



**DOWN  
TOWN WEST**  
ACTION PLAN





KICK-OFF  
Stakeholder  
Interviews



WORKSHOP #1  
Insights



WE ARE  
HERE!

WORKSHOP #2  
Major Moves



PRESENTATION  
Plan Document



Analysis of Market and  
Physical Conditions

Develop Scenarios that  
Advance Major Moves

Creation of Draft and  
Final Plan Document



# The Downtown West Study Area





Looking Around the Area





# Looking Around the Area





Looking Around the Area





# Looking Around the Area





# Looking Around the Area





# Looking Around the Area





Key Insights So Far . . .





[1] Bonnet Springs Park is a community asset that needs better access from the community.





# Looking Around the Area





# Accessing Bonnet Springs Park



Lake Bonnet

Bonnet Springs Park

Lake Beulah

Lake Wire

Lake Mirror

Lake Morton

Lake Hunter

CSX Railroad

Kathleen Road

Olive Street

George Jenkins Boulevard

Sikes Boulevard

Lime Street

Memorial Boulevard

George Jenkins Boulevard

CSX Railroad

Olive Street

Central Avenue

Sikes Boulevard



[1] Bonnet Springs Park is a community asset that needs better access from the community.

[2] The emergent development projects on Lake Wire have the potential to change the face of the district.



# Lake Wire Projects





[1] Bonnet Springs Park is a community asset that needs better access from the community.

[2] The emergent development projects on Lake Wire have the potential to change the face of the district.

[3] The fabric of Downtown erodes significantly in the first two blocks west of Florida Avenue.



# Analysis Snapshots: Sidewalks





# Analysis Snapshots: Street Trees

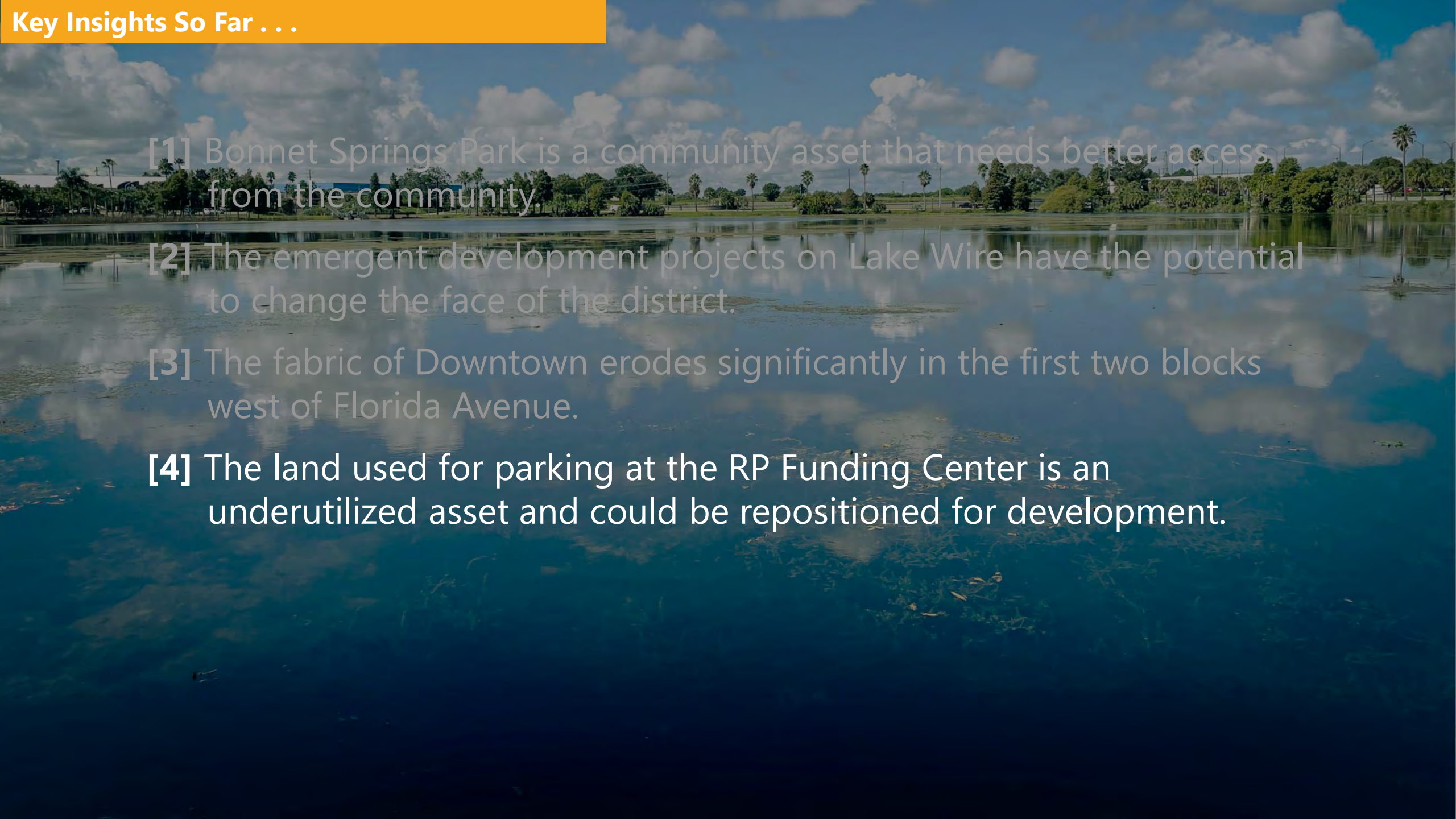




# Analysis Snapshots: Building Edges





- 
- [1] Bonnet Springs Park is a community asset that needs better access from the community.
  - [2] The emergent development projects on Lake Wire have the potential to change the face of the district.
  - [3] The fabric of Downtown erodes significantly in the first two blocks west of Florida Avenue.
  - [4] The land used for parking at the RP Funding Center is an underutilized asset and could be repositioned for development.**



