



South Florida Avenue Strategic Master Plan

Phase 1 Assessment

May 2022

AYRES

Acknowledgments

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Name	CED Project Management
Alis Drumgo,	Asst. CED Director
D'Ariel Reed	Community & Economic Dev

Name	Parks & Rec and Public Works Group
Ryan Lazenby	Engineering
Theresa Schwartz	Traffic Eng.
Richard Baker	Facilities Mgr.
Bob Donahay	Parks & Rec
Pamela Page	Parks & Rec
Bessie Reina	FDOT

Name	Community & Economic Dev Group
Emily Foster	Historic Preservation
Brian Rewis	Director
Teresa Maio	Assistant Director
Charles Barmby	Planning & Transportation
Jonathan Rodriguez	Neighborhoods
Cindy Glover	Community Engagement
Damaris Stull	Planning
Matthew Lyons	Chief Planner
Abbas Jaffer	Business Development
Michael Smith	Housing
Annie Gibson	Housing

Name	Public Safety & Communications Group
Ruben Garcia	Chief of Police
Hans Lehman	Asst. Chief of Police
Douglas Riley	Fire Chief
Kevin Cook	Communications Director

Name	Utilities & Infrastructure Group
Bill Anderson	Water Utilities Director
David Bayhan	Water Utilities Asst. Dir.
Robert Kniss	Water Utilities Engineering Super.
Joey Curry	Lakeland Electric Asst. GM
Tracy Kirkpatrick	GIS Manager
Oscar Torres	IT Director
Toni Panaou	Water Engineering
Richard Hesse	Telecommunications Manager
Neil Cleveland	Fiber Optics Super.

Name	Community/ED Partners Group
Rodriguez Laura	Lakeland Vision
Amy Wiggins	Lakeland Chamber
Sean Malott	CFDC
Julie Townsend	Downtown Dev. Authority
Jason Willey	Manager of Special Projects
Angel Davis	Office of Innovation and Strategy
Matt Lukens	The Apiary

Name	AYRES Work Group
Amanda Arnold	Urban Planner
Aaron O'Keefe	GIS Specialist
Binoy Panicker	Urban Planner/Designer
Chris Silewski	Landscape Architect/Urban Designer
Jeffrey Siewert	Transportation Engineer
Karina Veaudry	Landscape Architect
Matt Ivie	Civil Utilities Engineer
Mike Noesen	Traffic Engineer
Mohamad Gebarin	Transportation Engineer
Paige Bernhardt	Landscape Designer
Shiv Sharma	Transportation Designer

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CONTENTS

- **Project Background** 04
 - Introduction
 - Previous Studies
 - Study Area Analysis
 - Where we are today?
- **Opportunities and Challenges** 16
 - Enhanced Corridor Experience
 - Safe Transportation for all Users
 - Contextual Public Realm Design
 - Resilient Land Use and Economic Development
- **Planning Principles** 42
 - Strategic Master Plan Principles
 - Vision
 - Next Steps
- **Appendix** 47
 - Assessment Maps and Analysis



The South Florida Avenue District is to be considered in the context of the City as a whole, programmed and designed to serve a purpose and function, and which inclusively meets the community's aspirations.

As urban areas continue to thrive and grow, inclusiveness, urban culture, and experiential living calls for investing in the redevelopment of the core city, and to leverage our existing infrastructure investments. Carefully done, this will result in vibrant communities that have character, and which offer attractive opportunities to invest.

Introduction

Ayres was appointed by the City of Lakeland to study the opportunities and challenges and prepare a Strategic Master Plan for the future development of South Florida Ave corridor between Lime St and Ariana St, a 1-mile stretch of SR 37, within the Dixieland CRA.

Lakeland is a desirable destination in Central Florida with a thriving business district, residential neighborhoods and a vibrant Downtown. The overall economy of the City is diversified with a good mix of private industry, distribution centers, healthcare, education, offices and government services. Lakeland, like other communities in central Florida is faced with housing shortages.

Providing, quality, middle-income housing is the current and foreseeable challenge. Enhanced multimodal transportation with trails, buses, and rail with a “complete streets” mindset is also a priority for the City and the Florida Department of Transportation (FDOT). The City’s vision is to continue to focus on redevelopment to optimize the opportunities of its existing built infrastructure.

The City of Lakeland is experiencing rapid growth and its population is projected to grow by 15% over this decade to approximately 120,000 resident by 2030.

This project is undertaken in the context of the FDOT’s road diet test on South Florida Ave initiated in 2020. The strategic plan relates to transportation, urban design and economic development of the corridor as the City makes decisions on its future development. FDOT’s road diet test period is scheduled to end in August 2022, following which a desired street configuration will be implemented.

The purpose of this study is to provide planning and design guidance for the long-term redevelopment of this corridor into a vibrant part of the city. This report presents the first Assessment phase of the Strategic Master Plan. It is designed to provide the City’s staff and decision makers an overall assessment of the current context, previous studies undertaken, and fresh ideas to make decisions related to the corridor.



SFA at Mosswood Rd - Offices and institutions

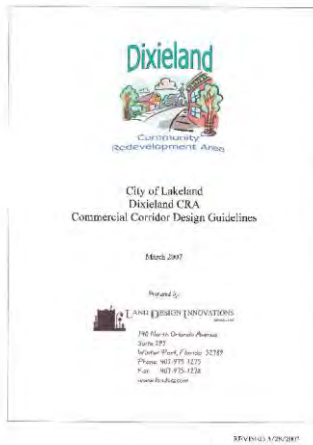


SFA at Hillcrest St - Shopping and parking areas

Previous Studies



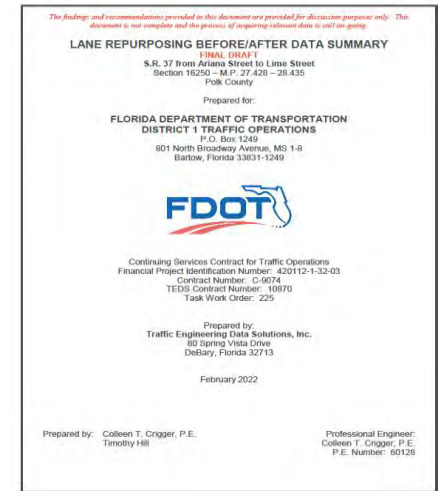
2001 RMPK Dixieland
Redevelopment Plan



2007 LDI Dixieland
Commercial Corridor
Design Guidelines



2013 AECOM, Dixieland CRA
Planning and Design



2022 FDOT Lane
Repurposing Data Summary



2017 FDOT South Florida
Avenue Master Plan Key
Findings



2017 Polk TPO Complete Street
Corridor Master Plan



2019 FDOT South Florida
Avenue/SR 37 Road Diet Test and
Traffic Study

Key Findings/Priorities from Previous Studies

The following summarizes the key themes and aspirations expressed in the previous planning and design studies.

Safety

- Slow traffic and improve safety
- Improve alley access

Quality Urban Environment

- Wider sidewalks for better pedestrian environment
- Plant shade trees on the street
- Include bikes along the corridor
- Include decorative streetlights and furnishings

Public Infrastructure

- Improve transit infrastructure
- Improve parking

Economic Development

- Promote mixed use redevelopment
- Include public spaces

2022 FDOT Lane Repurposing Before/After Data Study

The February 2022, FDOT report of the SR 37 (Florida Avenue) lane repurposing project provides a comprehensive assessment of traffic data including volumes, travel times, travel speeds and crashes for the before, after and updated conditions about the temporary repurposing implementation in October 2020. Consideration of the Covid-19 impacts were included.

The traffic data indicated an approximate 5% reduction in volumes although these volumes remain lower than the pre-Covid pandemic volumes. Similarly, the pedestrian and bicycle activity remain depressed from pre-pandemic/pre-lane reduction levels.

Speed counts indicated average speed decreases at the two locations along the alignment.

Average travel times showed minor increases in the AM, with slightly more significant in the PM especially in the south-bound direction.

The most significant impacts occurring in the after condition were the safety and collision data analysis. There was an average of 83.5% reduction in severe crashes. However, rear-end crashes increased, but these were likely due to the drivers not being acclimated to the new roadway configuration, as these crashes declined after the first month. Pedestrian/Bicycle crashes were eliminated.

As time passes and the drivers become more acclimated to the roadway changes post repurposing, injuries and overall number of crashes may continue to reduce. Operationally the road works well.

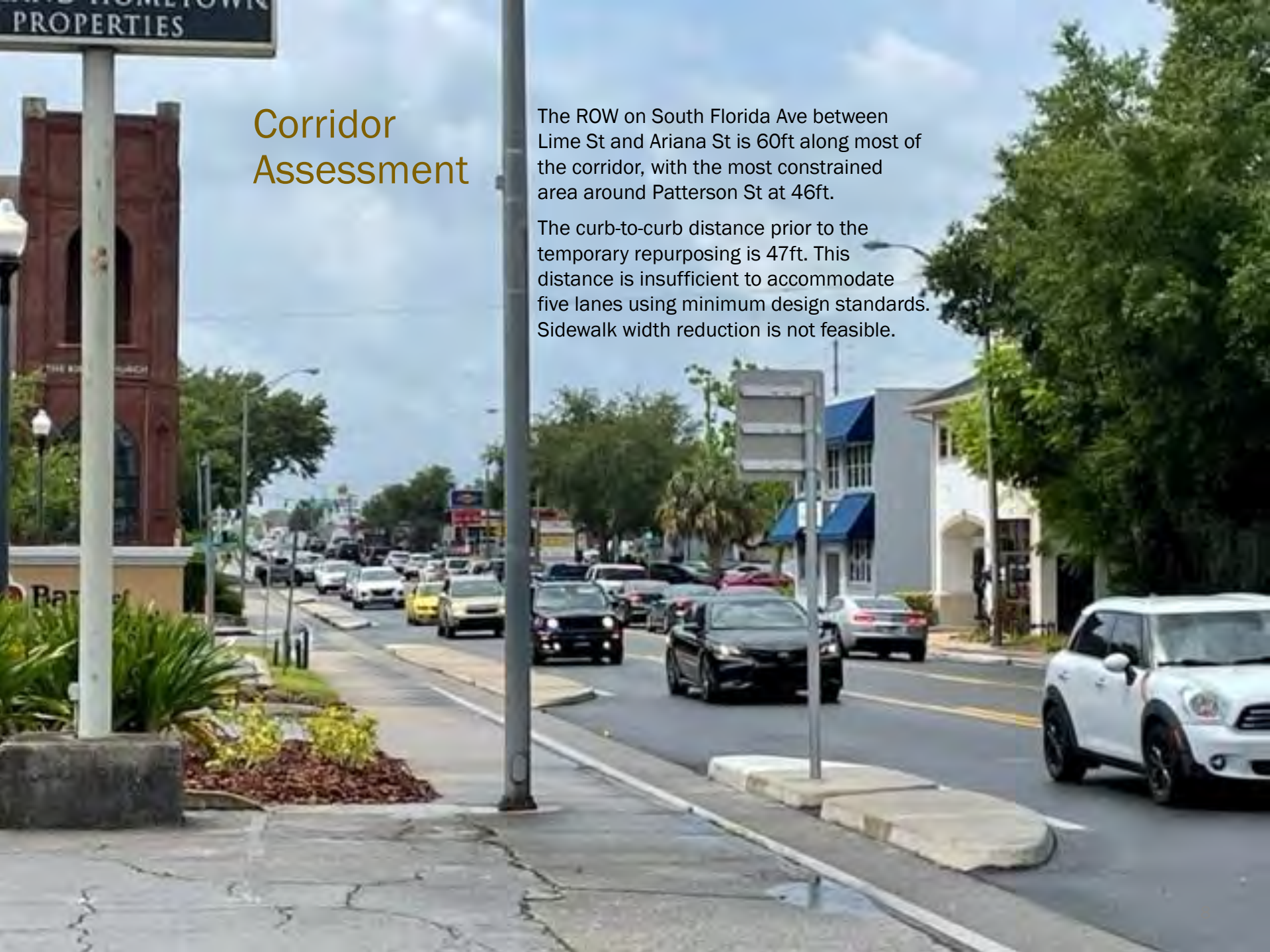


SFA at Belmar St. – Commercial built to street line

Corridor Assessment

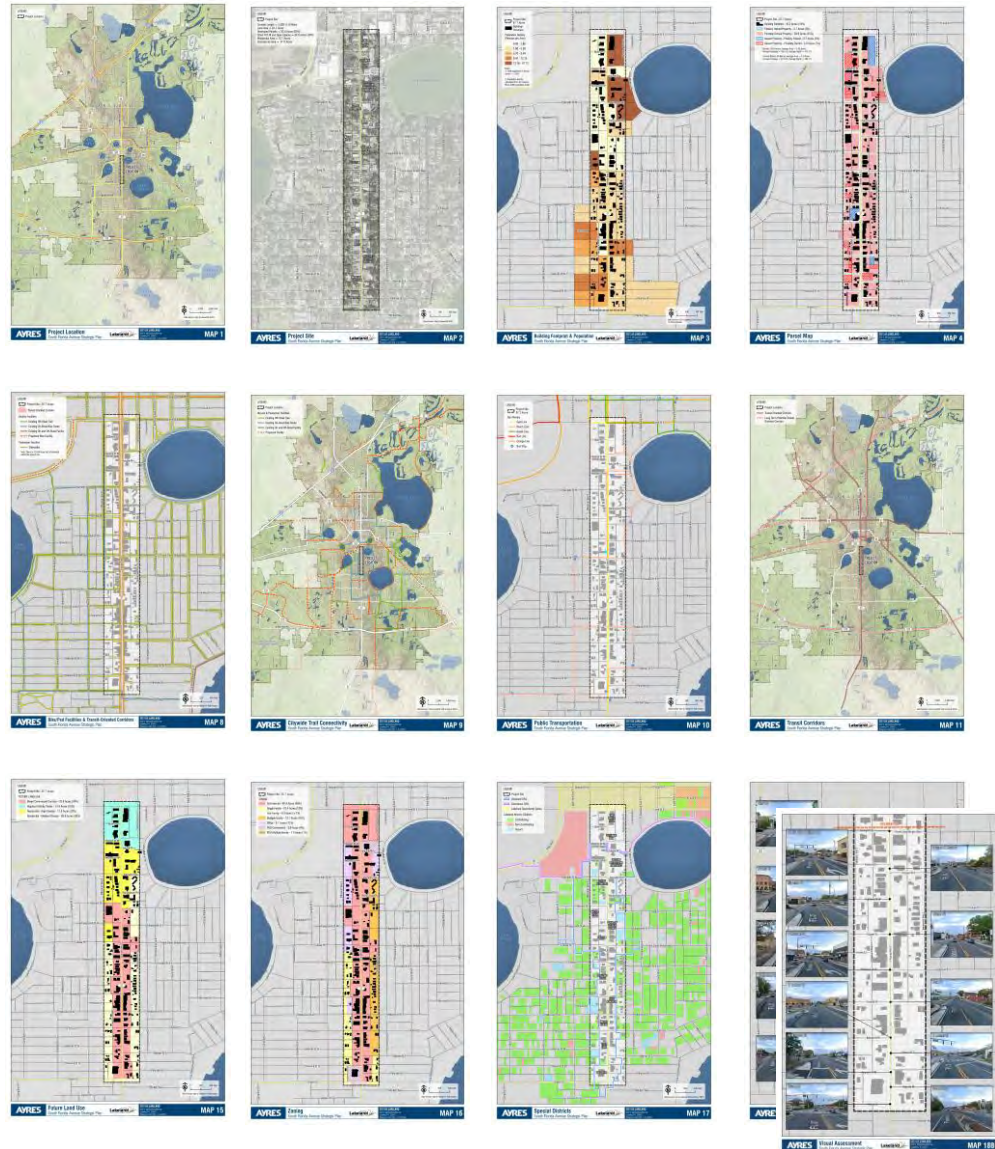
The ROW on South Florida Ave between Lime St and Ariana St is 60ft along most of the corridor, with the most constrained area around Patterson St at 46ft.

The curb-to-curb distance prior to the temporary repurposing is 47ft. This distance is insufficient to accommodate five lanes using minimum design standards. Sidewalk width reduction is not feasible.



