchula Community
Redevelopment Agency – Community
Redevelopment Plan*



Adopted September 2019



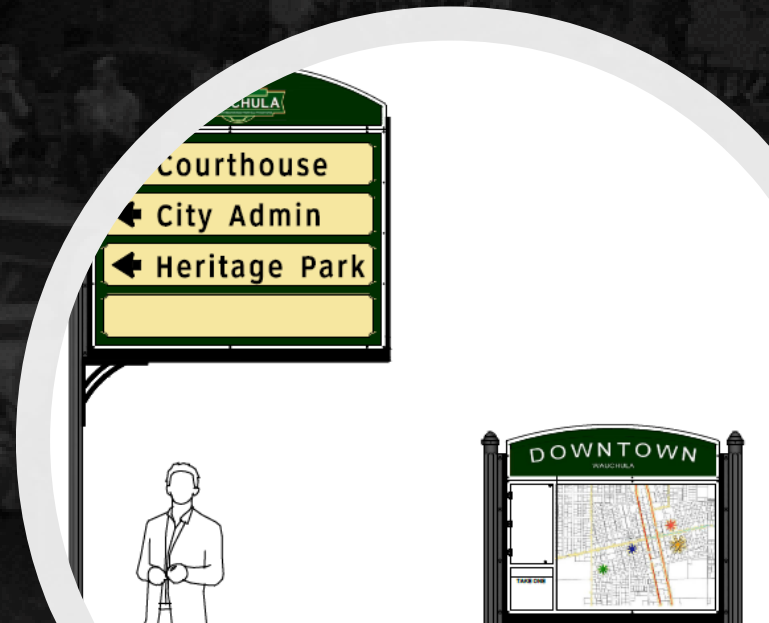
Wauchula Community Redevelopment Agency - 2019 Community Redevelopment Plan

Planning Studies Category - FRA Award Entry 2020

Created the *“Road Map to Redevelopment”*

The Master Plan:

- Updated capital improvements plan (CIP) and related tax increment projection (TIF)
- Provided for neighborhood impact, including affordable and workforce housing
- Included a “Downtown Parking Study”
- Created a “Parks Master Plan”
- Incorporated Market Study
- Extended CRA sunset date from 2027 to 2057



CRA Goals

Established four broad-based goals--each with their respective policies--all focused on the overarching vision of:

- Creating Adaptive Reuse and Redevelopment
- Redeveloping parks to beautify and unify the City
- Spurring economic development
- Promoting affordable and workforce housing
- Engaging the community

Land Use

- Adaptive reuse and redevelopment of buildings
- Identify and support partnerships with private properties with emphasis on historic building renovations
- Use infrastructure investments to leverage, focus, and shape the location and intensity of development
- Continue brownfield clean up and redevelopment
- Provide incentives to provide for both single-family and multi-family housing, as well as affordable and workforce housing, as needed
- Focus on infill housing developments and develop assistance/partner on programs for home ownership

Economic Development

- Cooperation and continued partnership with Main Street Wauchula Inc. to promote economic development and to raise awareness of businesses in the CRA boundaries
- Keep open potential for bonding of improvements in the future
- Establish a prioritization of grant projects and assistance including ROI (TIF revenue thresholds)
- Continue to identify additional non CRA funding options including but not limited to grants and private funding

Transportation & Mobility

- Improved traffic flow
- Monitor parking in the downtown and evaluate the need for additional parking (should the need arise)
- Explore opportunities for multimodal services, as needed
- Safer travel ways for pedestrian and bicyclists, including development of more sidewalks and general roadway improvements
- Reduced heavy vehicle impacts
- Increased traffic safety

Cultural & Recreational Resources

- Unify the community through activities in City parks including fitness activities, music, and movies
- Redevelop Crews Park and begin construction of Peace River Park
- Identify new park opportunities including those at the neighborhood level
- Follow and implement park redevelopment per parks master plan where economically feasible
- Work with local partners to bring cultural activities to historic City auditorium



Revitalize Wauchula



Achieve redevelopment objectives in the Wauchula CRA - Community Redevelopment Plan



Unlock opportunities for housing and employment



Promote walkability



Improve access to daily community needs



Provide an identity to Wauchula's streets



Protect and enhance existing neighborhoods in Wauchula

Plans within a Plan... The CRA targets improvements specifically identified for implementation and in support of the CRA's purpose per statutes. It is important that the CRA has community support, and that the CRA reflects community-wide vision in support of redevelopment activities throughout the City. An ongoing recommendation towards successful implementation of this Plan includes involvement by all segments of the community, activating stakeholders and groups to capitalize on the socio-economic diversity that Wauchula has to offer.



Focus on High-Profile Community Projects

Parks can create not only a neighborhood gathering area or focal point for a community, but also create a community identity. Parks create important social and community development benefits, defining neighborhoods and offering recreational opportunities for residents of all socio-economic backgrounds.