# Analysis Snapshots: RP Funding Center Parking

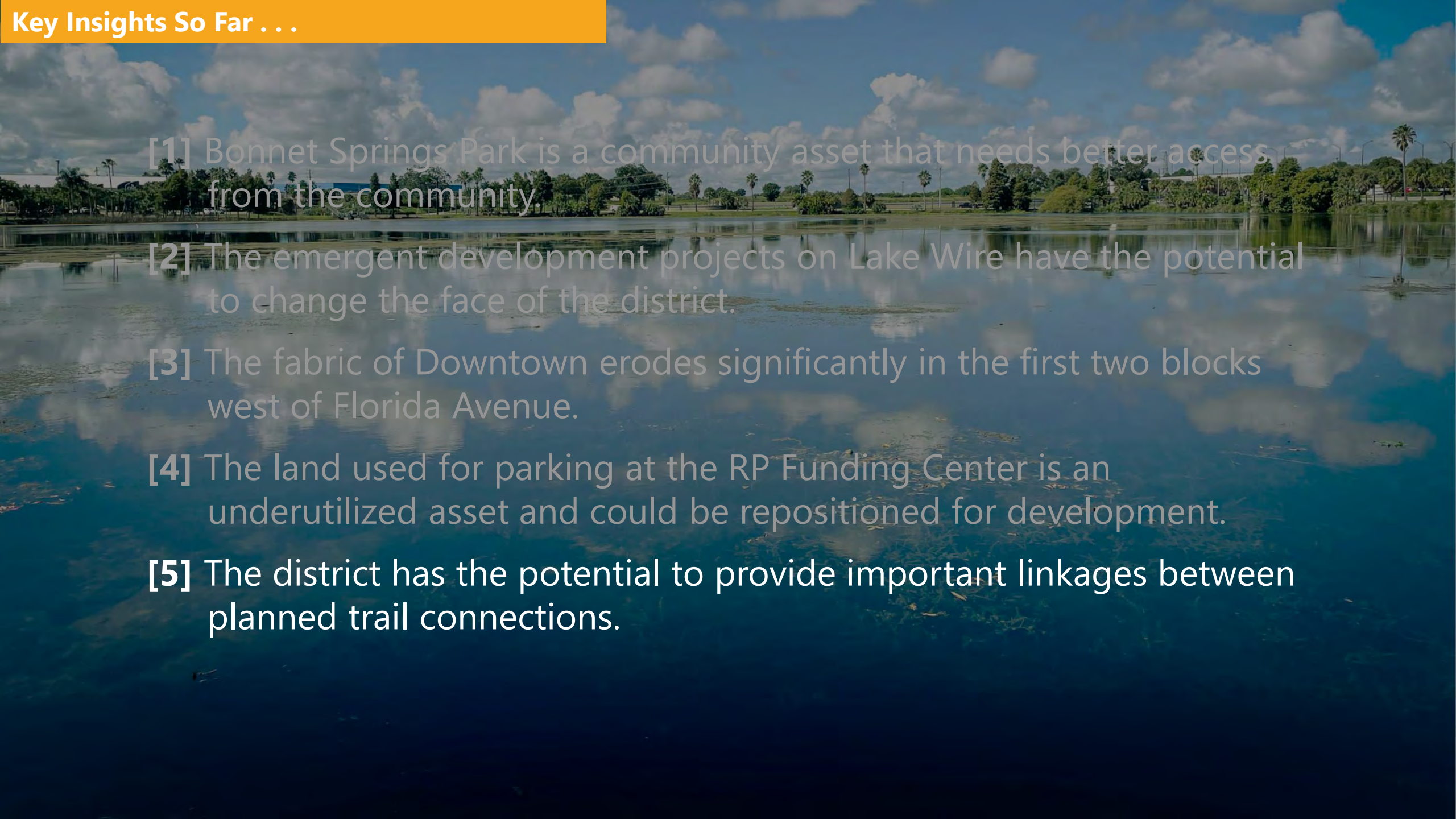




# Analysis Snapshots: Veterans Park





- 
- [1] Bonnet Springs Park is a community asset that needs better access from the community.
  - [2] The emergent development projects on Lake Wire have the potential to change the face of the district.
  - [3] The fabric of Downtown erodes significantly in the first two blocks west of Florida Avenue.
  - [4] The land used for parking at the RP Funding Center is an underutilized asset and could be repositioned for development.
  - [5] The district has the potential to provide important linkages between planned trail connections.