Study Area Analysis*

Ayres conducted a detailed GIS mapping, and field assessment of the corridor. Details on block and parcel sizes, vacancy, ownership, land uses, zoning, street network, parking and city-wide connectivity have been analyzed and results included in the maps within the appendix. The highlights are presented in the next pages, and the inferences will be used to outline the Strategic Plan strategies in the next phase. *Click thumbnail to see detailed map.*



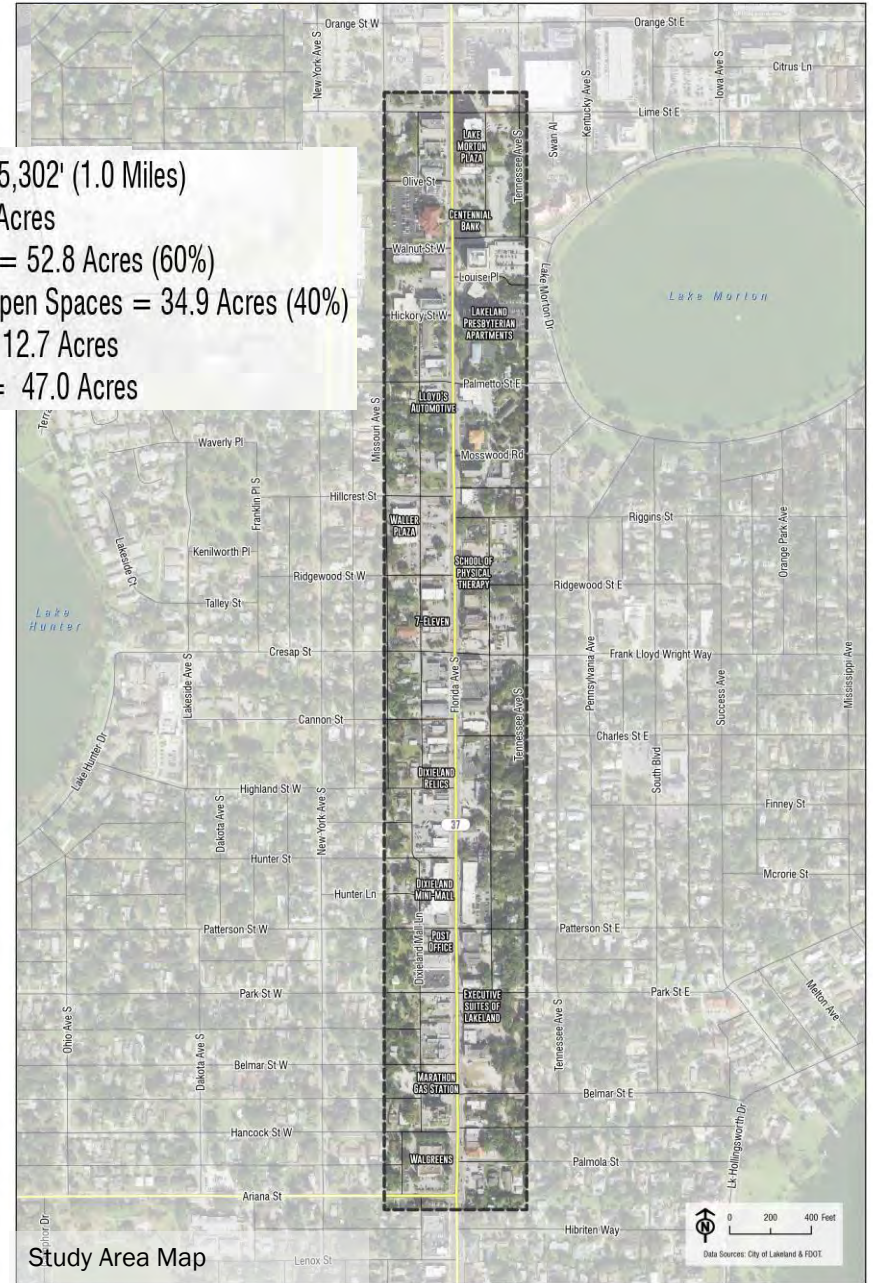
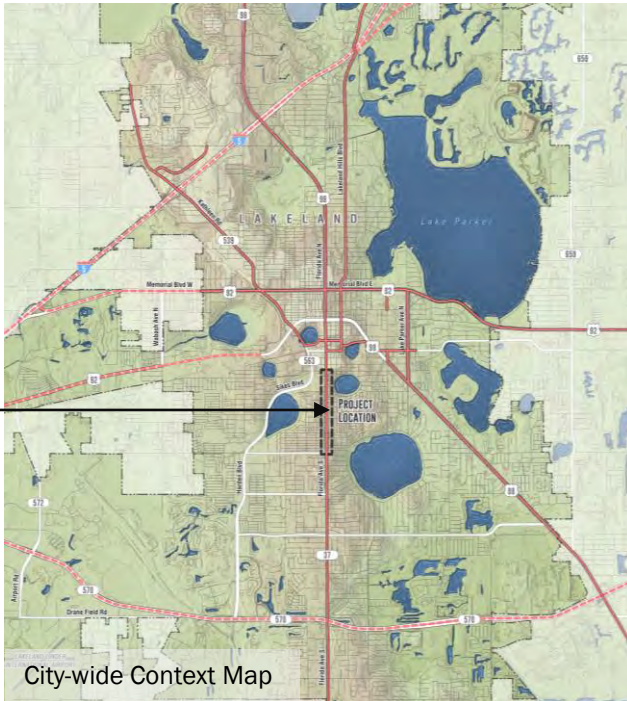
*A detailed assessment of the study area, characteristics and attributes are presented topically in the Appendix on page 47 onwards.

Context and Location

This section of South Florida Avenue is of historic significance to the City, situated strategically just south of downtown and at the heart of the “Central City” defined in the City’s Comprehensive Plan.

Contextually, this section of the corridor remains a primary main north-south route through the City and connects with other employment and shopping destinations within the City and regionally.

Corridor Length = 5,302' (1.0 Miles)
 Land Area = 87.7 Acres
 Developed Parcels = 52.8 Acres (60%)
 Street R.O.W and Open Spaces = 34.9 Acres (40%)
 Residential Area = 12.7 Acres
 Commercial Area = 47.0 Acres



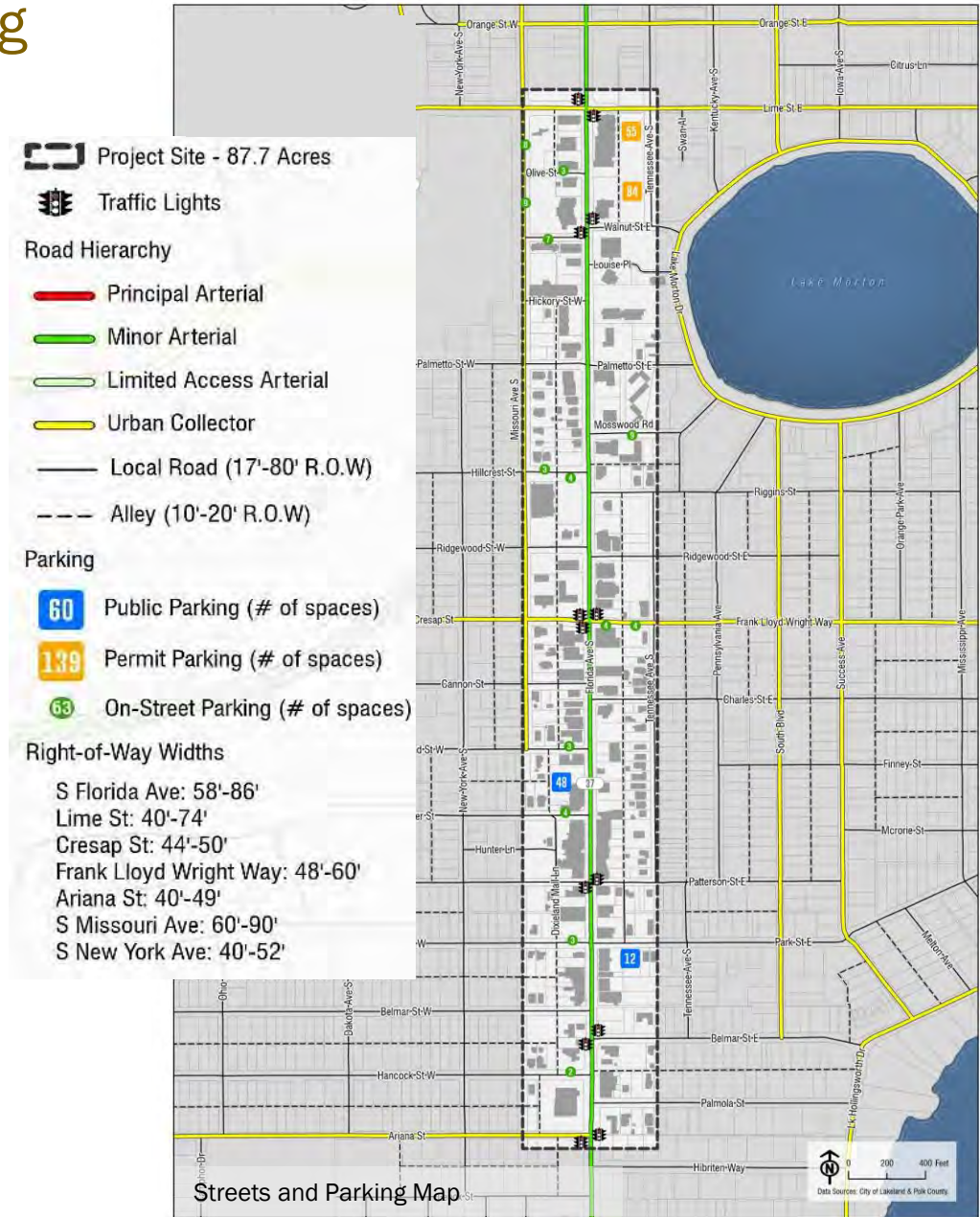
Street Network and Parking

The area is a traditional 'urban grid' providing straight, easy connections to city destinations and individual properties. Several private parking lots (mostly empty on weekends) face the street. There are three dedicated public surface parking lots and limited on-street parking on side streets.

There are a total of six traffic lights including those on Lime and Ariana streets.

There is limited public transportation service.

Excluding Lime and Ariana, the main nodes are Palmetto, Hillcrest, Cresap and Patterson.



Street, Sidewalks and Trail Connectivity

There are several underutilized private parking lots facing the street.

There are limited shade trees, pedestrian level lighting and furnishings.

On average, 5ft sidewalks exist on both sides of the street, but there are no bike facilities within the corridor and no existing or planned city-wide trail connections.

The street generally has poor urban design features, no trees, no public plazas, parks or gathering areas weak public realm interface, weak corners, lighting, art, and activity.

Streets and private properties in the district are generally well kept, with no visual sign of blight or disinvestment.

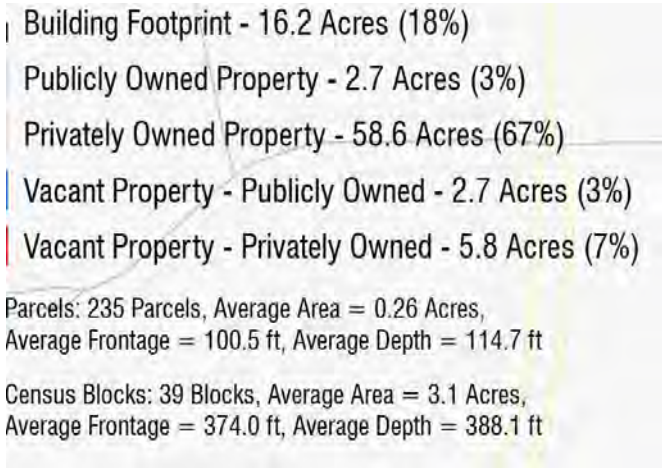
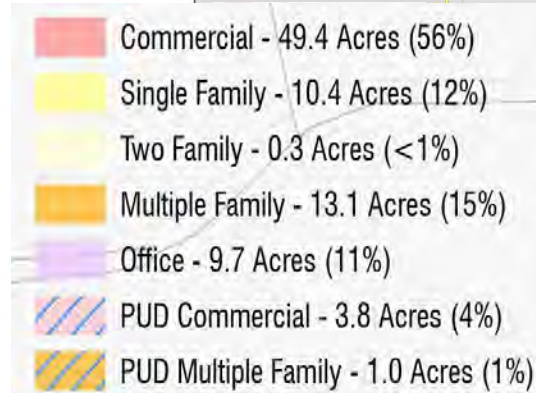
There is a general lack of street activity, except in certain pockets mostly between Cresap St and Patterson St.



Parcels, Land Use and Zoning

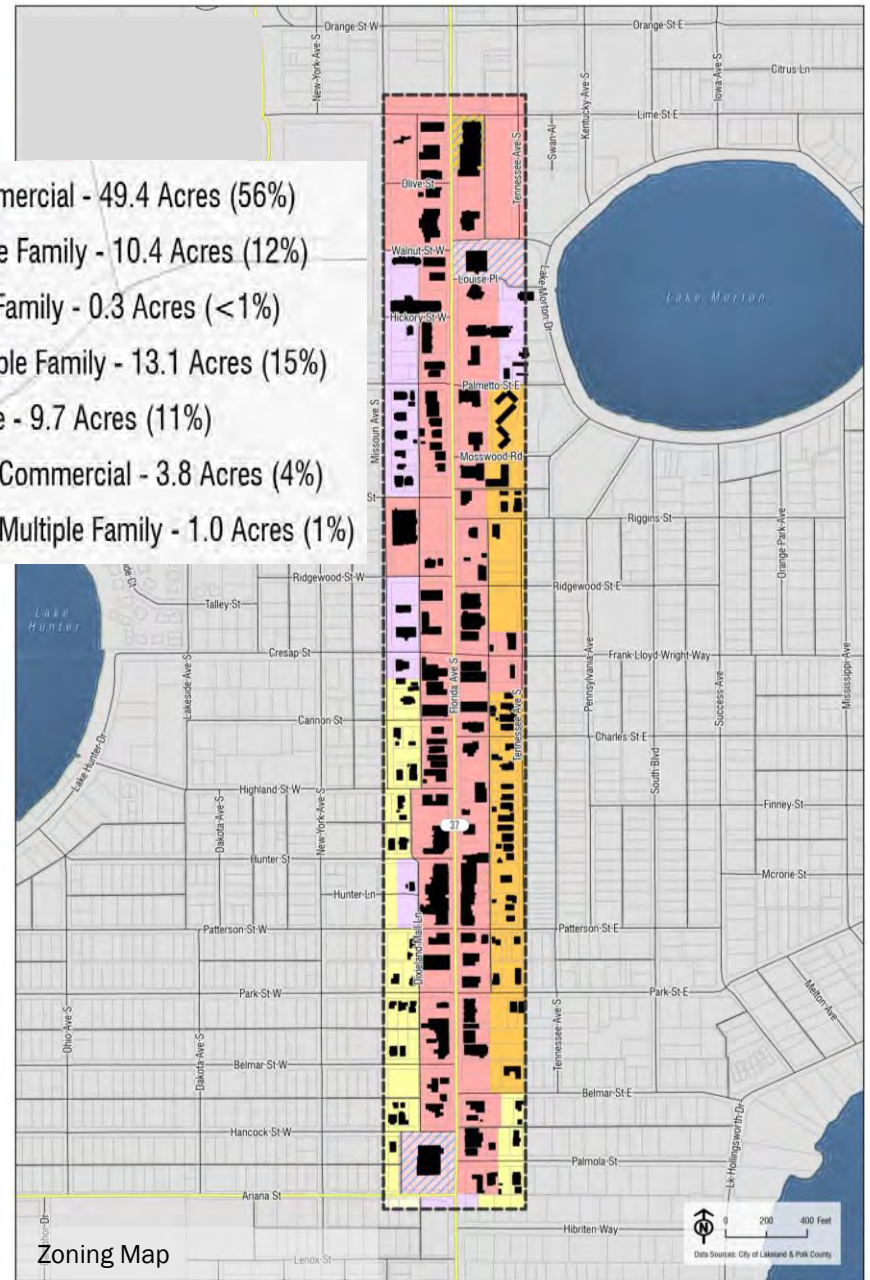
The development along the corridor consists of a mix of the turn-of-last century commercial buildings supported by stable residential neighborhoods.

The land uses are mostly general commercial, banks, healthcare facilities, restaurants and assisted living near Lime Street. There are three gas stations, and two auto repair shops, an unusually high number for this 1-mile stretch between Lime St. and Ariana St. There are 2 vacant parcels, a partially, vacant shopping center, Waller Plaza at Hillcrest St. and smaller commercial and religious properties.



Parcels: 235 Parcels, Average Area = 0.26 Acres,
Average Frontage = 100.5 ft, Average Depth = 114.7 ft

Census Blocks: 39 Blocks, Average Area = 3.1 Acres,
Average Frontage = 374.0 ft, Average Depth = 388.1 ft