OAK STREET PARK

APRIL 2017 • CONTACT JAMES ENGELHART, P.E. (407) 278-7428

CITY OF WAUCHULA
JAMES ENGELHART, P.E.



Kimley **Horn**
Engineers, Planners, Architects



Park Plans developed for five parks

- Seminole Park
- Green Street Park
- Former Skate Park
- Oak Street Park
- Farr Field Park

✓ Allows the CRA to prioritize funds in the “four quadrants” of the City

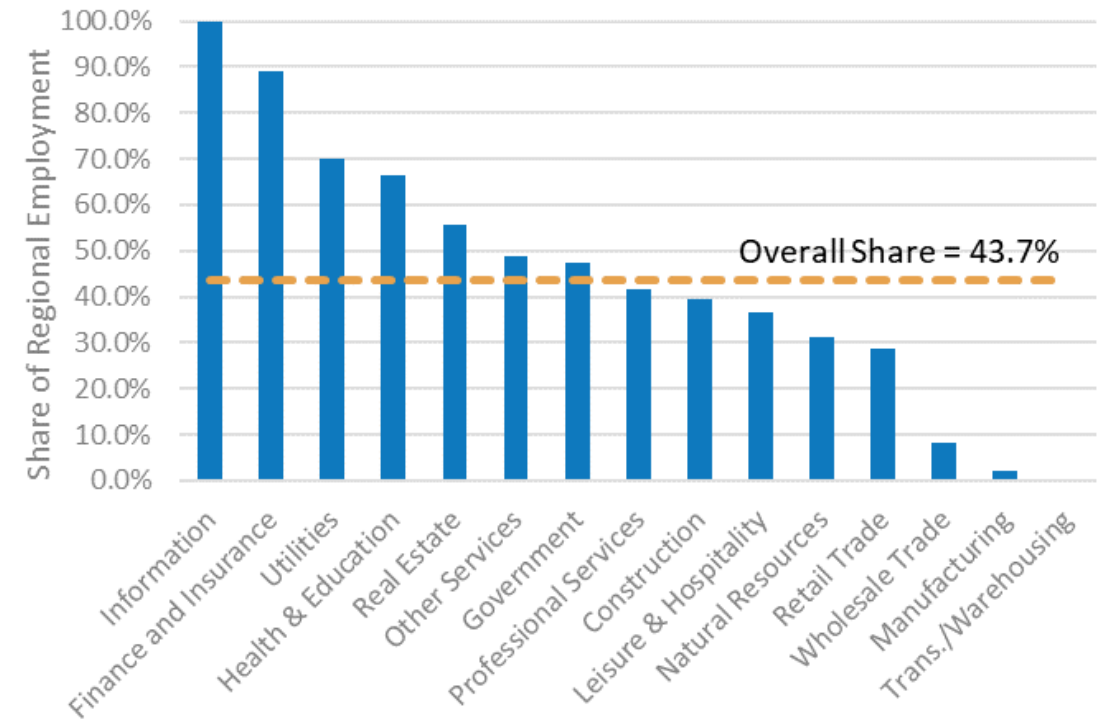
✓ Creates community focal points

Potential Redevelopment Options

Market Study Findings

Key Considerations & Findings

- **Jobs**
 - Look at existing jobs/sectors
 - Identify sectors to expand and target
- **Industry Diversification (retail, service, office, industrial)**
 - Addressing demand in the entire CRA not just the downtown
 - Key in on “Downtown Successes” and use as a springboard for other areas
 - Identify opportunities for start-ups, collaborative workspaces
- **Roof Tops**
 - Ownership patterns (own vs rent)
 - Age considerations
 - Variety of housing types (what else is needed to serve the residents)
- **Wages**
 - Keyed to jobs creation
 - “Spending Power”





Community Outreach

Community-wide opinion surveys
What is most important to you?

Public Outreach and workshops
Review of Plan Elements and Recommendations

CRA Considerations: What do we Value the Most?

WAUCHULA CRA WORKSHOP

Building Architecture (physical look of the building)	low	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	high	3.2
New Businesses (bringing in new business)	low	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	high	1.7
Open spaces and buffers (what's between properties)	low	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	high	8.5
Parking (do we need more?)	low	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	high	6.3
Signage (number, location and type)	low	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	high	8.1
Sidewalks (along roads & between uses)	low	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	high	4.5
Mixing of Uses (commercial and residential)	low	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	high	5.9
Expanded and Improved Parks	low	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	high	6.4
Tech features (WIFI, charging station)	low	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	high	8.9
Landscaping	low	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	high	6.1
Streetscape Improvements (street lights, benches, etc)	low	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	high	6.4
Other: Gateway Features Multi-use Paths/Connections to Crews Park New Buildings – Max Height or Size							

↑
 Priority
 Ranking
 #1 (high)
 to
 #11. low)

Community Outcomes & Results

- Time savings
 - 3 “Plans” for the price (*time*) of 1
- Building blocks across the community
- Targets all areas within the CRA boundaries
- Economic and socio-economic development
- Identify/create focal points & gathering spaces within neighborhoods