# Analysis Snapshots: Potential Trail Network



Lake Bonnet

Bonnet Springs Park

Lake Beulah

Veterans Park

Lake Wire

Lake Mirror

Lake Morton

Lake Hunter

Lake Hunter Park

Lake Parker

CSX Railroad

Memorial Boulevard

Kathleen Road

CSX Railroad

M.K. Avenue

George Jenkins Boulevard

Sikes Boulevard

CSX Railroad

Main Street

Lime Street

Sikes Boulevard

South Florida Avenue

George Jenkins Boulevard

CSX Railroad

Central Avenue

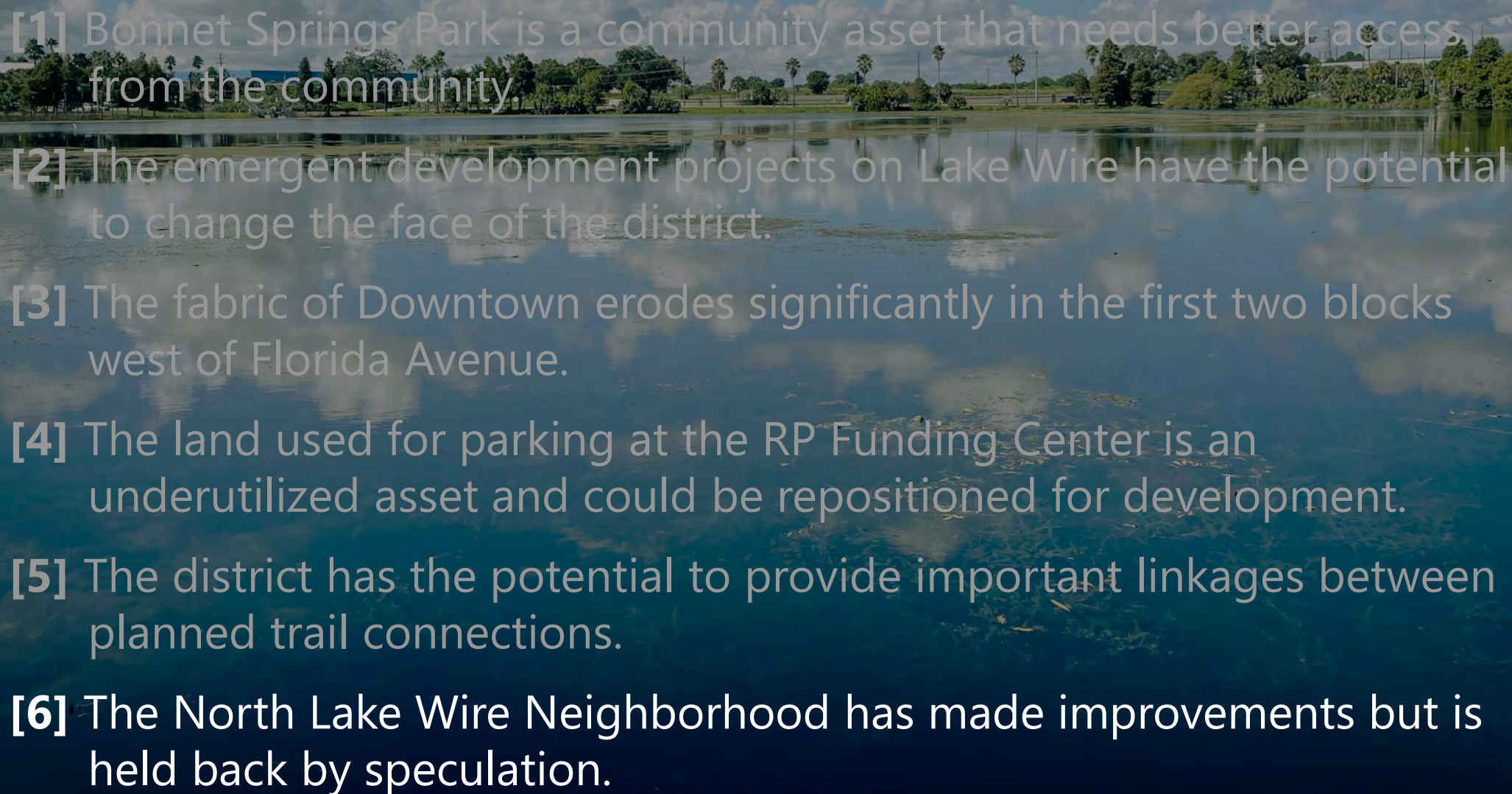
Olive Street

Olive Street

Central Avenue

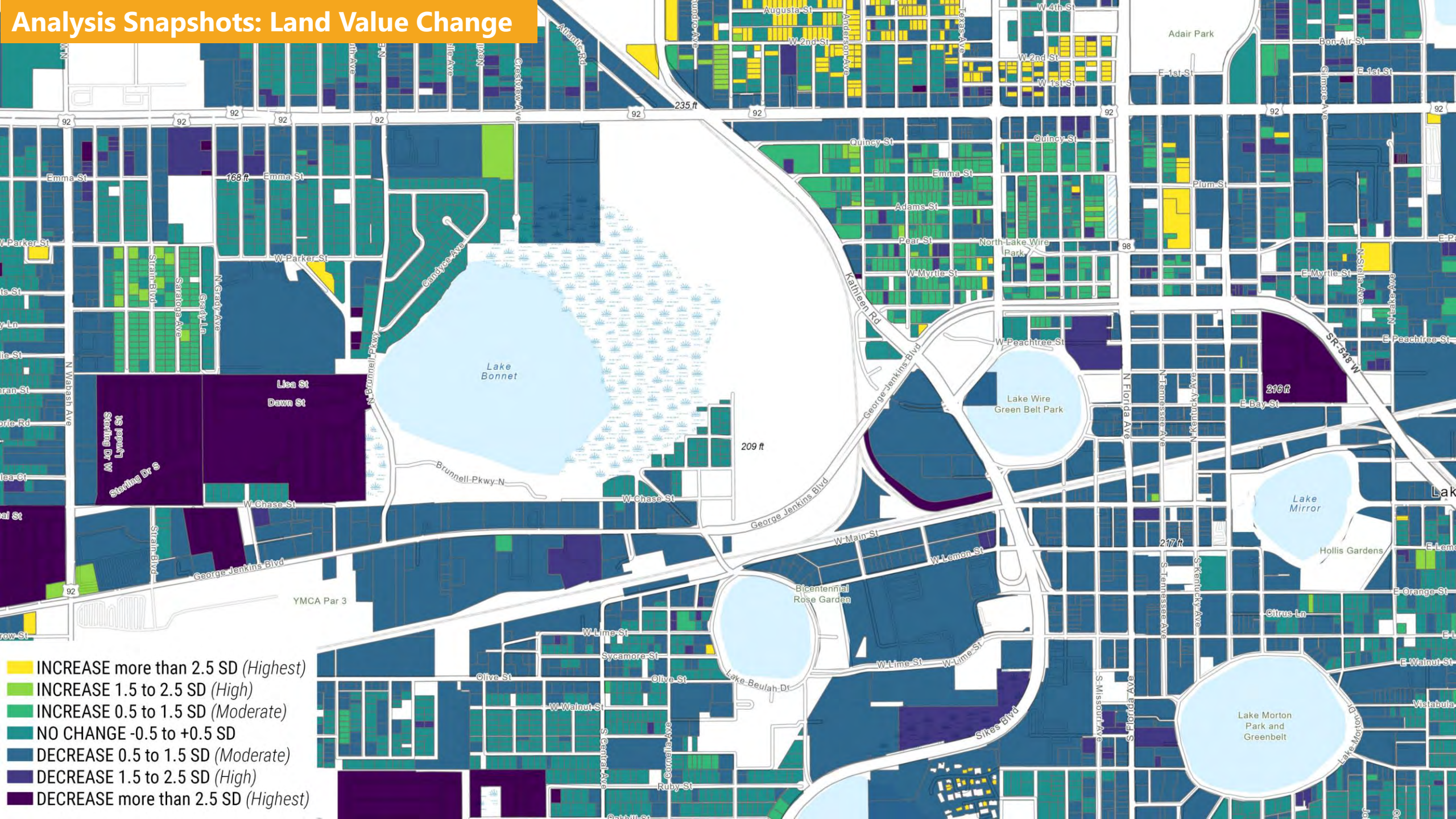
Sikes Boulevard



- 
- [1] Bonnet Springs Park is a community asset that needs better access from the community.
  - [2] The emergent development projects on Lake Wire have the potential to change the face of the district.
  - [3] The fabric of Downtown erodes significantly in the first two blocks west of Florida Avenue.
  - [4] The land used for parking at the RP Funding Center is an underutilized asset and could be repositioned for development.
  - [5] The district has the potential to provide important linkages between planned trail connections.
  - [6] The North Lake Wire Neighborhood has made improvements but is held back by speculation.**