Visual Assessment



Urban Corridor



Older Institutions



Auto-oriented uses



Vacant Parking



Residential



Offices



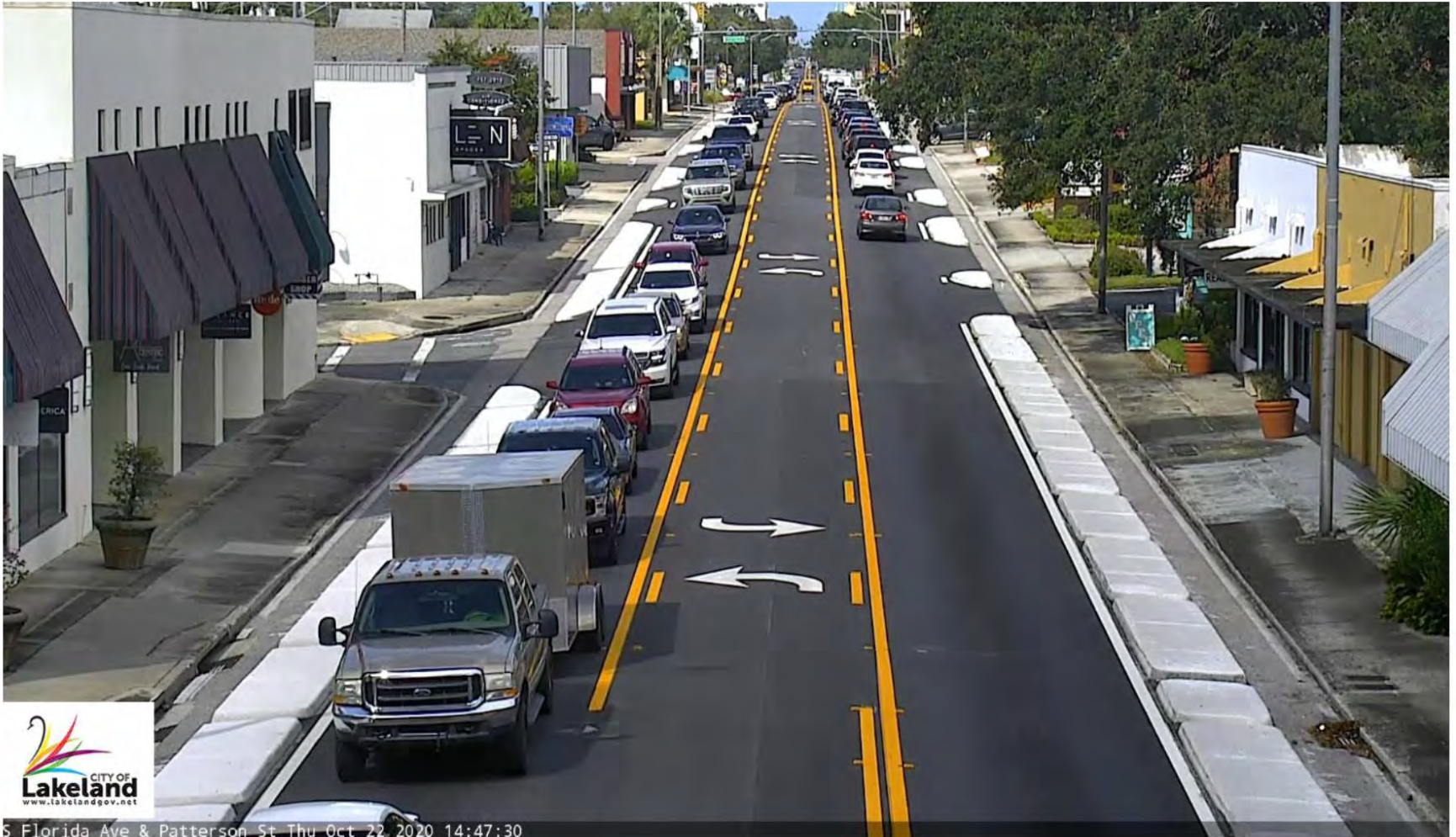
Commercial frontage



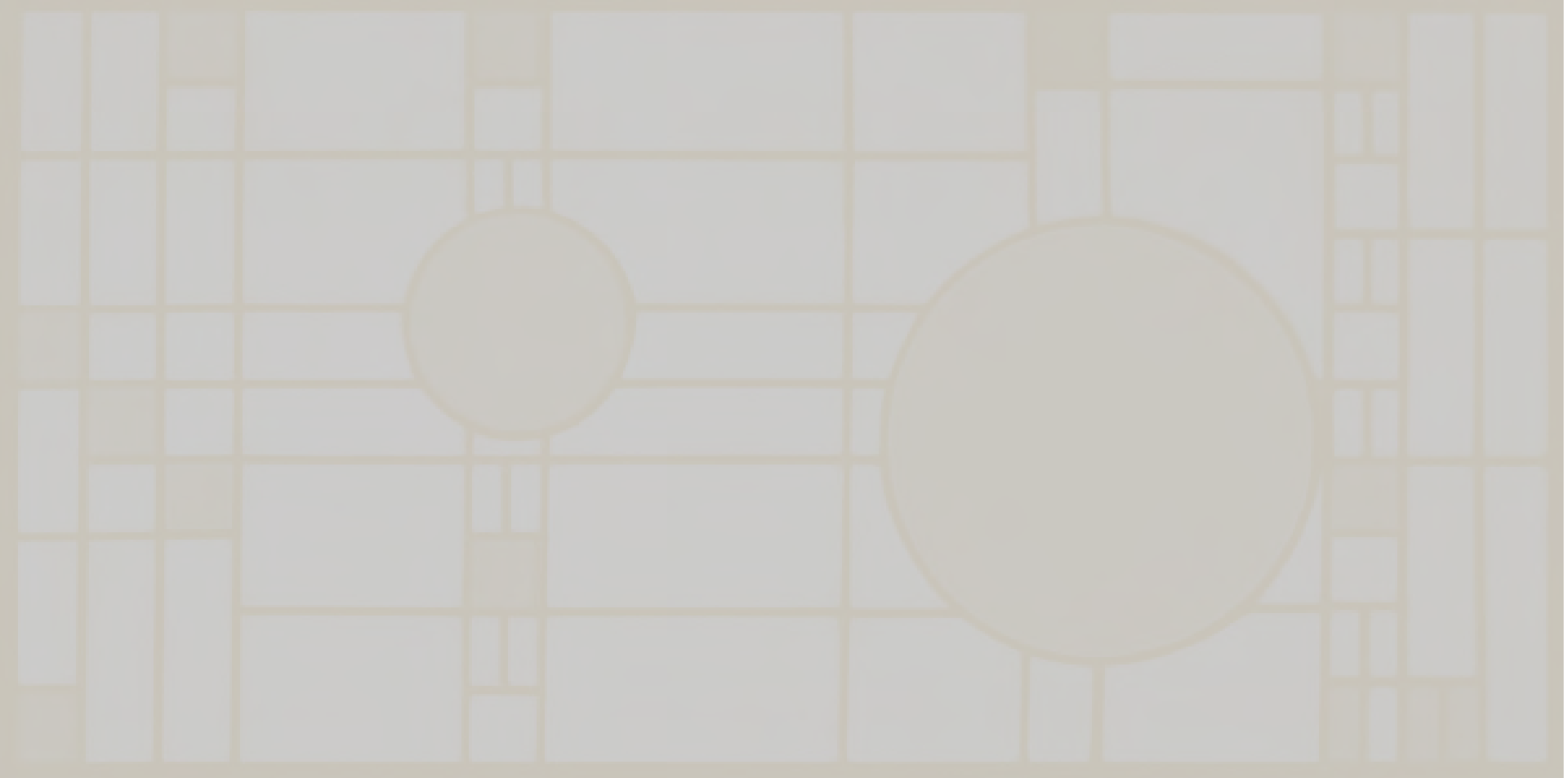
Public Transportation

Where are we today?

- Negative perceptions of the road diet test, specifically delays and congestion
- Inadequate parking
- Property access concerns
- Lack of an urban experience
- Lack of economic development



5 Florida Ave & Patterson St Thu Oct 22, 2020 14:47:30



Opportunities and Challenges

Safe Transportation For all Users

OPPORTUNITIES

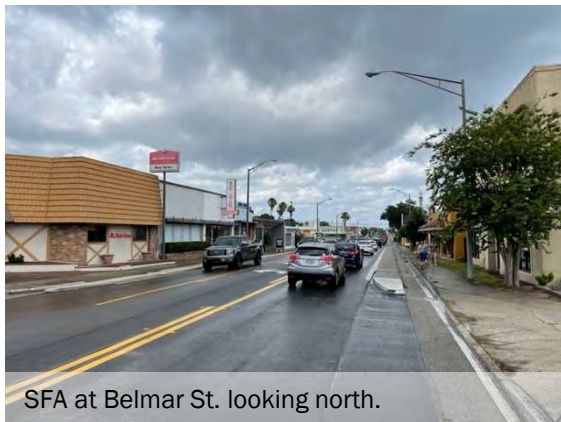
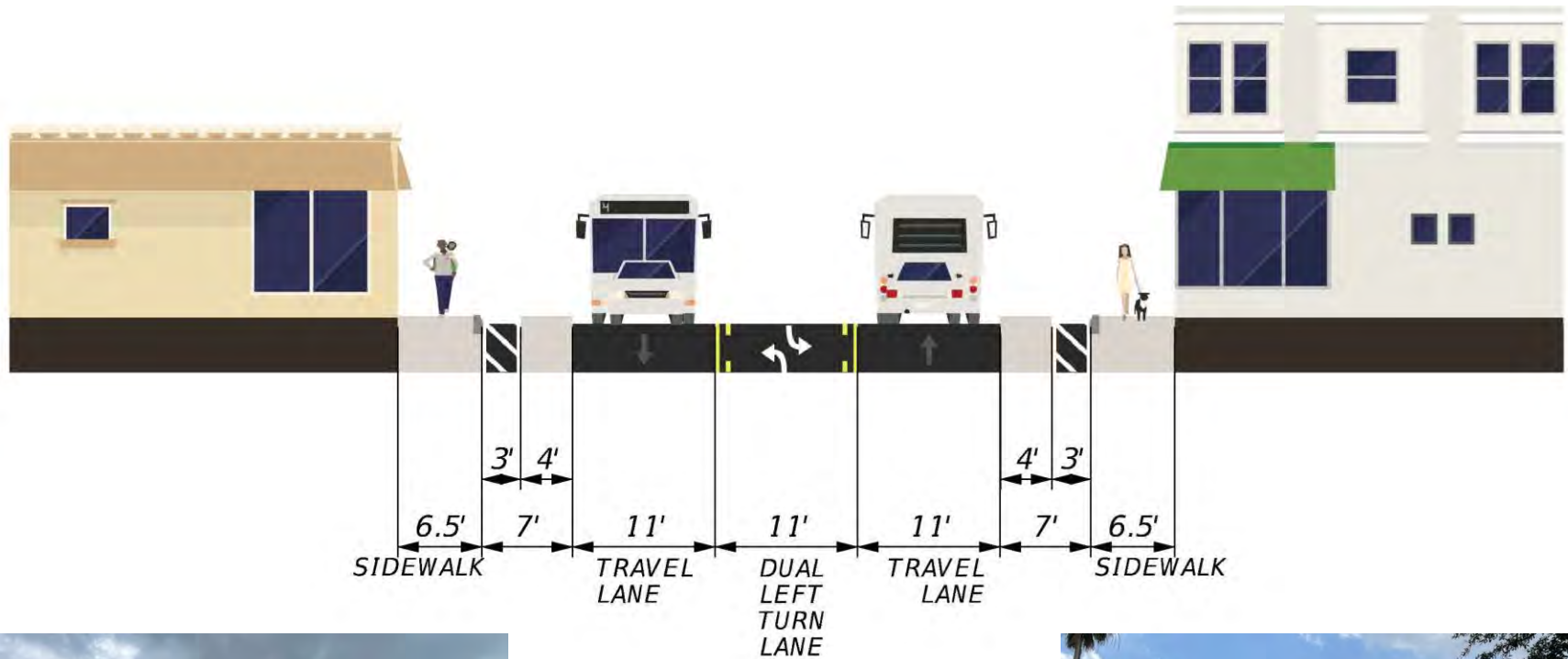
- Build a street (cross-section) for everyone, cars, bikes, pedestrians and transit for both residents and visitors.
- Maintain a reduced and safe speed limit – 30mph or lower.
- Design for pedestrian priority – mid block crossings, safe refuge islands where possible.
- Sidewalks and crosswalks to be ADA compliant.
- Improve public transportation and facilities, bus bays.
- Design to make SFA “Transit Ready”, Plan for future TODs. C4–GENERAL URBAN contextual classification.
- Increase public parking provisions.
- Consider bike lanes and facilities to enable city-wide trail connectivity.
- Improve property access from alleys where possible.

CHALLENGES

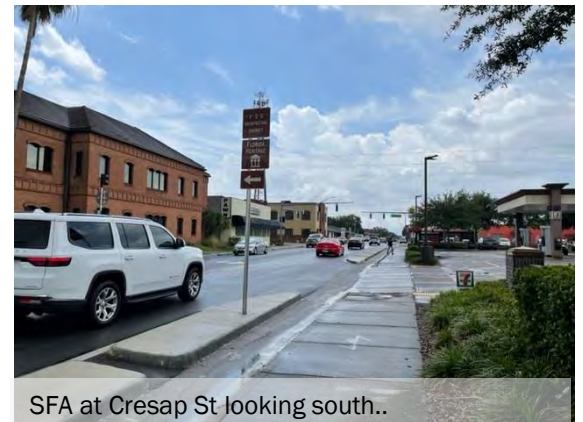
- Constrained ROW to balance multiple users.
- Property access management.
- Slightly increased travel times by ~ 40s as per 2022 FDOT Study.
- Higher cost for high quality urban street with amenities.