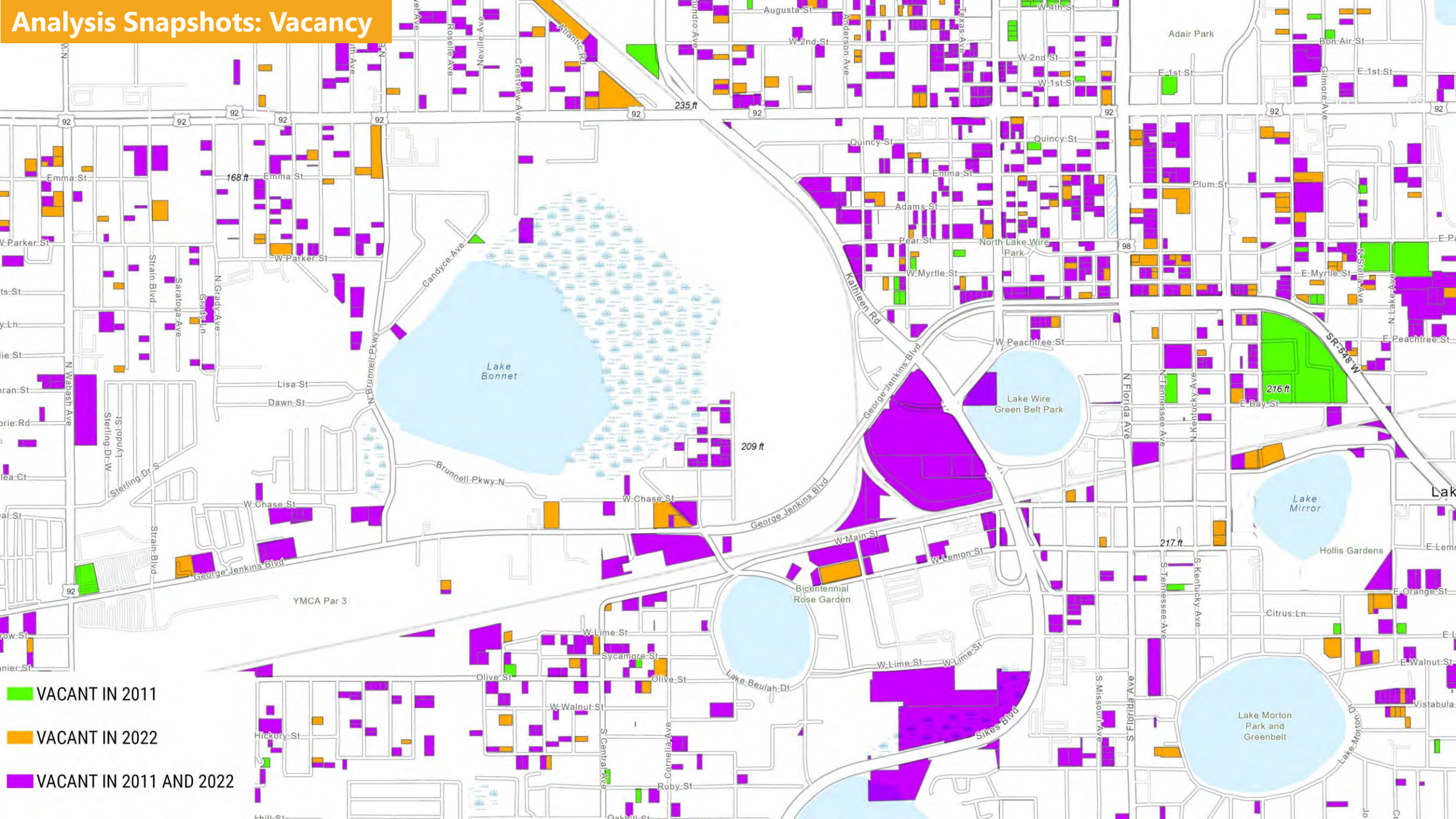
# Analysis Snapshots: Land Value Change



- INCREASE more than 2.5 SD (Highest)
- INCREASE 1.5 to 2.5 SD (High)
- INCREASE 0.5 to 1.5 SD (Moderate)
- NO CHANGE -0.5 to +0.5 SD
- DECREASE 0.5 to 1.5 SD (Moderate)
- DECREASE 1.5 to 2.5 SD (High)
- DECREASE more than 2.5 SD (Highest)