South Florida Ave

Existing Typical Street Cross-section



Concept options for the street redesign are presented in the following section,

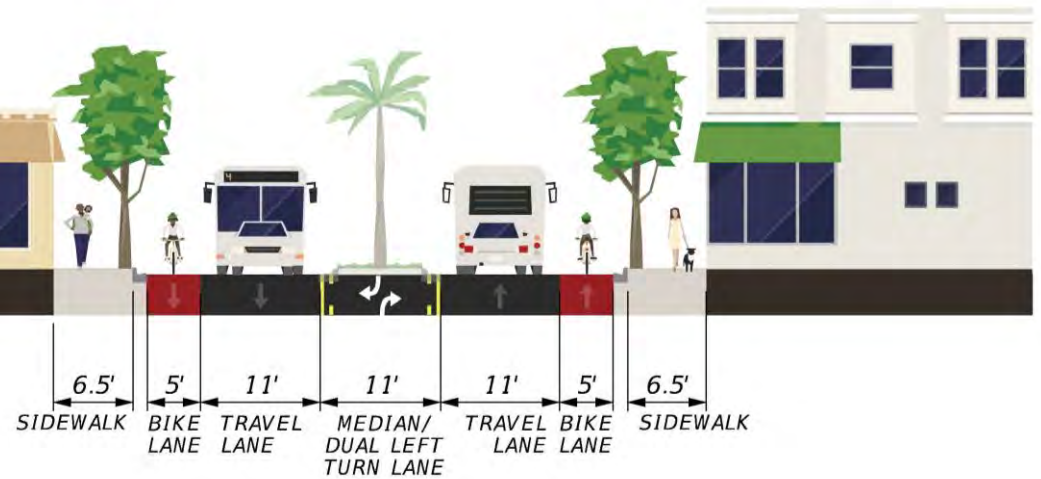


South Florida Ave

Street Cross-section Options – 1 & 2

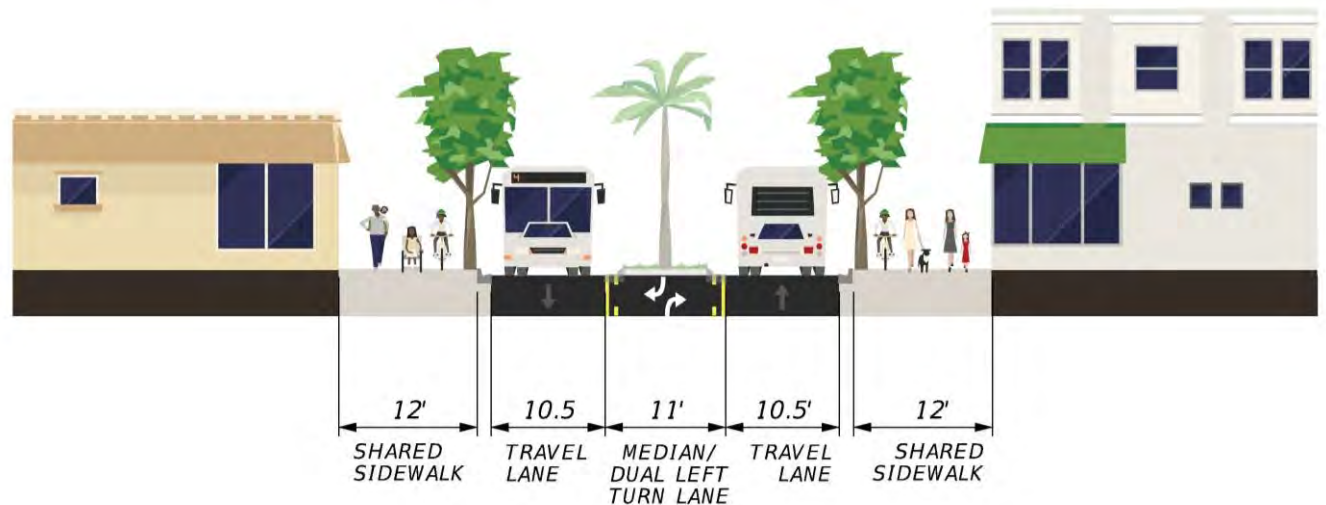
1

2 LANE DIVIDED WITH BIKE LANES



2

2 LANE DIVIDED WITH 12' SHARED SIDEWALKS

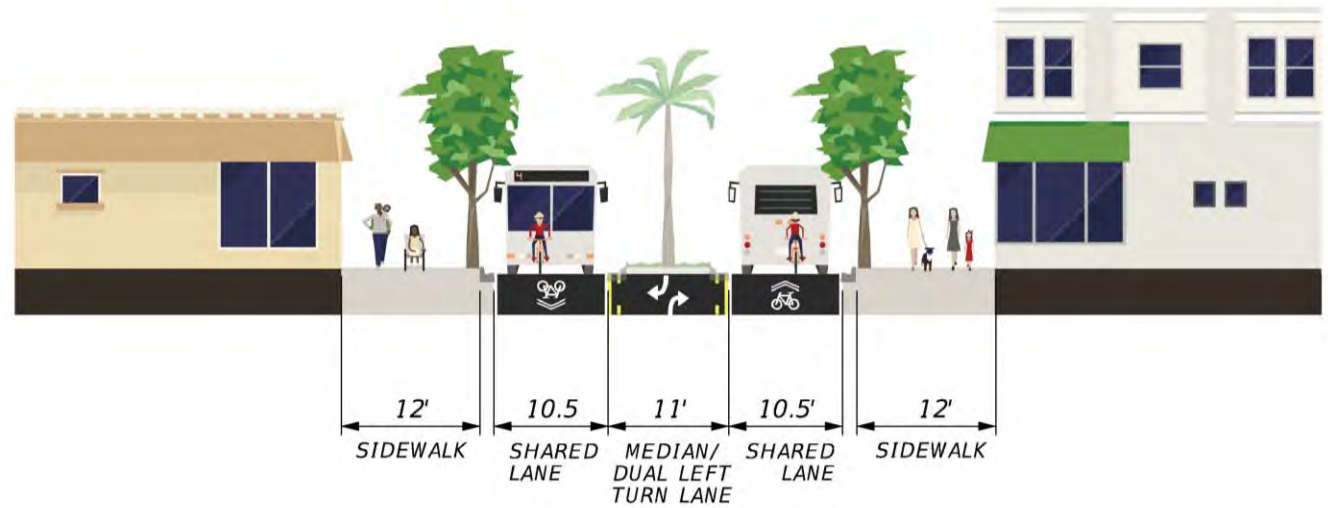


South Florida Ave

Street Cross-section Options – 3 & 4

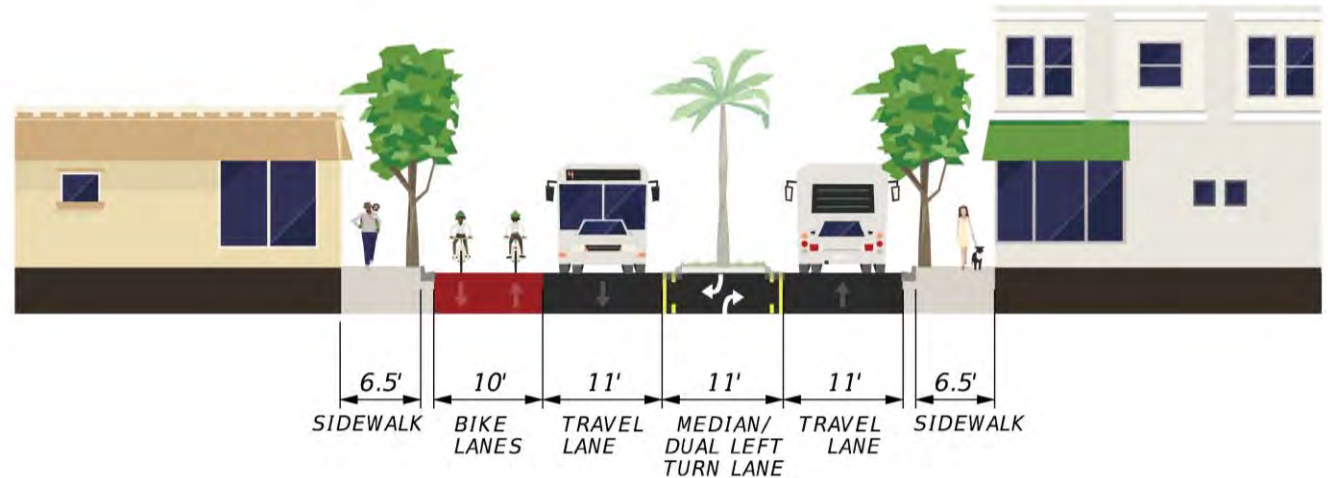
3

2 SHARED LANE DIVIDED
WITH 12' SHARED SIDEWALKS



4

2 LANE DIVIDED WITH 10'
DUAL BIKE LANES

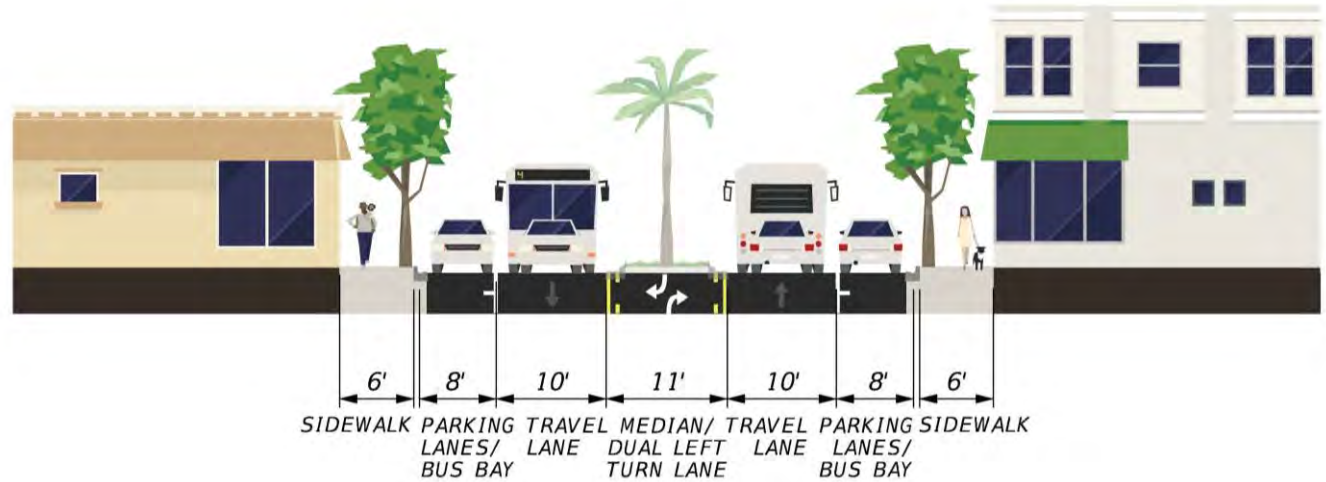


South Florida Ave

Street Cross-section Options – 5 & 6

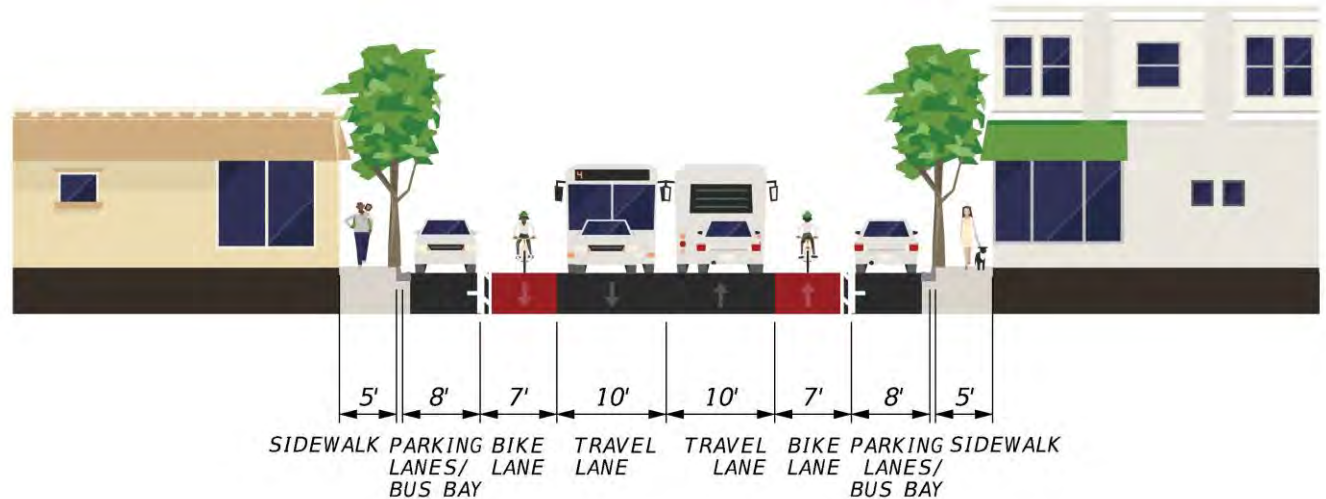
5

2 LANE DIVIDED WITH 8' PARKING LANES/BUS BAY



6

2 LANE UNDIVIDED WITH 8' PARKING LANES/BUS BAY AND 7' BUFFERED BIKE LANES

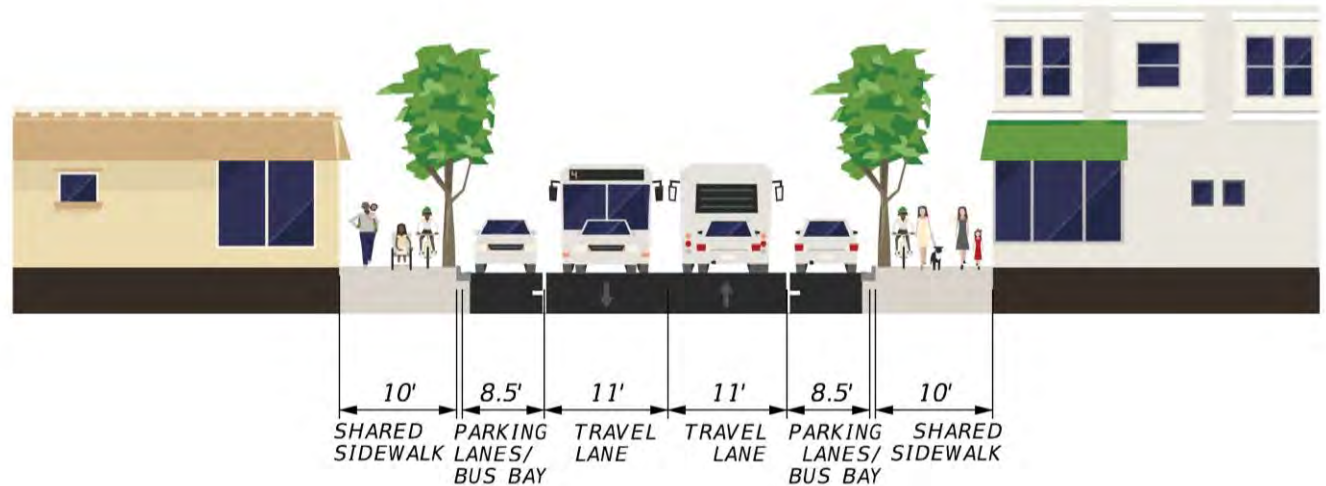


South Florida Ave

Street Cross-section Options – 7 & 8

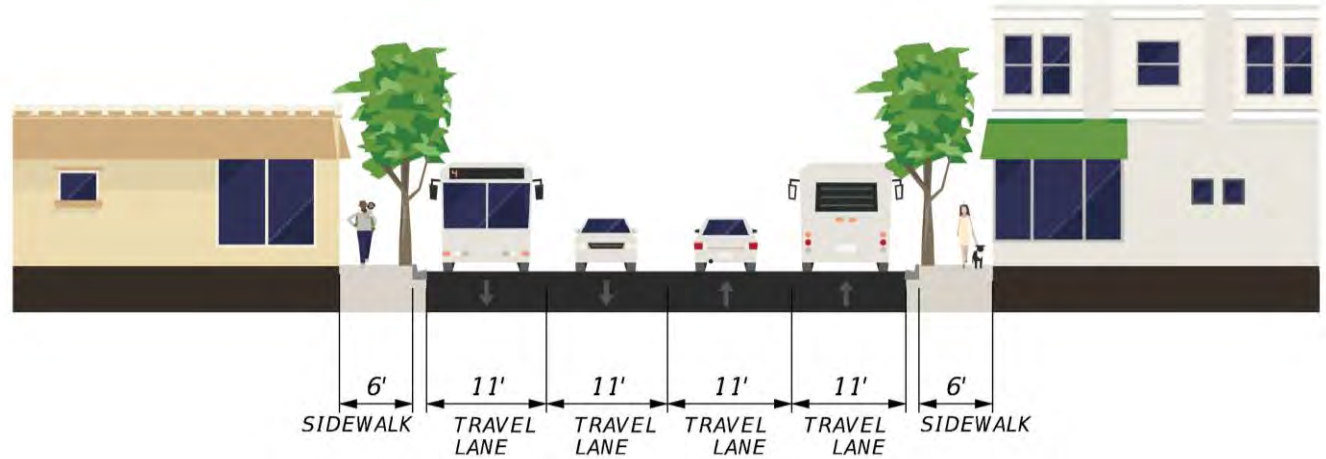
7

2 LANE UNDIVIDED WITH 8.5' PARKING LANES/BUS BAY AND 10' SHARED SIDEWALKS



8

4 LANE UNDIVIDED

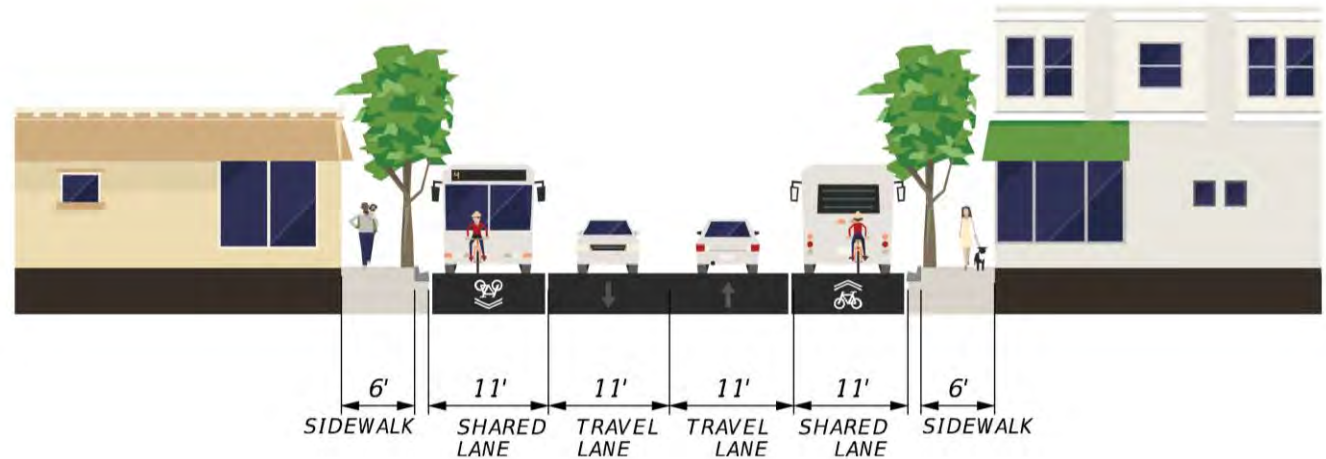


South Florida Ave

Street Cross-section Options – 9 & 10

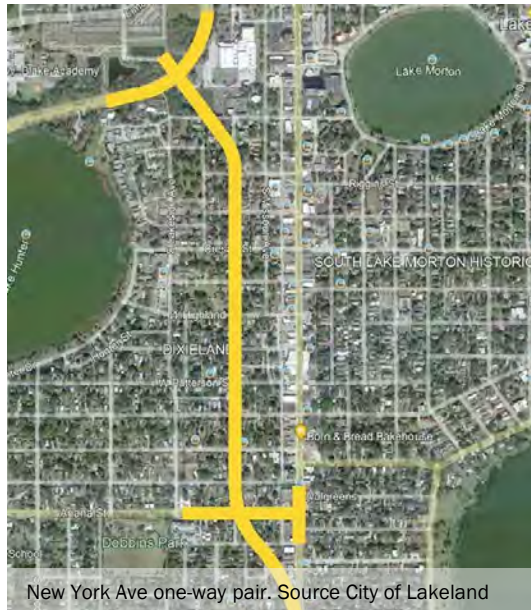
9

4 LANE UNDIVIDED WITH SHARED OUTSIDE LANES



10

ONE-WAY PAIRS



S New York Ave is currently a 2 lane (22ft wide) residential collector road that lies approximately 600ft west of S Florida Ave. A proposed one-way pair system for S Florida Ave (southbound traffic) and S New York Ave (northbound traffic) is not ideal due to the existing context classification of New York Ave as a residential local road. Also, the separation distance between New York Ave and S Florida Ave of 600ft does not allow easy northbound access to the existing commercial areas on S Florida Ave so drive-by capture trips will decrease for the existing businesses. Zoning changes from residential to more commercial or multi-family units will likely occur with the one-way system. Dixieland Elementary School is near the south end of New York Ave and would disrupt the daily commuting patterns of the students and teachers. The residents along New York Ave will have a bit of a learning curve adapting to the one-way traffic direction that would likely result in some crashes.

Enhanced Public Transportation

The corridor currently has limited bus service with the Gold Line and Peach Line.

Considering the opportunity to connect directly to the major employers in Downtown, the Hospital District to the north, regional shopping center to the north and south, and industrial areas to the south, a more robust public transportation operations with a minimum of 4 stops could be considered and tested for this section of the corridor. This will support a denser and more economically viable district.

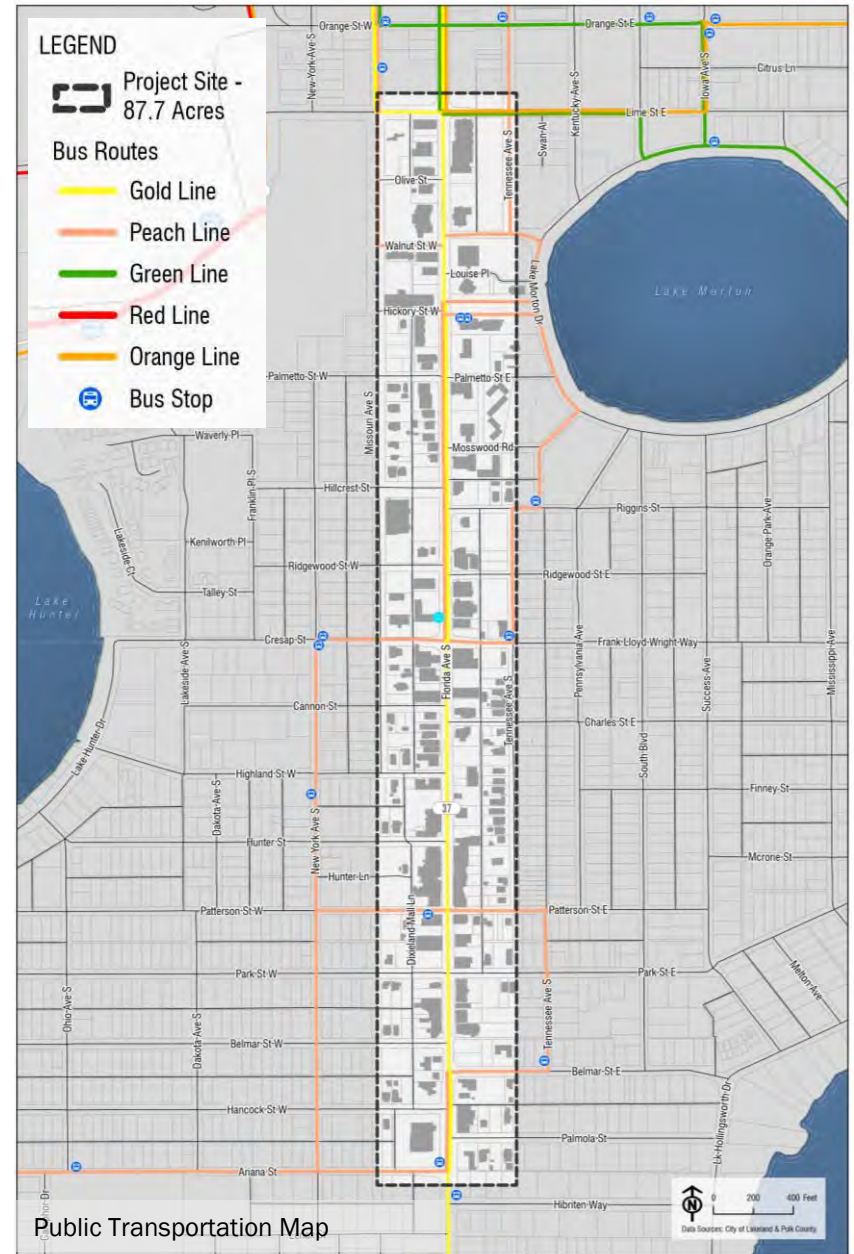
South Florida Avenue is a designated Transit Corridor in the City's future Plans, and the future designs should match this aspiration.



Bus stop at Cresap St.



Limited public transportation options

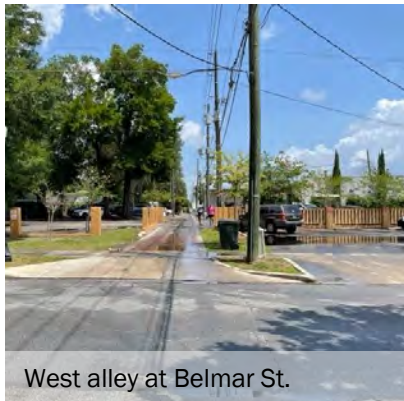


Alleys and Parking Access

The alleys on the west side between Hickory St W and Hancock St W (Dixieland Mall Ln.) could be used improve business and parking access. On the east side, the alley between Riggins St and Park St can serve a similar function to improve access to commercial properties.

Alley and access improvements could be planned and designed in conjunction with the planned roadway redesign improvements for South Florida Ave by FDOT as one integrated project.

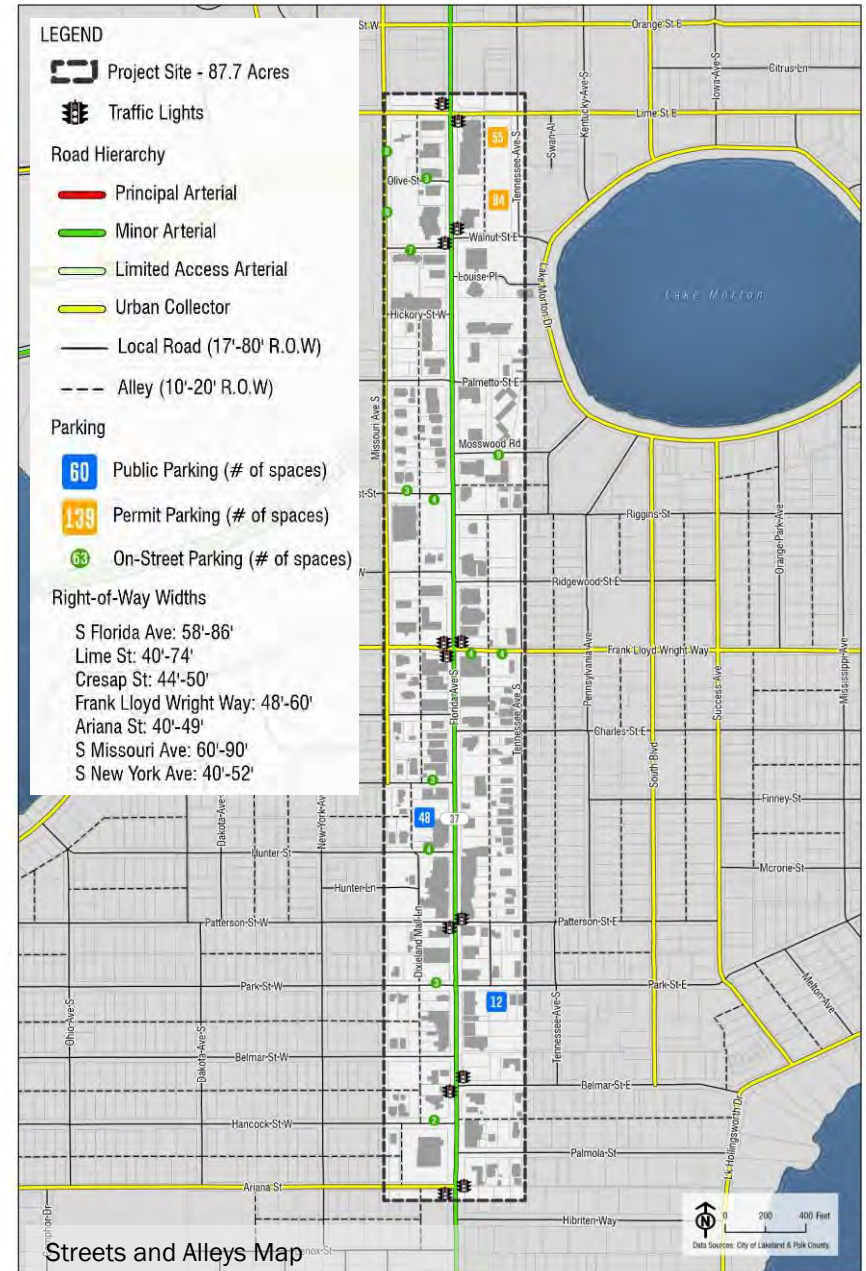
There are two city-owned public surface parking lots and one permit parking lot along Lime St. These could be part of a public-private discussions for a parking garage.



West alley at Belmar St.



City parking lot near Highland St.



Bike-Ped Facilities and Citywide Connectivity

Apart from the new opportunity for bike-ped facilities along SFA, there are opportunities to connect the SFA corridor with the City's existing and proposed facilities. These include:

- East-west connections along Palmetto St. linking to Lake Morton
- East-west connection along Hilcrest St, connecting to Drane Park
- East-west connection along Cresap St/ FL Wright Way linking Lake Hunter to Florida Southern College



S. New York Avenue dedicated on-street bike path.



Excerpt from Citywide Trails Connectivity Map – see Appendix Maps



Enhanced Corridor Experience

OPPORTUNITIES

- Opportunity to have a walkable street with wider sidewalks and shade trees.
- Reduce street clutter and signage.
- Complimentary, activities (land uses) that benefit the community.
- Design for multimodal mobility choices, in addition to meeting standard road design and operational requirements.
- Contextual urban design for aesthetically pleasing environment.
- Safe and welcoming environment.

CHALLENGES

- ROW space limitations and balancing various user group aspirations.
- Vacant and unused parking areas facing the street.
- Lack of ROW and public spaces along the corridor.
- Lack of street and business activity.
- Public and private partner alignment.

Urban Design

In conjunction with the land use programming there is an opportunity to incorporate good urban design enhancing street activity with plazas, themes street amenities, and markers at the major nodes such as Lime, Hilcrest, Cresap, Patterson and Ariana.



Gateways and Public Art



Sub area character based on function



Branding and Design Theme.

Complimentary Activities (Land Uses)



Explore opportunity for public plazas/gathering spaces, possibly on publicly or privately owned properties such as the City parking lot.



Promote local shopping and dining destinations.



Encourage mixed use residential with positive street interface



Design standards that require facades which contribute to the street

Safe and Walkable Street



Pedestrian priority crosswalks, and optimized street amenities for reduced visual clutter



Sidewalks with recessed building entrances



Shade trees and canopies for walkable environments

Contextual Public Realm Design

OPPORTUNITIES

- Opportunity for a contextual and themed urban landscape design with the street redesign.
- Gateway features and murals to create a sense of place.
- Integrate shade trees and public plazas where possible.
- Unique paving material and streetscape details for SFA identify.
- Integrated street furnishing palette - lighting, banner arms, furnishings, transit stop and eco-friendly tree wells, (silva Cells that take up stormwater).
- Extend public art program and trail, murals, musical objects or sculptures to key plazas.

CHALLENGES

- Limited ROW space.
- Constraints with balancing various interests – sidewalk, bikes, cars.
- Cost of additional public features.

Shaded Streets and Plazas

Street trees could be designed and planted to create a walkable experience along the corridor, complimenting its activities.

Areas or sites within parking lots, preferably facing the street or ROW areas at key intersections such as Ariana, Cresap and Hilcrest could be identified and designed for pocket parks and outdoor seating/use.



Street Furnishings

There is an opportunity to integrate street furnishing palette, lighting, banner arms, furnishings, transit stop and eco-friendly tree wells, (silva cells that take up stormwater) into a cohesive design theme. The streetscape elements and furnishings could enhance the district branding reflecting the culture and design pedigree – reflecting a minimalist, retro theme with the FL Wright history.

Eco-friendly streetlights, and electric charging stations could be viably considered.



Modern street art.



Complete street with trees, safe cross walks and street furnishings.



Contemporary bus stop and street intersection treatment

Public Art Trail and Murals

District branding could be enhanced by extending the public art trail program in conjunction with the streetscape elements and furnishings currently focused on Lemon Street within Downtown.

Facades at key intersections such as Lime Street and walls facing parking lots could use murals and art to convey a positive image of the SFA district.



Gateway at Lime Street.



City of Lakeland Public Art at Lemon Street.



FL Wright design at Florida Southern College



City of Lakeland Public Art at Main Street.

Resilient Land Use and Economic Development

OPPORTUNITIES

- Opportunity for tactical urbanism – seasonal or year-round activities to add value to residents and create interest.
- Promote interim use – Food Truck Park(s) and other vendors on underutilized parking lots and public parks.
- Pursue redevelopment - connecting small developers, investors, and large institutions such as the Regional Hospital and Publix to focus on mixed-use, middle-income housing on specific parcels in corridor.
- Initial policy changes – test removal of minimum parking requirements in this district.
- Pursue district branding and promotion as the new place to be – UPTOWN, MIDTOWN, FLO-SO. Consider a Virtual Presence for the SFA District.
- Market the Culture/Design Story – play up the minimalist, retro theme with FL Wright history and association.
- Collaborate with the Arts and Education communities - Florida Southern College, Polk Center for events and longer-term usage including housing, education/workforce training and exhibition space.
- Parking garage on City or Private parcels through PPP. Consider purchasing lots of parking.
- Prioritize approvals, connectivity and infra upgrade for redevelopment projects.

CHALLENGES

- Land banking - no incentive to redevelop.
- Strong existing uses not conducive to mixed use.
- Lack of private partnership.
- Only few vacant sites.
- Lack of residential density for TOD.
- Lack of parking in critical locations.
- Fragmented lots.
- Aligning key partners and funding mechanisms to make development feasible.

Tactical Urbanism

Tactical urbanism such as design features at key intersections to promote seasonal or year-round activities and complimented by online marketing.

Interim use of underutilized parking areas or public parks such Drane Park or Waller Plaza parking for corridor events and festivals with Food Truck Park(s) and vendors.



Intersection treatment to highlight place



Patterson St festive lighting opportunity



Complete Street render showing unique intersection treatment and street lighting.



Bike share.



Event space at Drane Park from Hilcrest St.

Potential Redevelopment Sites*



Auto-repair shop at Palmetto St



Truist Bank at Palmetto St



Older houses between Palmetto and Hilcrest



Old First Christian Church site at Hickory St



Waller Plaza and Hillcrest St



Vacant parcel at Hillcrest St

* Initial redevelopment potential parcels based on GIS mapping data, field study and assessment and community aspirations in previous plan. Redevelopment on privately owned parcels and would require discussions and agreements to initiate redevelopment.

Potential Redevelopment Sites*



Colonial Building/Plaza across Canon St.



Partially vacant property across Highland St.



Gas station at Cresap St. - heart of the district



Waller Center and parking at Park St.



Vacant property at Belmar St

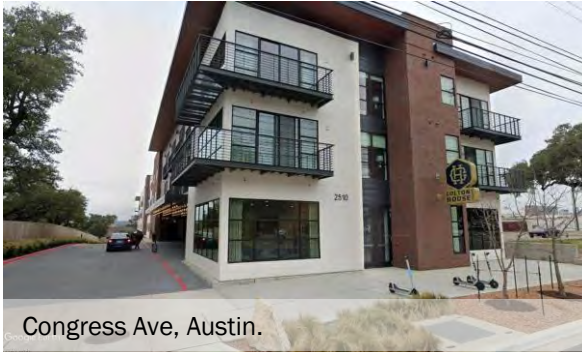


Auto-repair shop at Palmola St

* Initial redevelopment potential parcels based on GIS mapping data, field study and assessment and community aspirations in previous plan. Redevelopment on privately owned parcels and would require discussions and agreements to initiate redevelopment.

Infill Housing Examples

Images of successful smaller scale multifamily residential redevelopment in similar contexts to the SFA District.



**Examples from similar successful corridor planning in Tampa, Orlando, Charlotte, Raleigh, Austin and Minneapolis.*

Zoning and LDC Changes

The City plans and polices promote mixed use along the corridor with most properties zoned C-2 or O-1. There are properties zoned MF and SF just outside of the corridor. C-2 zone permits residential above commercial up to 70 ft with a density of 22 DU/acre in Transit Oriented Corridors. O-1 permits multifamily for the elderly. The main challenge is parking requirements. Relaxation or elimination of the minimum parking requirement will make residential development more feasible.

Additionally, policy changes to enable housing typologies for student housing , workforce training and continuing education could be pursued. Modifications to the current overlay design standards could strengthen the design intent.



District Branding and Promotion

Leverage the SFA District location and context, to brand and promote this corridor as the new place to live, work and play in Lakeland – UPTOWN, MIDTOWN, FLO-SO, NewTOWN.

Consider physical branding opportunities through gateways, banner arms, and streetscape treatment.

Explore virtual branding opportunity through social media, graphics, and dedicated website. Find a place for the SFA District in the metaverse!

Appoint brand ambassadors to facilitate property owner and business operator coordination.

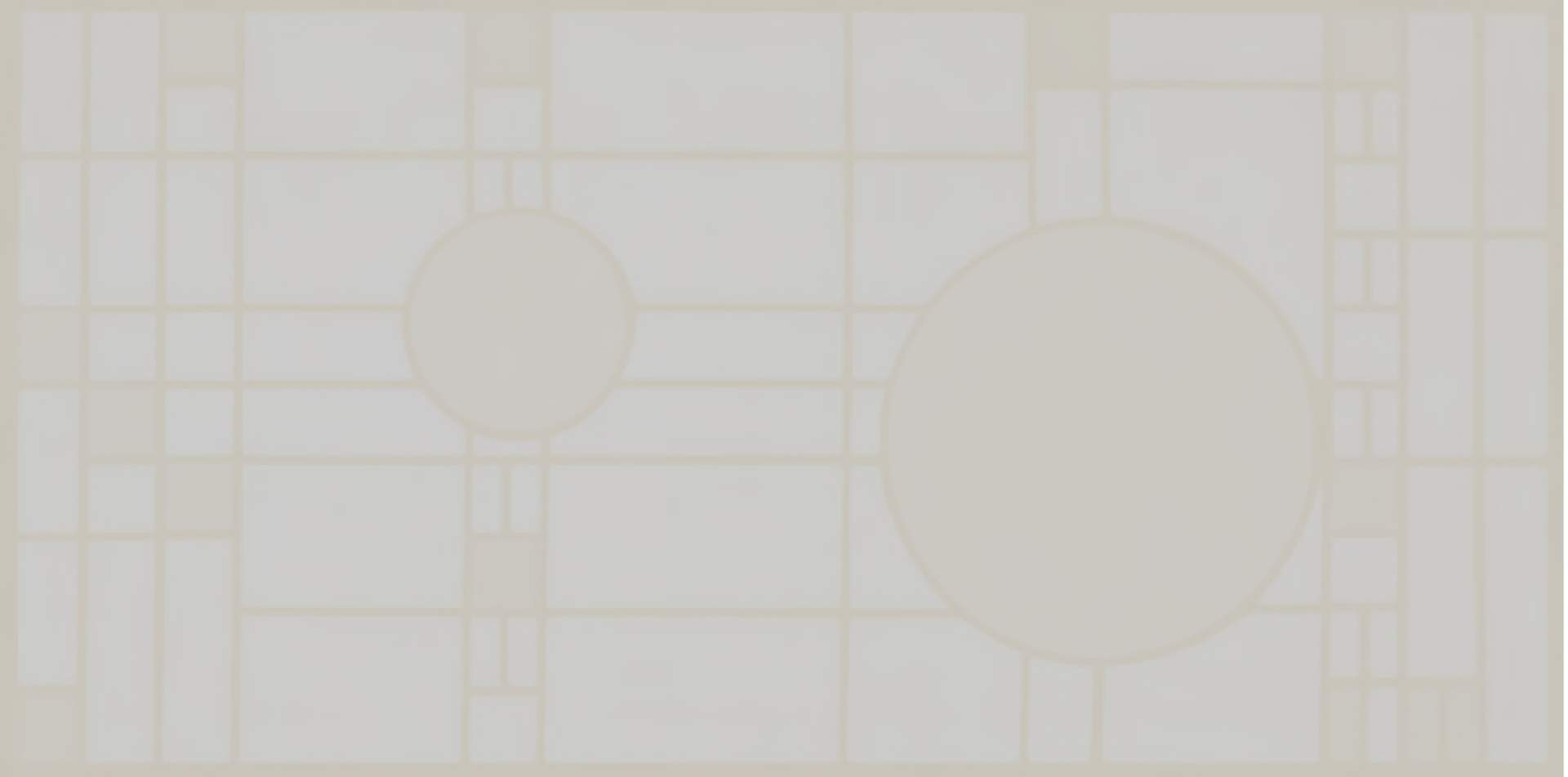
Consider Main Street designation and leverage branding and promotion through their national network.



Murals and street character to establish the brand and character.



Gateways marking the entry to the SFA District.



Planning Principles

City's Vision



Our City Vision

Lakeland—a vibrant, innovative, culturally, inclusive world-class community!

Our Community Vision

Lakeland—a vibrant community of opportunity for a lifetime!

Our City Mission

Lakeland—A community working together to achieve an exceptional quality of life.

Strategic Master Plan

Guiding Principles

1 **Enhanced Urban Experience**

Realize an enhanced urban experience through the proposed street redesign to promote safety, walkability and good urban design as stated in all the previous plans.

2 **Robust Trails and Public Transportation**

Link the SFA District to major destinations, downtown, hospitals, shopping centers and regional transportation hubs by public transportation and trails.

3 **Tactical Urbanism**

Promote activities to secure quick wins and gain regional exposure through SFA District branding and promotion. Potential themes include, UPTOWN, Design District, SO-FLO, NewTOWN.

4 **Resilient Redevelopment**

Leverage public investment and private partnerships to promote redevelopment on key sites, focusing on transit oriented, mixed-use development to mitigate the City's foreseeable housing challenges.