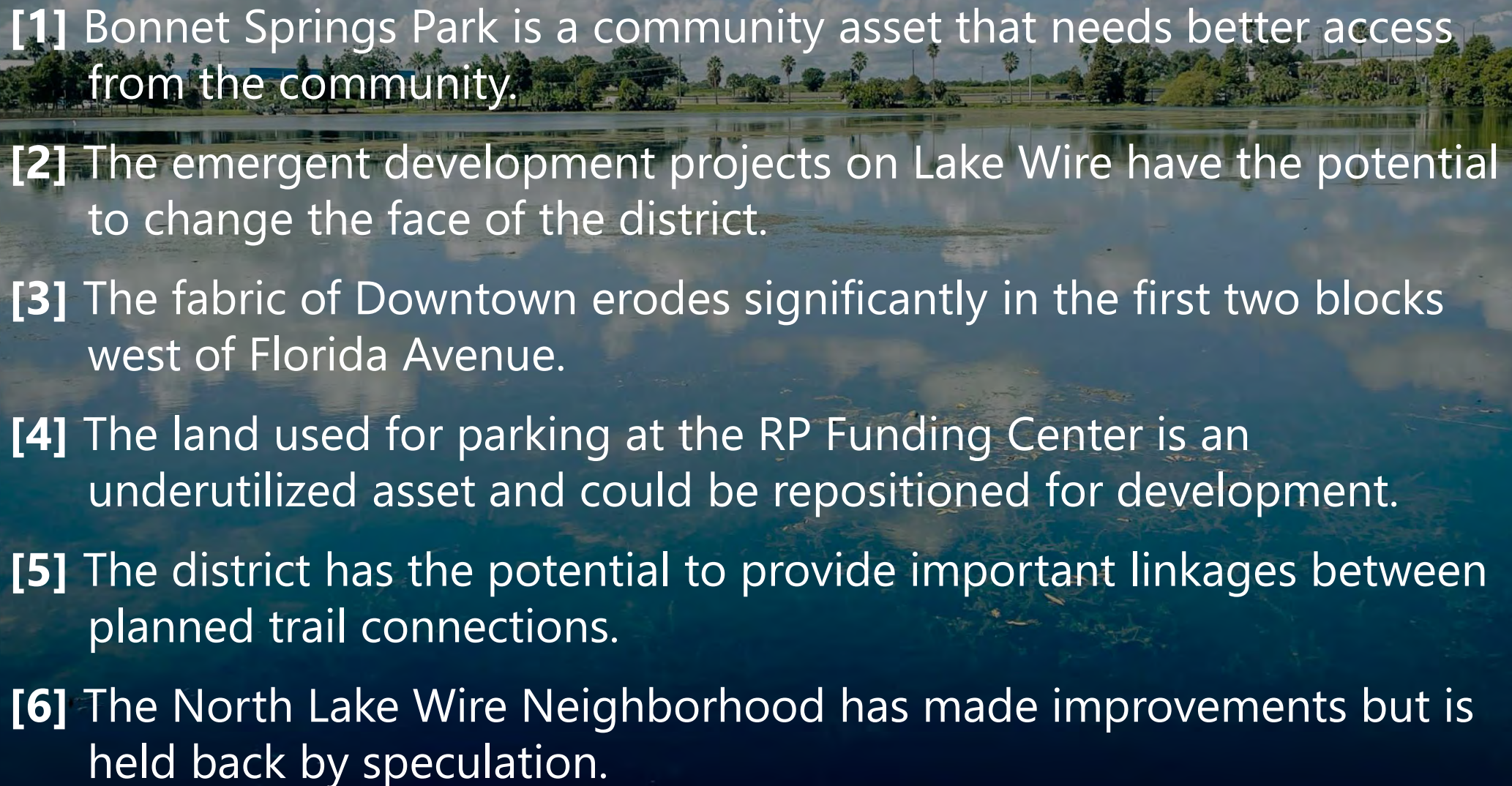


# Analysis Snapshots: Vacancy



- VACANT IN 2011
- VACANT IN 2022
- VACANT IN 2011 AND 2022



- 
- [1] Bonnet Springs Park is a community asset that needs better access from the community.
  - [2] The emergent development projects on Lake Wire have the potential to change the face of the district.
  - [3] The fabric of Downtown erodes significantly in the first two blocks west of Florida Avenue.
  - [4] The land used for parking at the RP Funding Center is an underutilized asset and could be repositioned for development.
  - [5] The district has the potential to provide important linkages between planned trail connections.
  - [6] The North Lake Wire Neighborhood has made improvements but is held back by speculation.



# Addressing the Insights: Three Major Moves





# DOWN TOWN WEST



KICK-OFF  
Stakeholder  
Interviews



WORKSHOP #1  
Insights



WE ARE  
HERE!

WORKSHOP #2  
Major Moves



PRESENTATION  
Plan Document

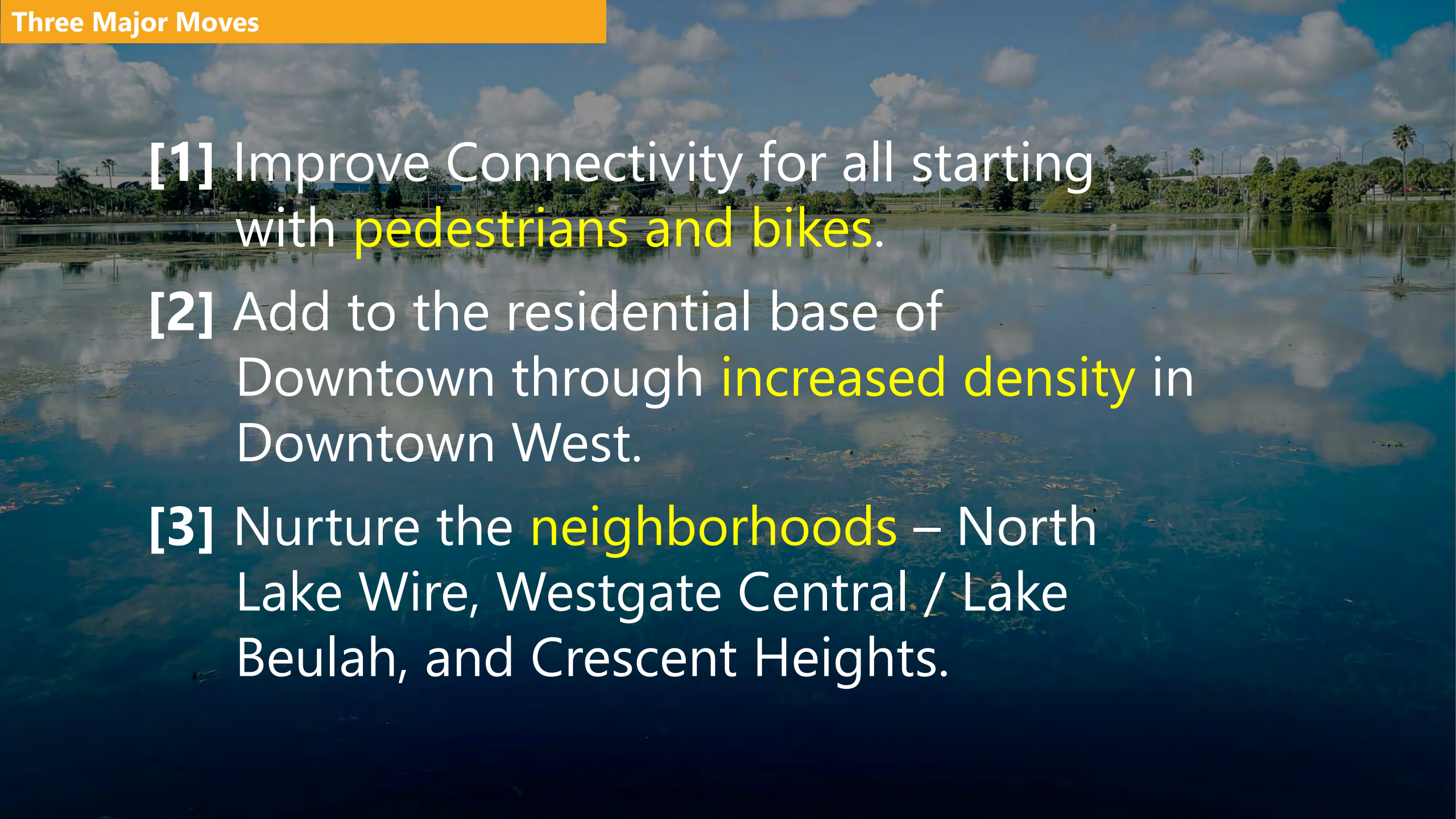


Analysis of Market and  
Physical Conditions

Develop Scenarios that  
Advance Major Moves

Creation of Draft and  
Final Plan Document



- 
- [1] Improve Connectivity for all starting with **pedestrians and bikes**.
  - [2] Add to the residential base of Downtown through **increased density** in Downtown West.
  - [3] Nurture the **neighborhoods** – North Lake Wire, Westgate Central / Lake Beulah, and Crescent Heights.