REGIONAL SHOPPING DISTRICT

HOSPITAL DISTRICT

DOWNTOWN WEST DISTRICT

DOWNTOWN DISTRICT

DIXIELAND HISTORIC DISTRICT

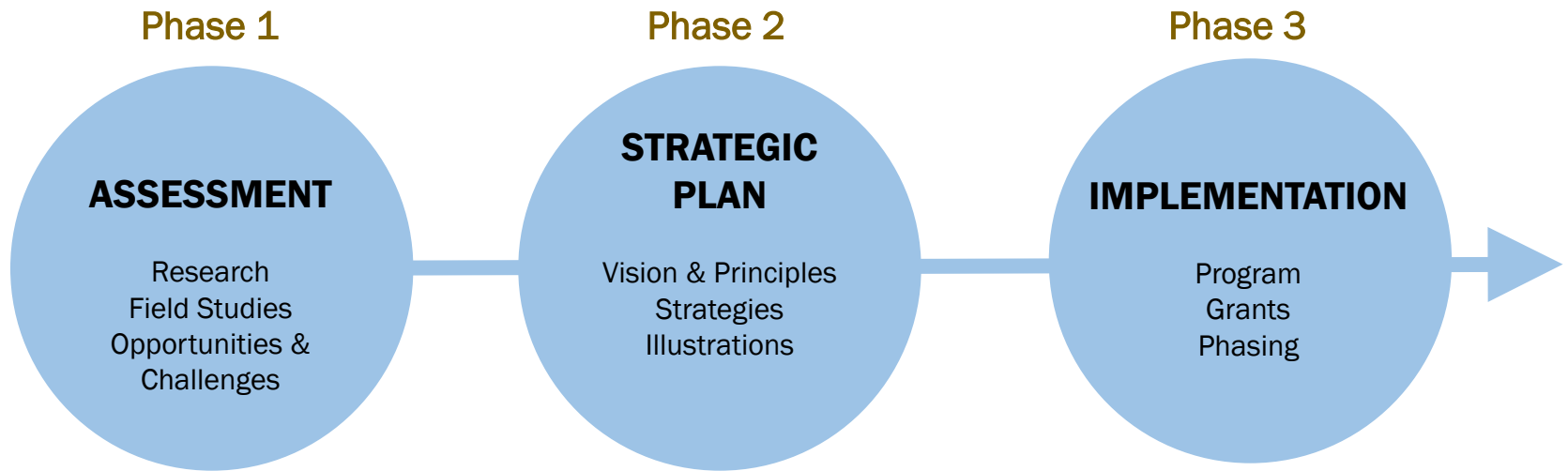
COLLEGE DISTRICT

Reconnect South Florida Avenue to the City

TO REGIONAL SHOPPING DISTRICT AND AIRPORT



Planning Process - Next Steps

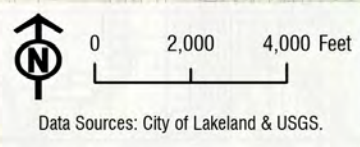
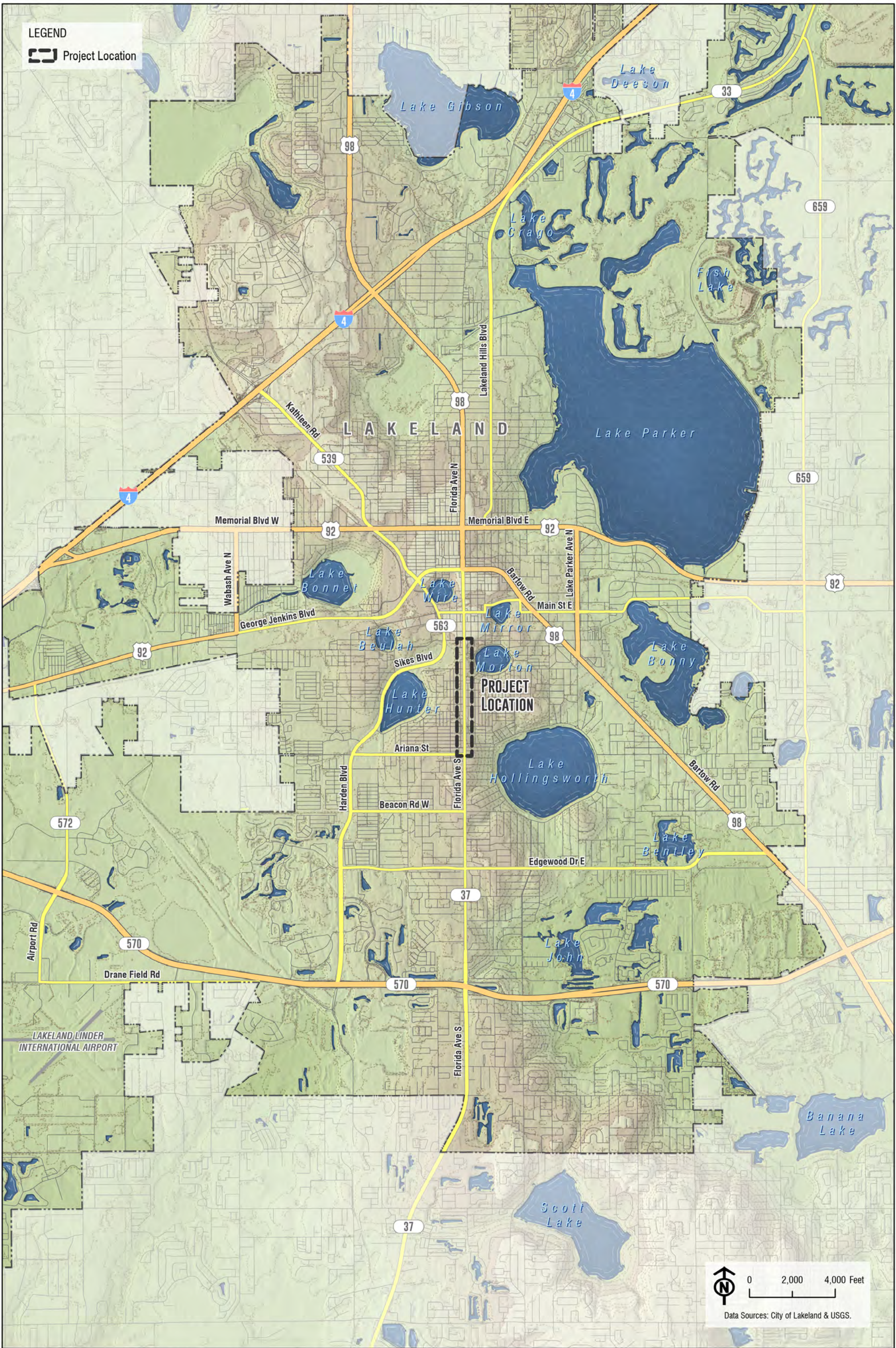


Towards a safe and resilient
South Florida Avenue Corridor




Appendix - Maps

LEGEND
Project Location



LEGEND

 Project Site

Corridor Length = 5,302' (1.0 Miles)

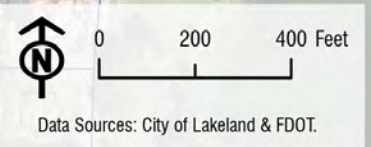
Land Area = 87.7 Acres

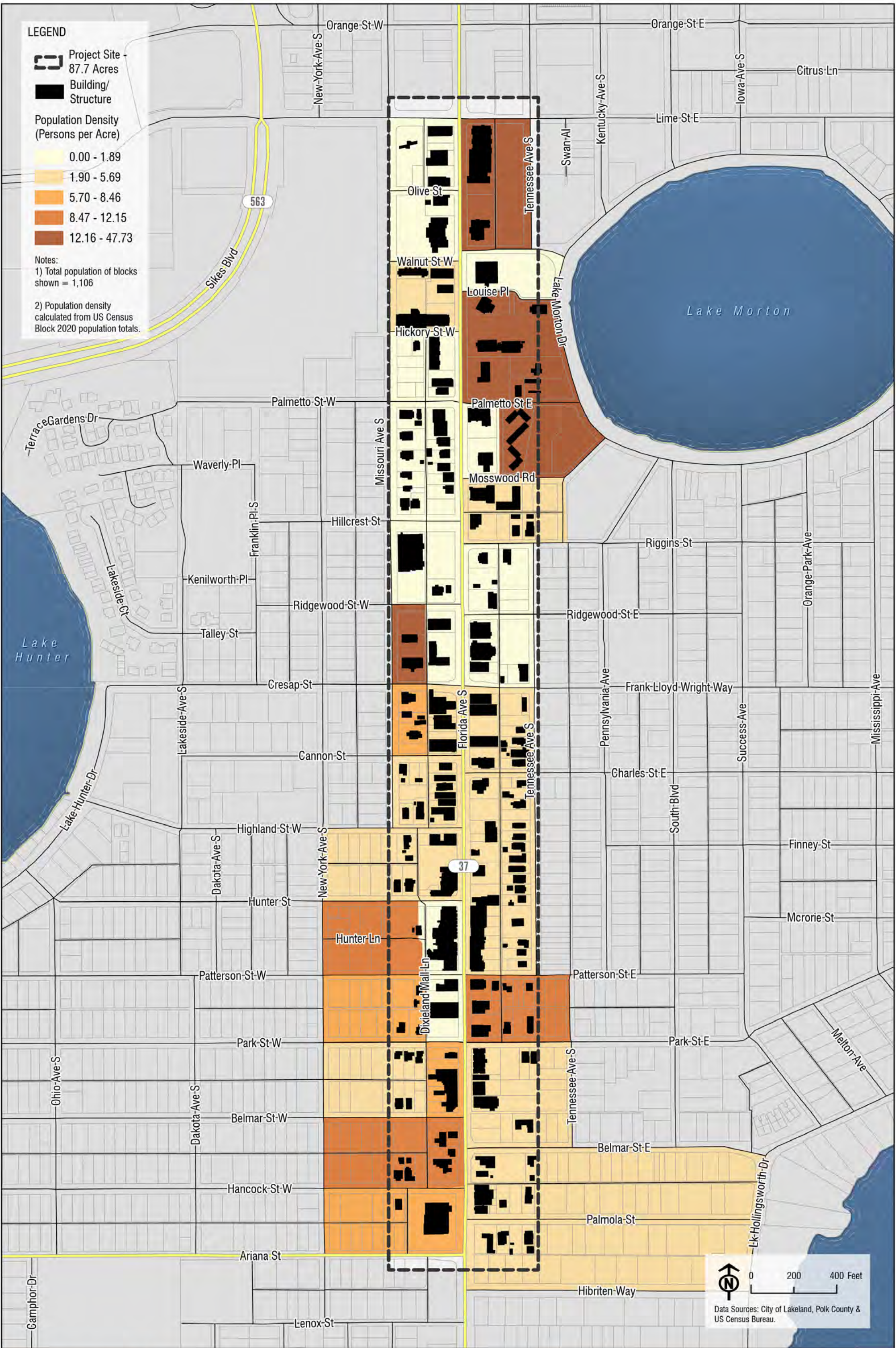
Developed Parcels = 52.8 Acres (60%)

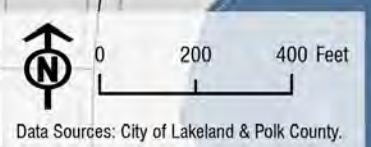
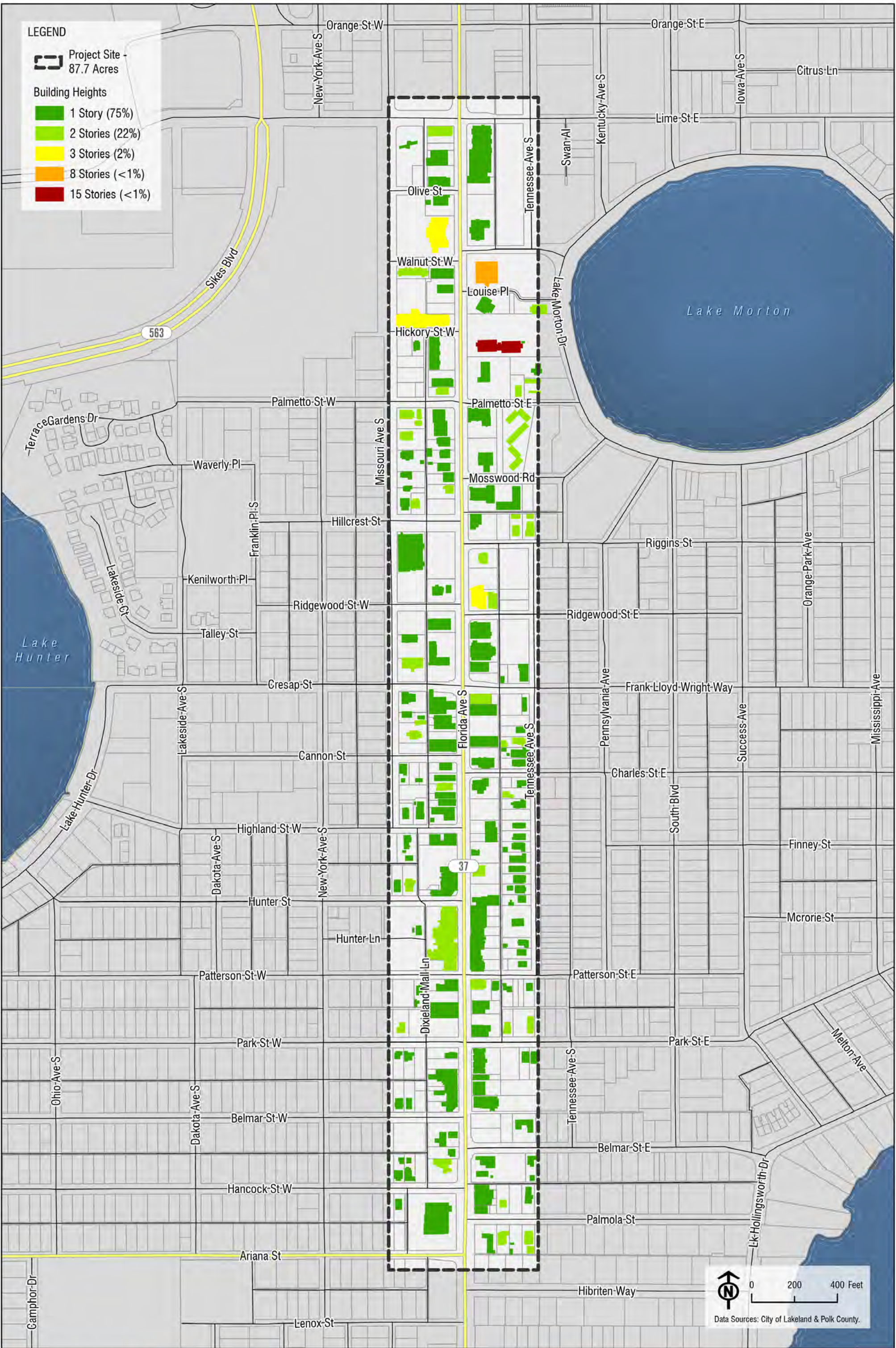
Street R.O.W and Open Spaces = 34.9 Acres (40%)

Residential Area = 12.7 Acres

Commercial Area = 47.0 Acres














Data Sources: City of Lakeland & Polk County.

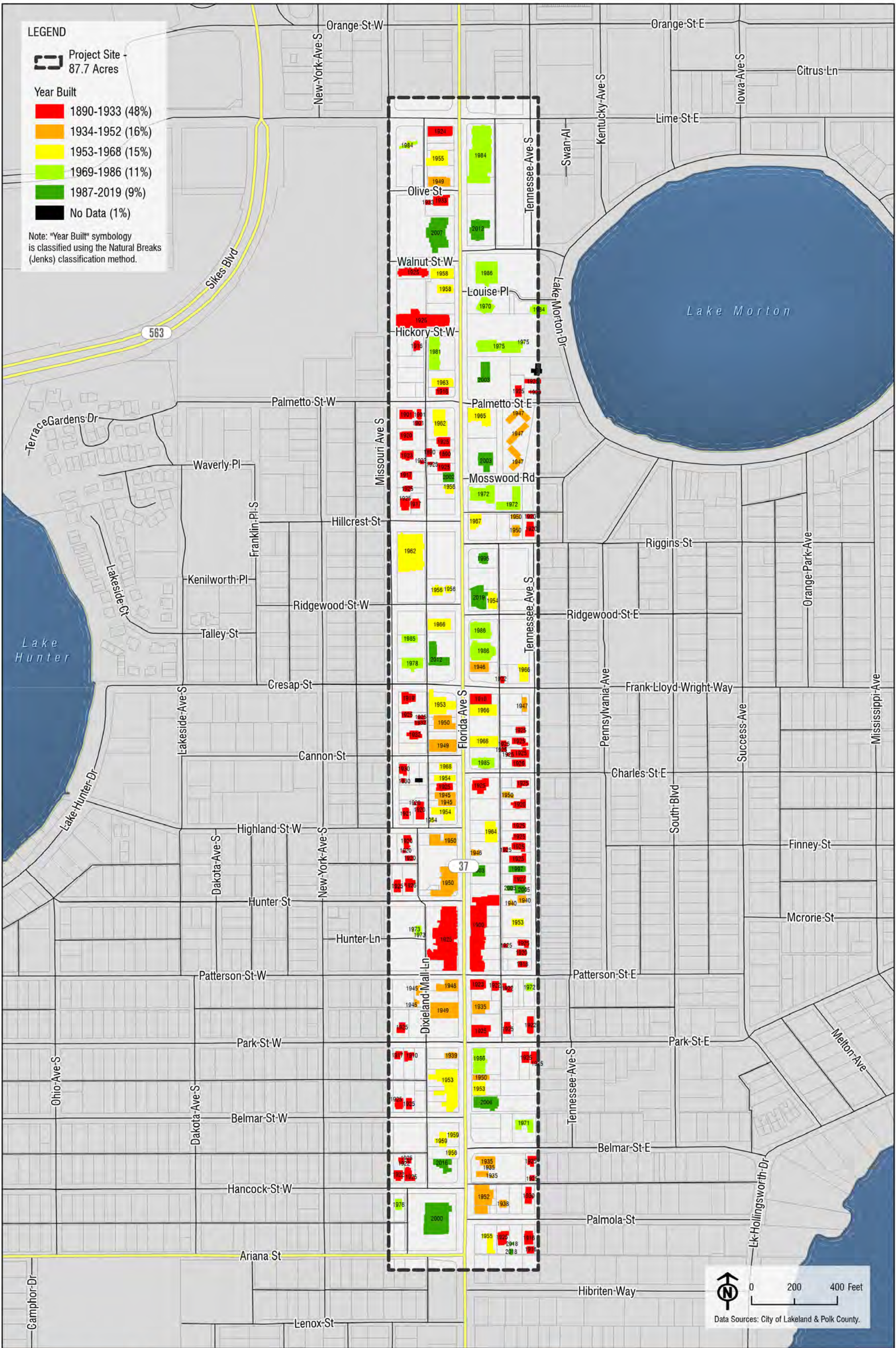
LEGEND

 Project Site - 87.7 Acres

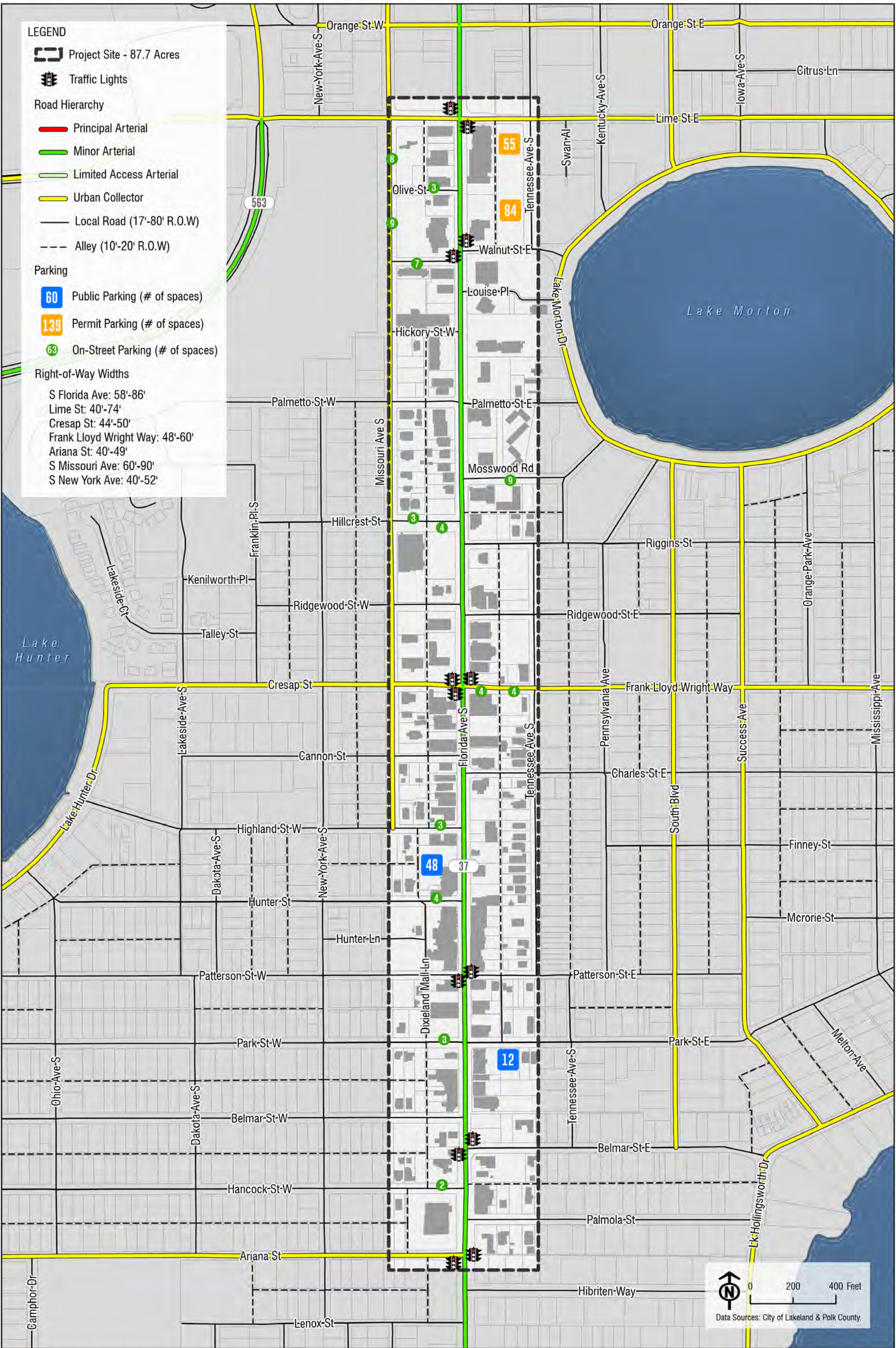
Year Built

-  1890-1933 (48%)
-  1934-1952 (16%)
-  1953-1968 (15%)
-  1969-1986 (11%)
-  1987-2019 (9%)
-  No Data (1%)

Note: "Year Built" symbology is classified using the Natural Breaks (Jenks) classification method.