## [1] Validate the Insights

## [2] Inform the Moves

KEY INSIGHTS

**Lakeland  
DOWNTOWN WEST  
ACTION PLAN**

WE WANT YOUR FEEDBACK

WORKSHOP # 1  
2/16/2023

The map identifies six (6) Key Insights of the area.

**STEP 1:**  
Let us know what you think about each key insight.

**1** Bonnet Springs Park is a community asset that needs better access from the community.

**2** The emergent development projects on Lake Wire have the potential to change the face of the district.

**3** The Florida Tile (Carter) and Ledger sites represent the last two large redevelopment sites in Downtown.

**STEP 2:**  
Did we miss anything? If so, let us know any additional insights you have of the area.

**4** The land used for parking at the RP Funding Center is an underutilized asset and could be repositioned for development.

**5** The fabric of Downtown erodes significantly in the first two blocks west of Florida Avenue.

**6** The district has the potential to provide important linkages between planned trail connections.

CONNECTIVITY

**Lakeland  
DOWNTOWN WEST  
ACTION PLAN**

WE WANT YOUR FEEDBACK

WORKSHOP # 1  
2/16/2023

**STEP 1:**  
Identify on the map key destinations in the Downtown West area.

**STEP 2:**  
Identify on the map the areas in need of connectivity and access improvements.

**STEP 3:**  
Select below the top three (3) streetscape improvements needed to enhance the pedestrian and bicycle connectivity in the area.

**STEP 4:** List here any improvements needed

**STEP 1:**  
Use the matrix below and let us know the type of infill residential development you will like to see in each sub-area. Feel free to select one or more residential typology.

Intersections

Crosswalks

Bike Facility/  
Lanes

Transit Stops/  
Shelter

Planting

Benches

Lighting

Sidewalk

INFILL COMMERCIAL

**Lakeland  
DOWNTOWN WEST  
ACTION PLAN**

WE WANT YOUR FEEDBACK

WORKSHOP # 1  
2/16/2023

The map illustrates seven (7) proposed development sub-areas.

**STEP 1:**  
Use the matrix below and let us know the type of infill commercial uses you will like to see in each sub-area. Feel free to select one or more use.

**STEP 1:**  
Use the matrix below and let us know the type of infill residential development you will like to see in each sub-area. Feel free to select one or more residential typology.

Other

Tiny Home / ADU

House

Duplex &  
Quadraple

Townhouse  
(2-3 story)

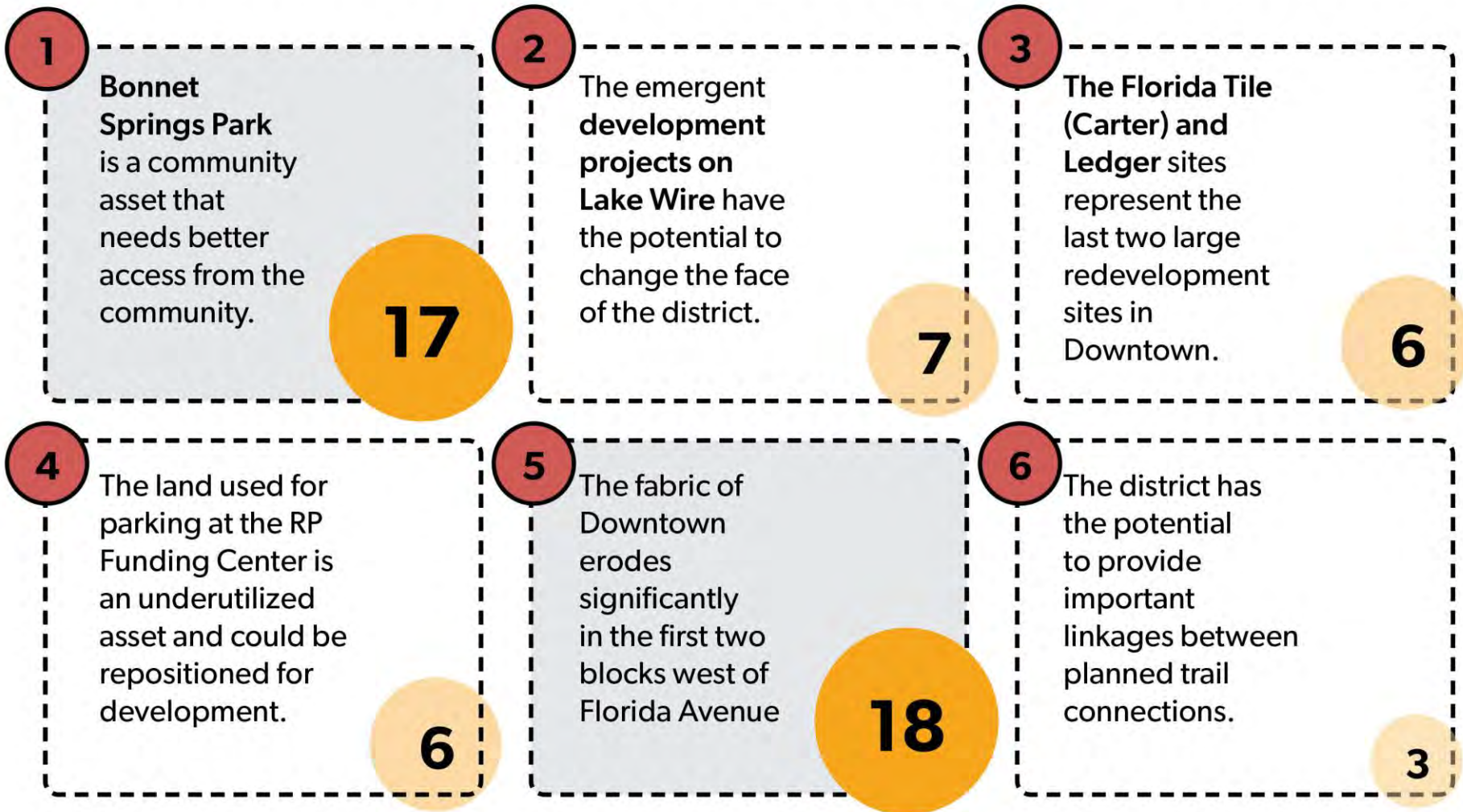
Apartments  
(4-5 story)