Data Sources: City of Lakeland & Polk County.



LEGEND

- Project Site - 87.7 Acres
- Traffic Lights

Road Hierarchy

- Principal Arterial
- Minor Arterial
- Limited Access Arterial
- Urban Collector
- Local Road (17'-80' R.O.W)
- Alley (10'-20' R.O.W)

Parking

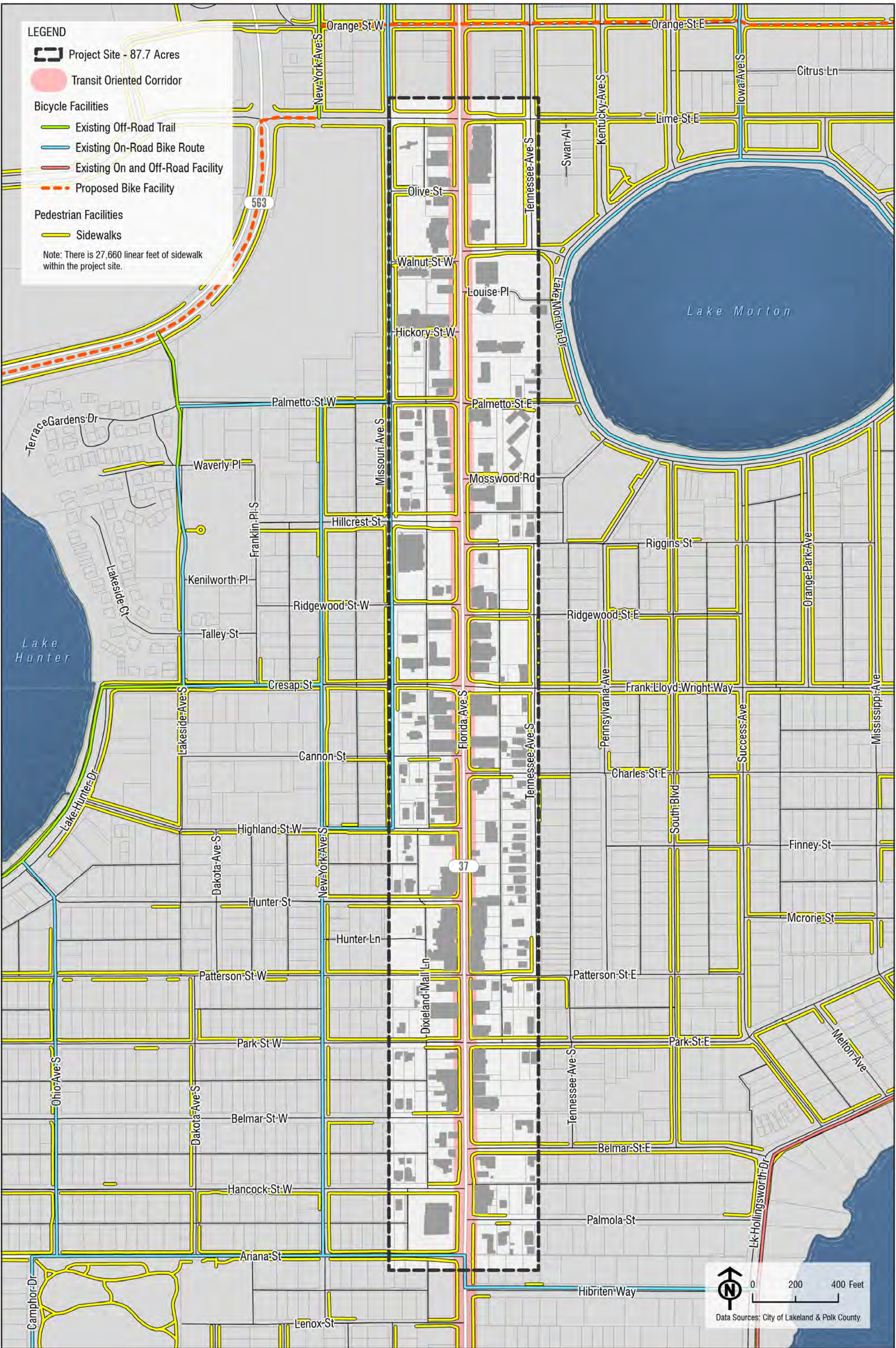
- Public Parking (# of spaces)
- Permit Parking (# of spaces)
- On-Street Parking (# of spaces)

Right-of-Way Widths


- S Florida Ave: 58'-86'
- Lime St: 40'-74'
- Cresap St: 44'-50'
- Frank Lloyd Wright Way: 48'-60'
- Ariana St: 40'-49'
- S Missouri Ave: 60'-90'
- S New York Ave: 40'-52'




Data Sources: City of Lakeland & Polk County.





LEGEND


 Project Location

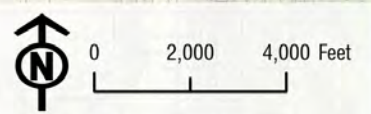
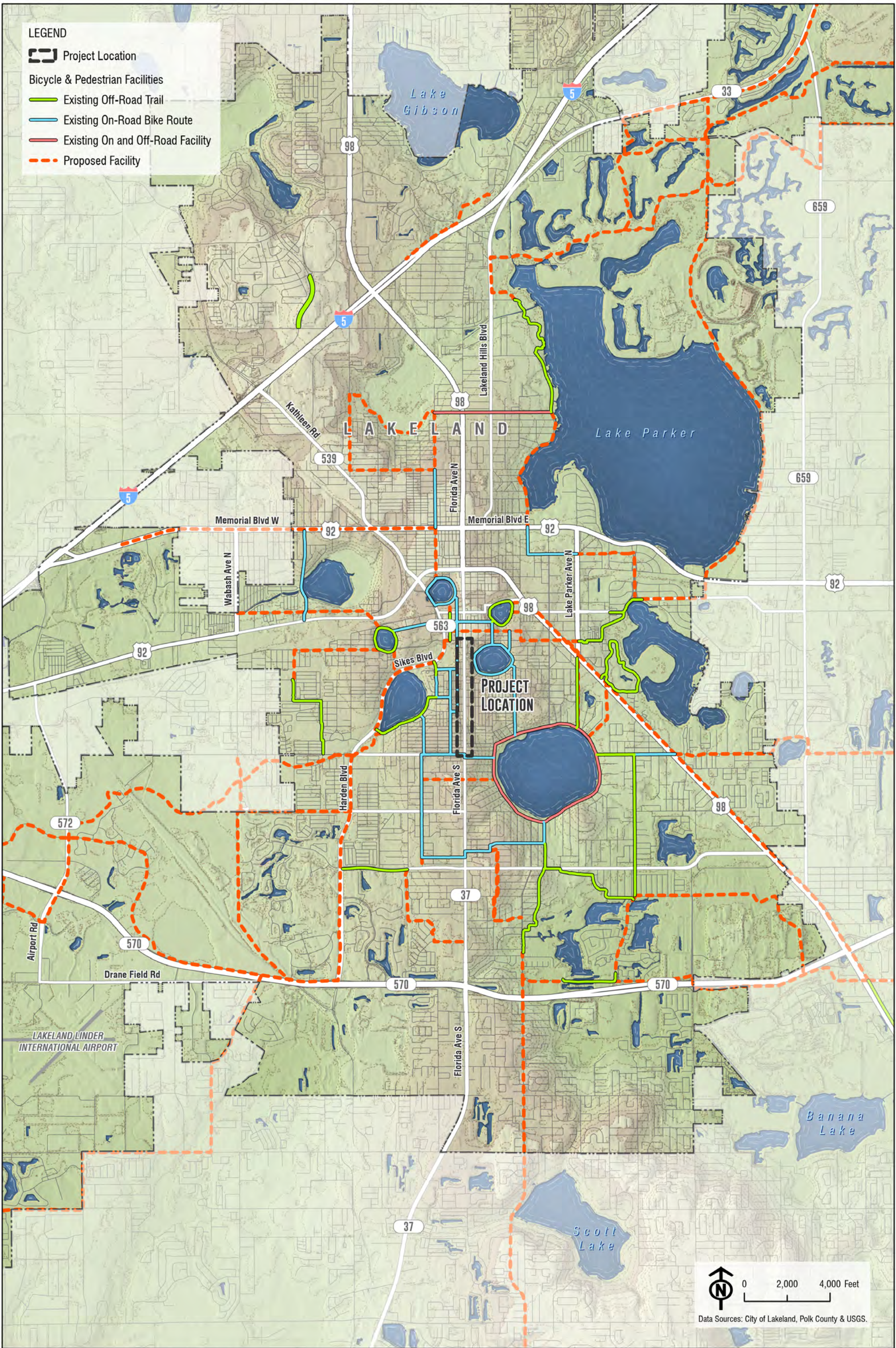
Bicycle & Pedestrian Facilities

 Existing Off-Road Trail

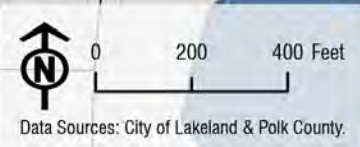
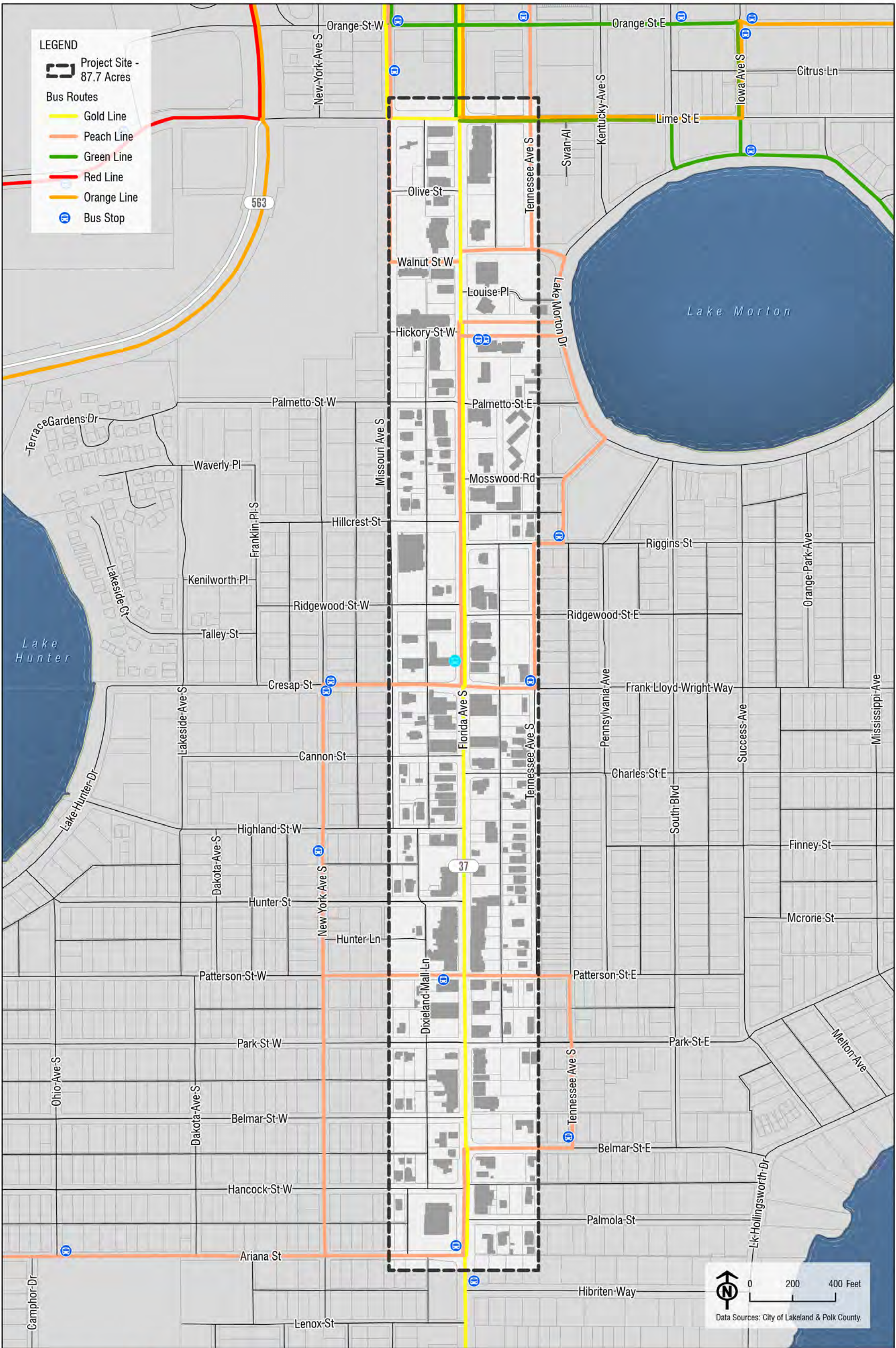
 Existing On-Road Bike Route

 Existing On and Off-Road Facility

 Proposed Facility






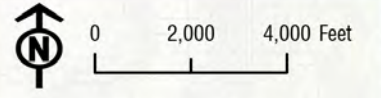
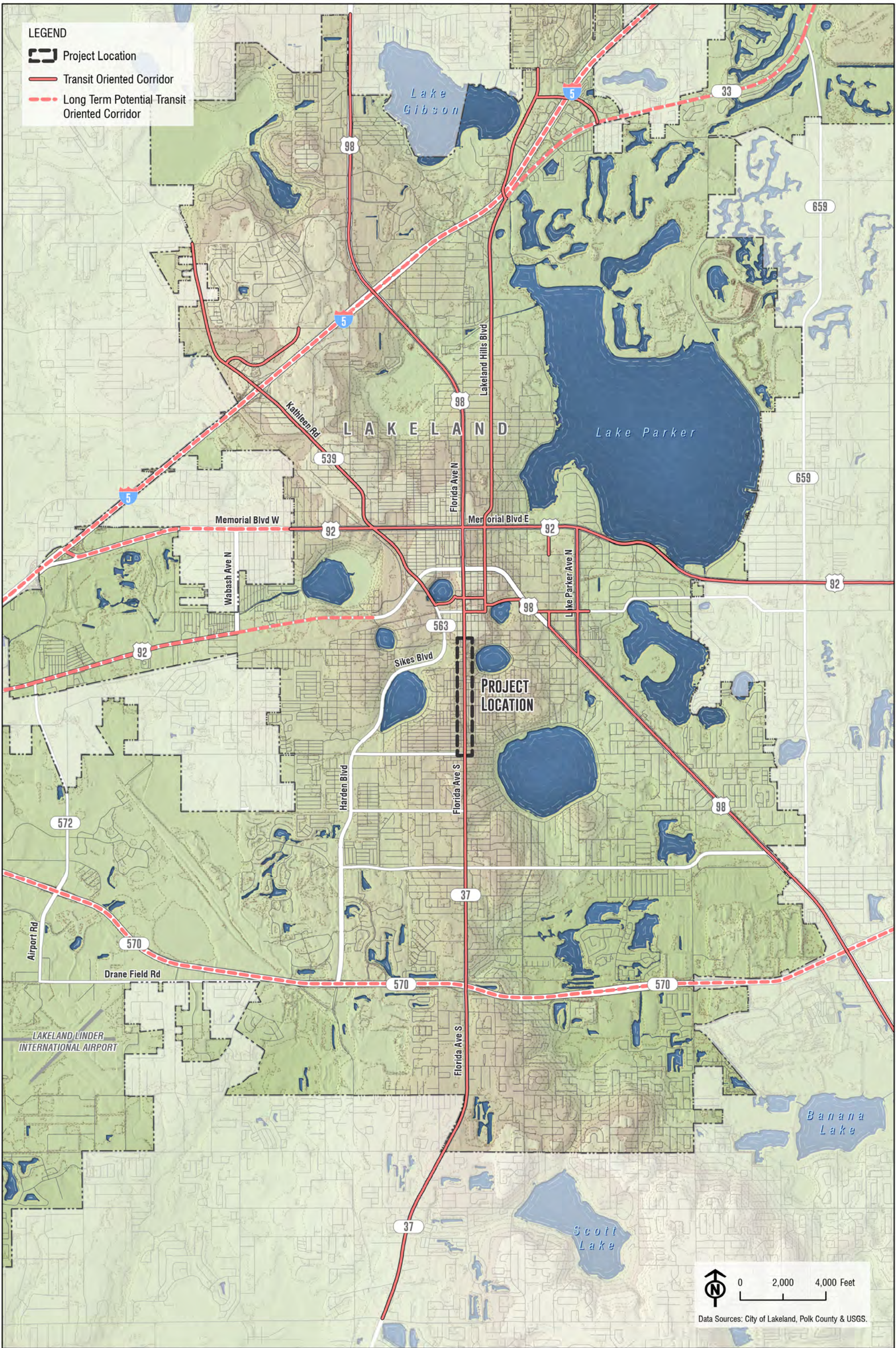
Data Sources: City of Lakeland, Polk County & USGS.