Mixed-Use  
(4+ story)

1	NORTH LAKE WIRE					
2	LAKE WIRE					
3	DOWNTOWN					
4	LAKE BEULAH					
5	WESTGATE CENTRAL AV.					
6	GEORGE JENKINS BLVD.					
7	CRESCENT HEIGHTS					



# KEY INSIGHTS RANKING



ADDITIONAL COMMENTS	
<i>Bonnet Springs Park would benefit from a bicycle-pedestrian cart system (like the Squeeze)</i>	<i>Better transit access to destinations like Bonnet Springs Park</i>
<i>A traffic light at Quincy &amp; Kathleen would improve access to Bonnet Springs Park</i>	<i>Consider Intermodal Center in all planning</i>
<i>Plan for roads and parking to keep up with additional densities</i>	
<i>Better programming at the Civic Center (i.e. bands to theater)</i>	<i>RP Funding site would benefit from mixed use and/or increased commercial</i>



# CONNECTIVITY

Most needed streetscape improvements to help enhance the pedestrian and bicycle connectivity in the area.



Intersections

3



Crosswalks

10



Bike Facility/  
Lanes

9



Transit Stops/  
Shelter

13



Planting

5



Benches

11



Lighting

14



Sidewalk

15

Results from In-Person Workshop #1 on February 23rd, 2023 + Online Survey (Through April, 13)





# INFILL RESIDENTIAL

Type of infill residential development the community wants to see in each area.



Tiny Home / ADU

House

Duplex & Quadplex

Townhouse (2-3 story)

Apartments (4-5 story)

Mixed-Use (4+ story)

**Additional Comments:**

*Commercial zoning in residential communities encourage speculation*

*ADU: We already have enough in North Lake Wire*

*HOUSE: Not Cookie cutter, more variety (North Lake Wire)*

1 NORTH LAKE WIRE

2 LAKE WIRE

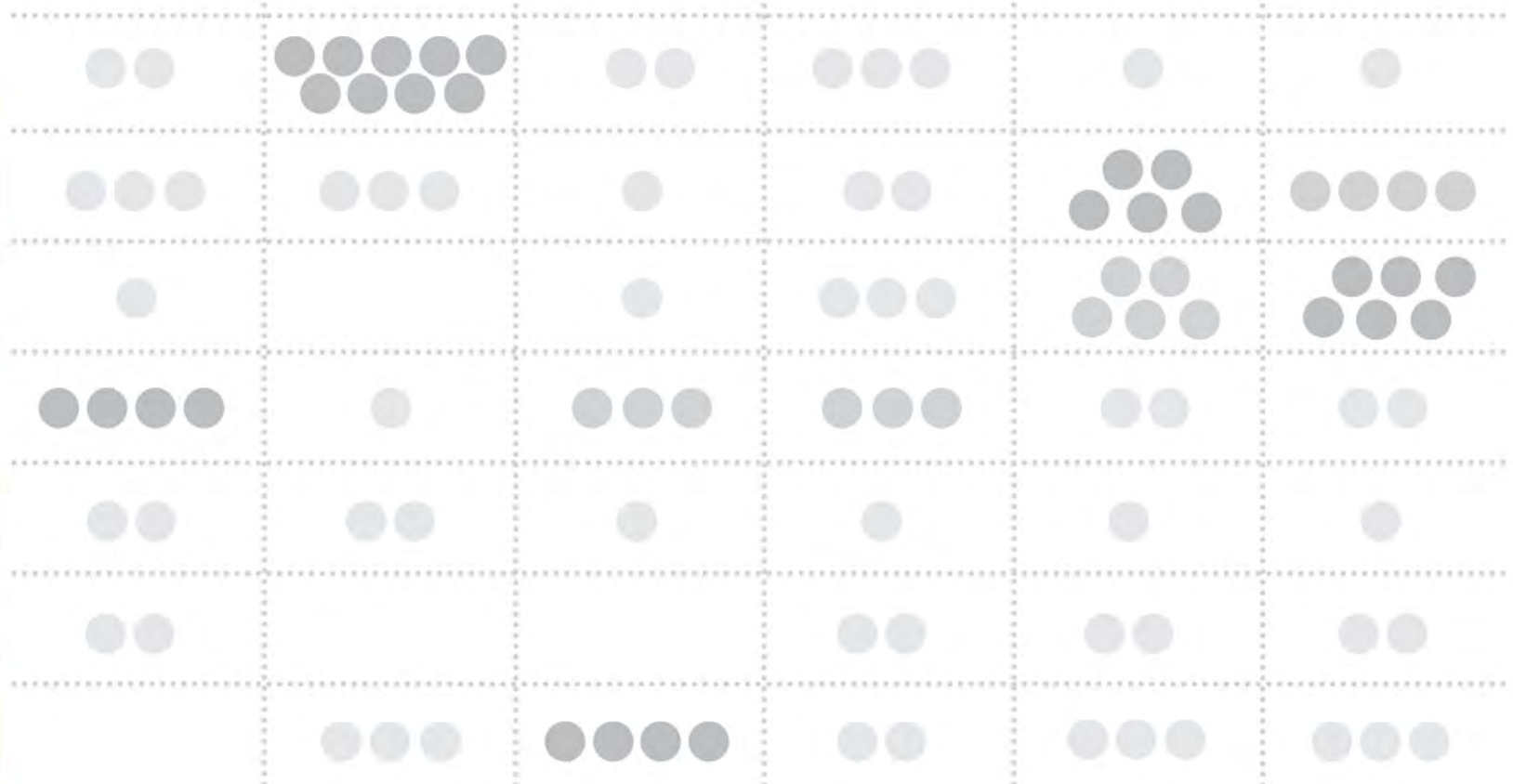
3 DOWNTOWN

4 LAKE BEULAH

5 WESTGATE CENTRAL AV.

6 GEORGE JENKINS BLVD.

7 CRESCENT HEIGHTS





# INFILL COMMERCIAL

Type of infill commercial development the community wants to see in each area.