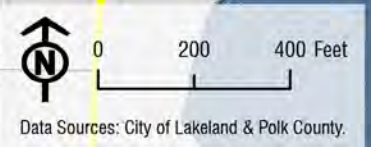
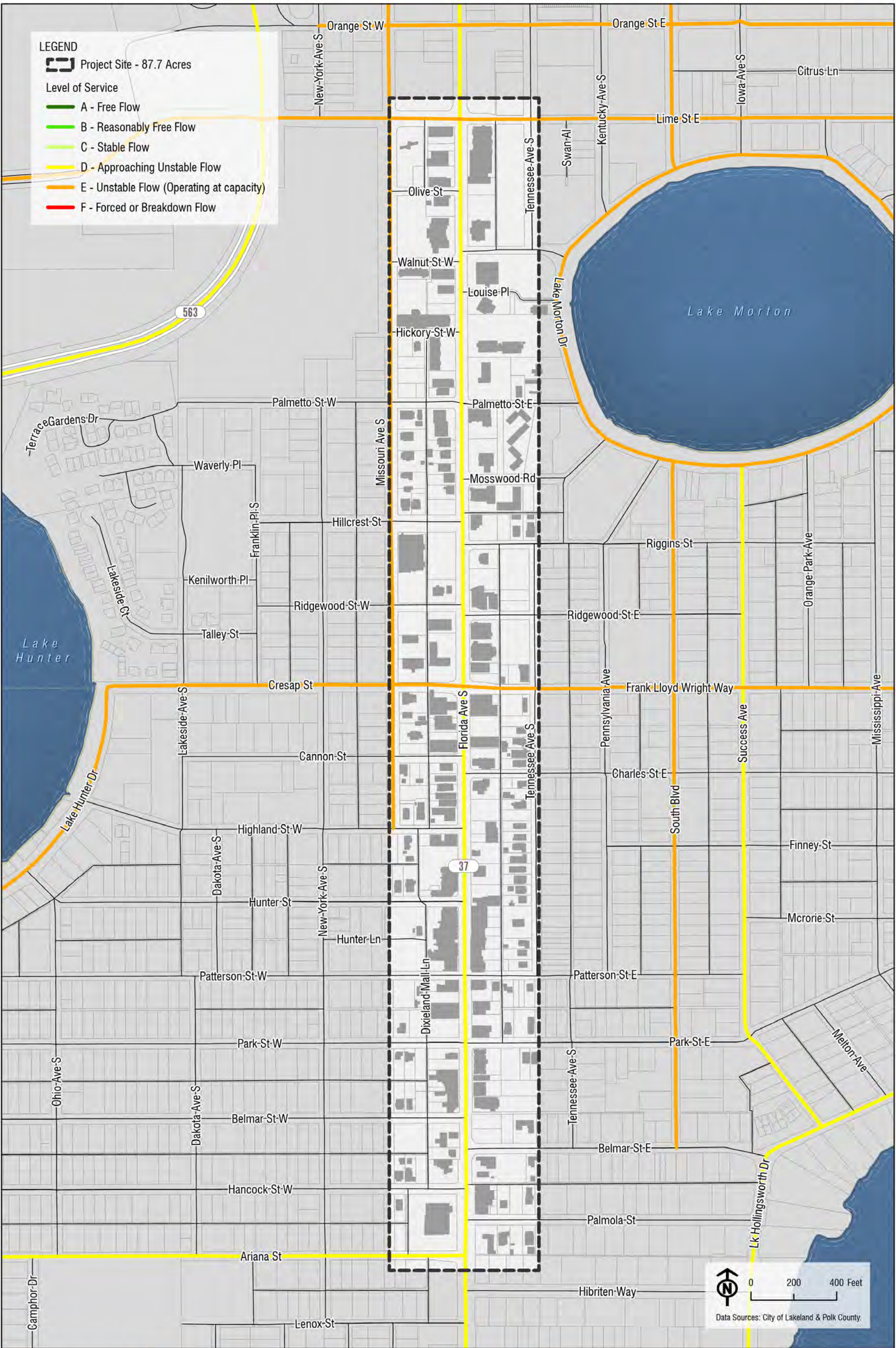
Data Sources: City of Lakeland & Polk County.

LEGEND

-  Project Location
-  Transit Oriented Corridor
-  Long Term Potential Transit Oriented Corridor



Data Sources: City of Lakeland, Polk County & USGS.





Data Sources: City of Lakeland & Polk County.


LEGEND


 Project Site - 87.7 Acres


LAND USE

 Commercial/Industrial - 47.0 Acres (54%)

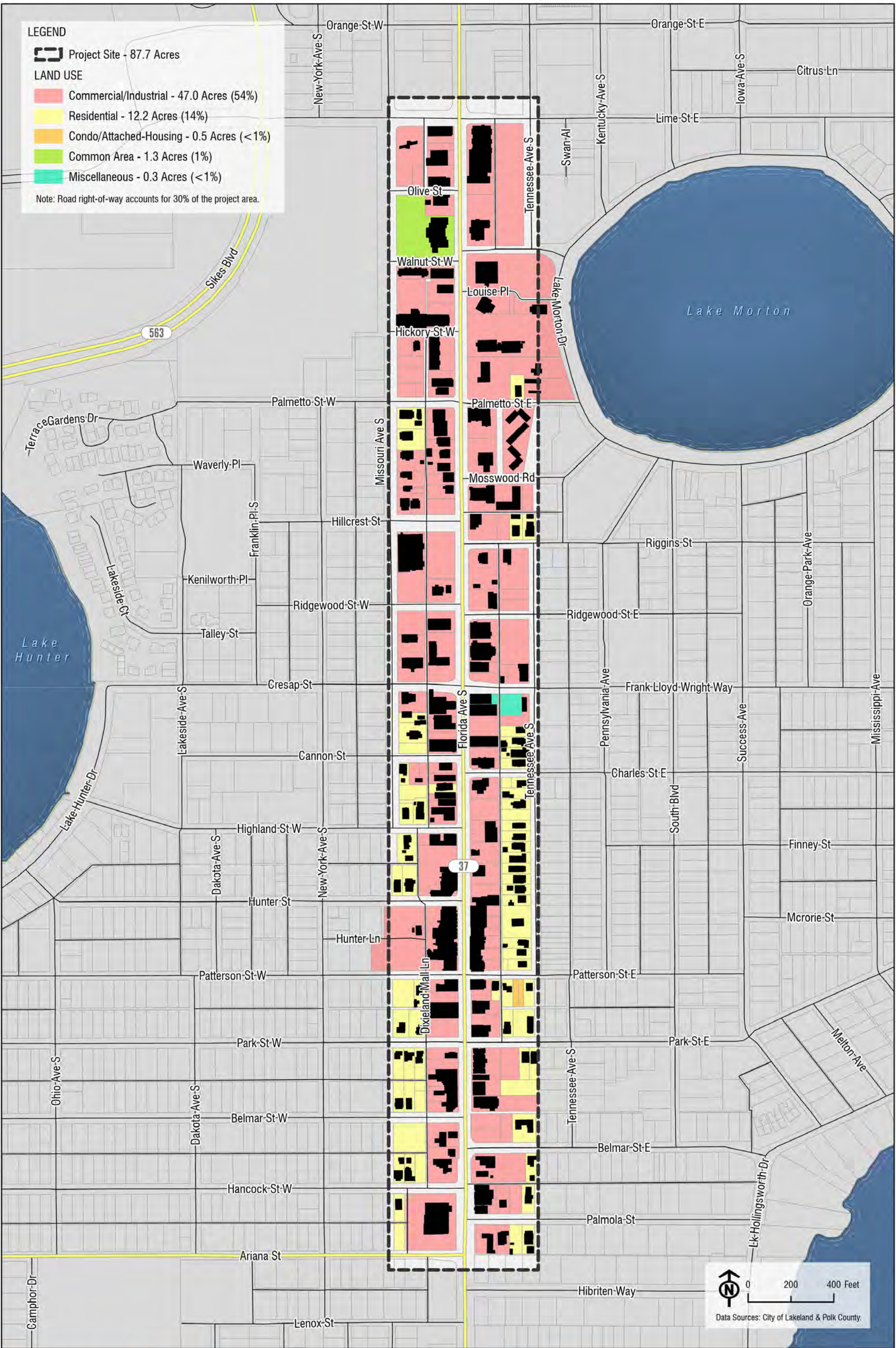
 Residential - 12.2 Acres (14%)

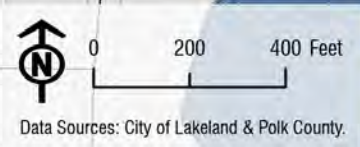
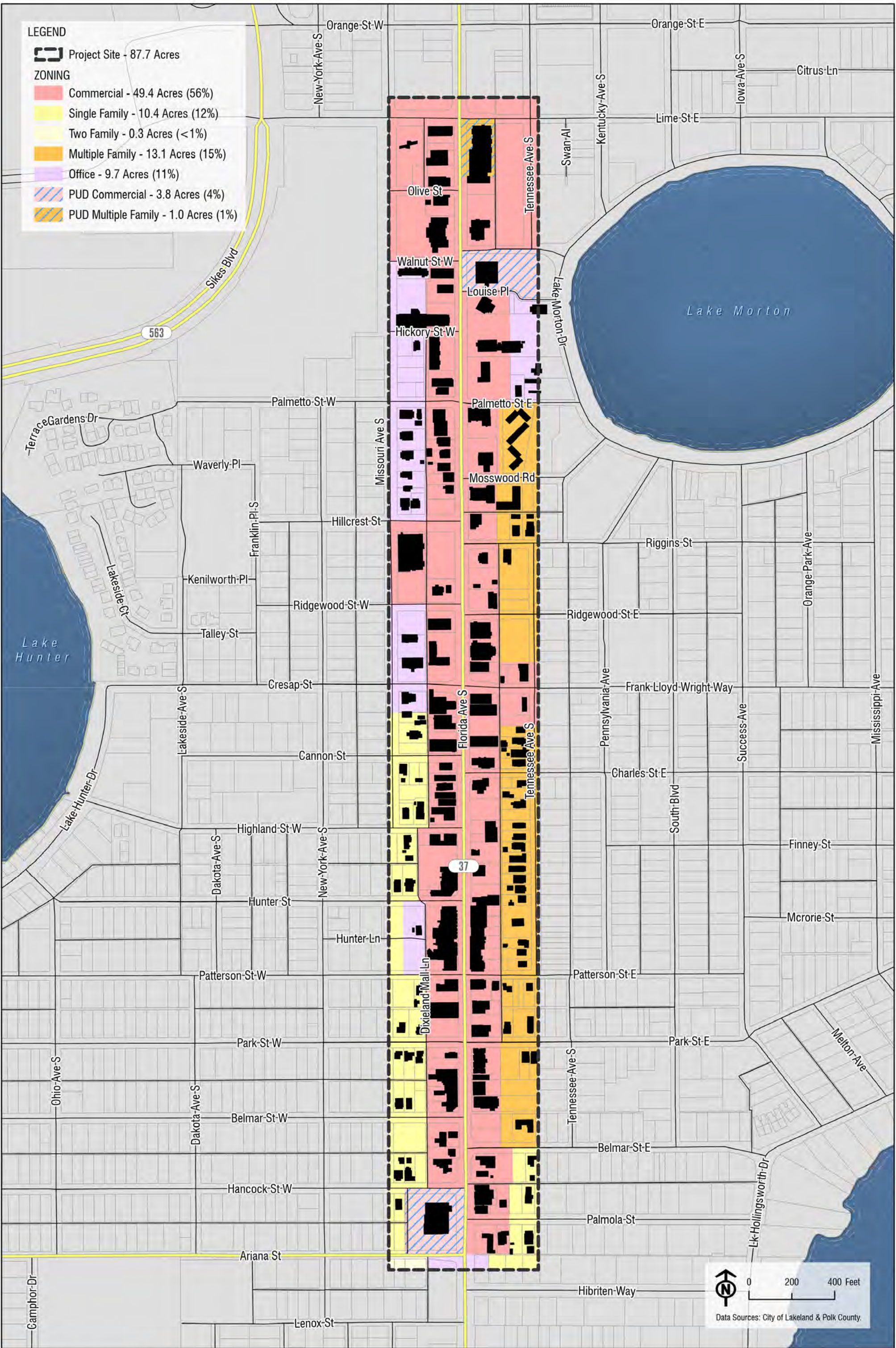
 Condo/Attached-Housing - 0.5 Acres (<1%)

 Common Area - 1.3 Acres (1%)

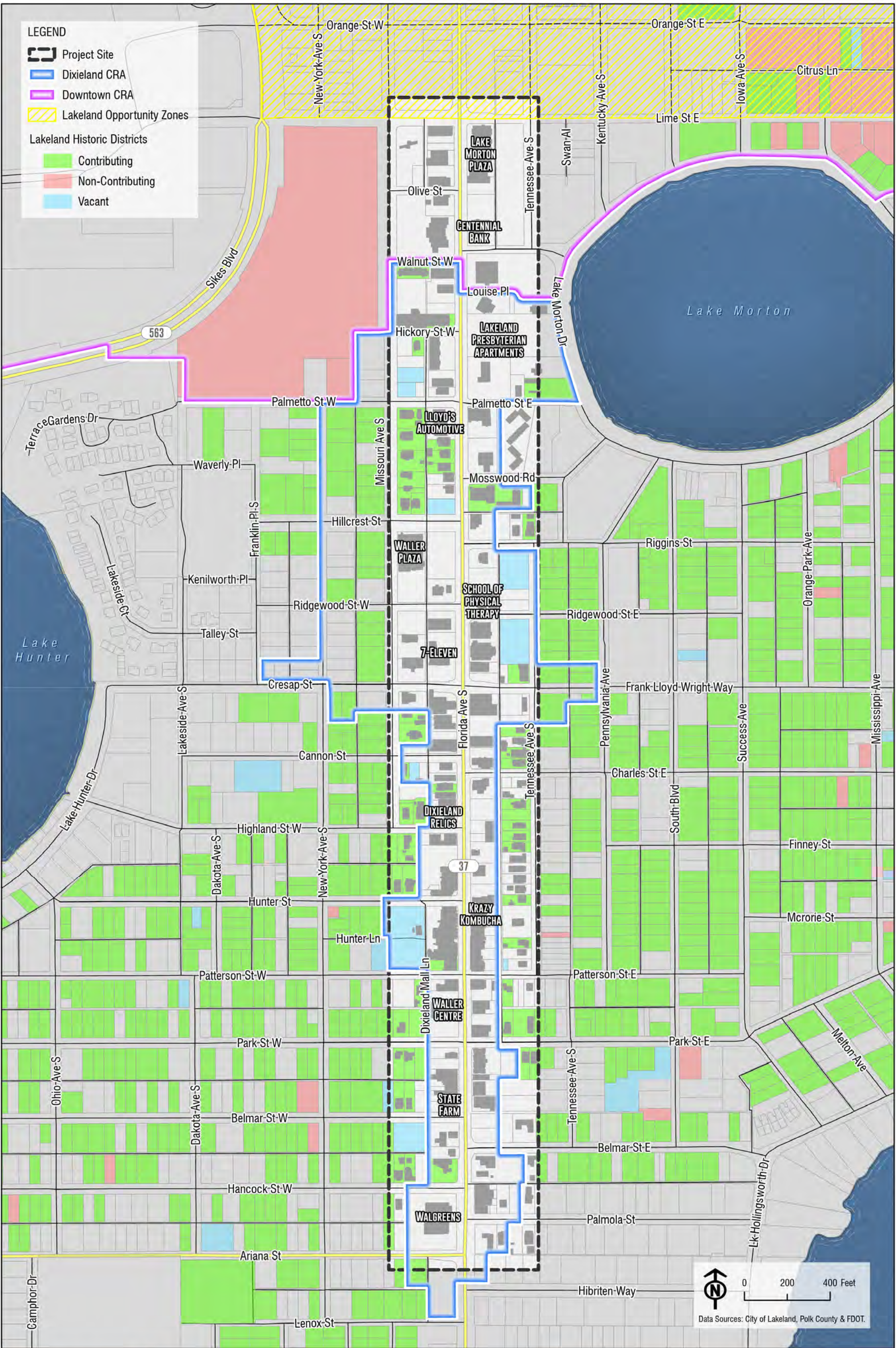
 Miscellaneous - 0.3 Acres (<1%)

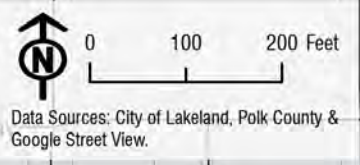
Note: Road right-of-way accounts for 30% of the project area.





Data Sources: City of Lakeland & Polk County.





Data Sources: City of Lakeland, Polk County & Google Street View.

Franklin-Pl-S

SEE MAP 18A

Frank Lloyd Wright Way



Highland St



Patterson St



W Belmar St



W Hancock St



Ariana St



Cresap St Frank-Lloyd-Wright-Way

Cannon St Charles-St-E

Highland St W

Hunter St

Hunter Ln Dixieland-Mall-Ln Florida Ave S

Patterson St W

Park St W

Belmar-St-W

Belmar-St-E

Hancock St W

Palmola St

Ariana St

Cannon & Charles



Hunter St



Park St



E Belmar St



Palmola St



Pennsyl

Finney St

Patterson-St-E

nesse

Hibriten-Wa

South Florida Avenue Strategic Master Plan