## Other



### Additional Comments:

RESTAURANTS:  
Local, not chains /  
diversity owned

GROCERY STORE:  
Variety

- 1 NORTH LAKE WIRE
- 2 LAKE WIRE
- 3 DOWNTOWN
- 4 LAKE BEULAH
- 5 WESTGATE CENTRAL AV.
- 6 GEORGE JENKINS BLVD.
- 7 CRESCENT HEIGHTS

	Restaurants	Grocery Store	Day Care	Medical Office	Other
1 NORTH LAKE WIRE	6	4	2	2	Child-friendly establishments, computer business center
2 LAKE WIRE	4	8		4	Intermodal Center 2
3 DOWNTOWN	4	6	1	2	General Beautification 2
4 LAKE BEULAH	1	3	1	1	
5 WESTGATE CENTRAL AV.	1	4	1	1	
6 GEORGE JENKINS BLVD.	3	2		1	Arts District 1
7 CRESCENT HEIGHTS	1			3	

Results from In-Person Workshop #1 on February 23rd, 2023 + Online Survey (Through April, 13)



# ADDITIONAL COMMENTS

## CONNECTIVITY

- More connectivity to Bonnet Springs Park & Downtown
- Get rid of concrete divides on Florida Avenue / widen the pathway.
- Expansion of the Squeeze routes into Downtown West

## DEVELOPMENT AND LAND USE

- More stores near Memorial Blvd
- North Lake Wire needs increased density.
- Create a mix-use development with direct access to the park on the vacant land South of Bonnet Springs Park bordered by George Jenkins Blvd.

## SAFETY

- North Lake Wire needs increased safety measures like sidewalks, speedbumps, etc.
- North Lake Wire needs speedbumps and safer roads.
- More police presence and code enforcement are needed.

## COMMUNICATION

- Ensure communication to residents/business owners of new developments and protection from being priced out of the area
- Clarification on who is paying for changes to Bonnet Springs Park
- "Make it plain to us."



# DOWNTOWN WEST TODAY



Memorial Boulevard

Kathleen Road

Pear Street

MLK Avenue

N. Florida Avenue

George Jenkins Boulevard

Bonnet Springs Park

Lake Bonnet

Lake Wire

Sikes Boulevard

Main Street

Lake Mirror

Lemon Street

Orange Street

Lime Street

George Jenkins Boulevard

Lake Beulah

Lime Street

Olive Street

Central Avenue

Hartsell Avenue

S. Florida Avenue

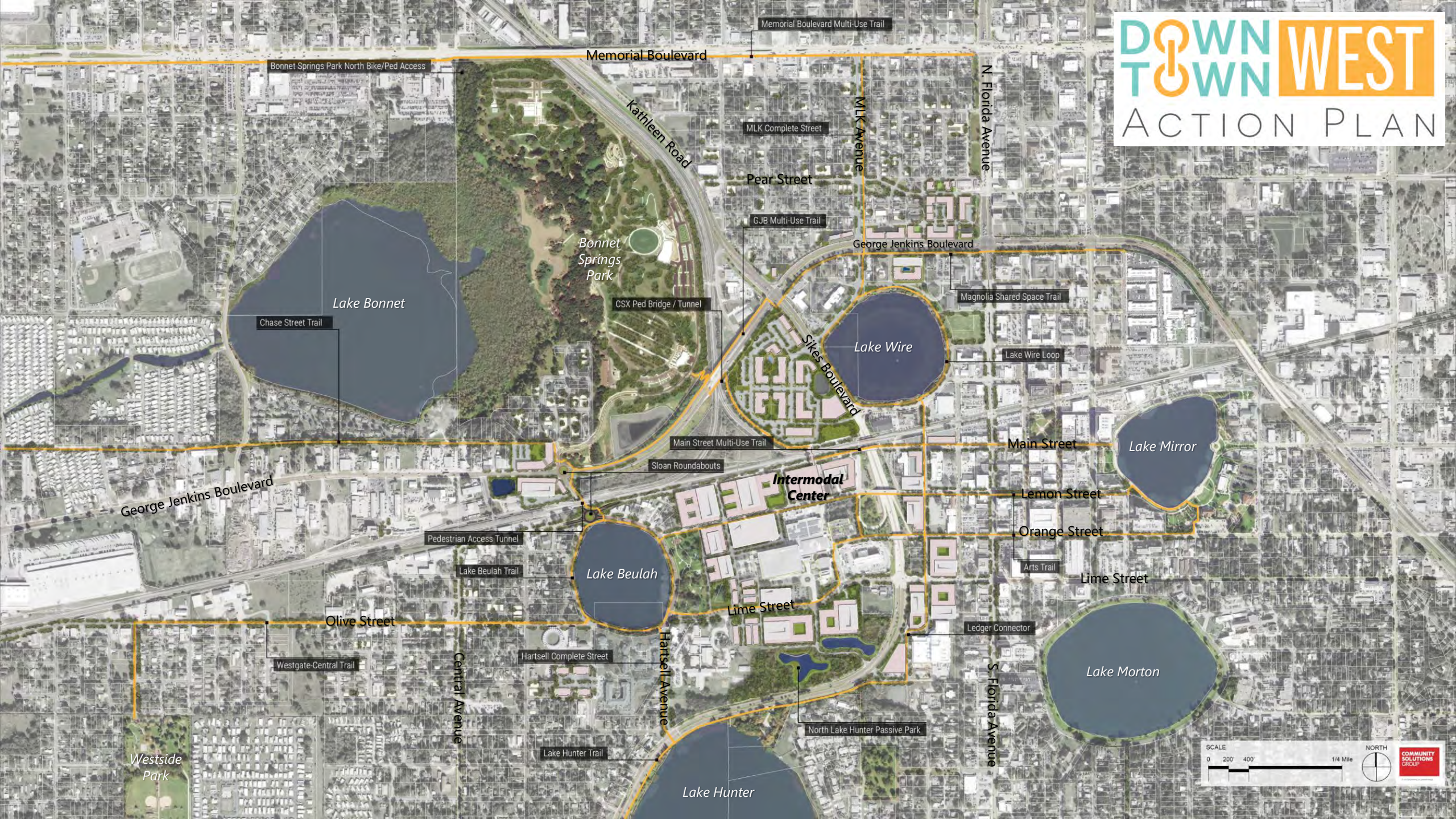
Lake Morton

Westside Park

Lake Hunter



# DOWN TOWN WEST ACTION PLAN



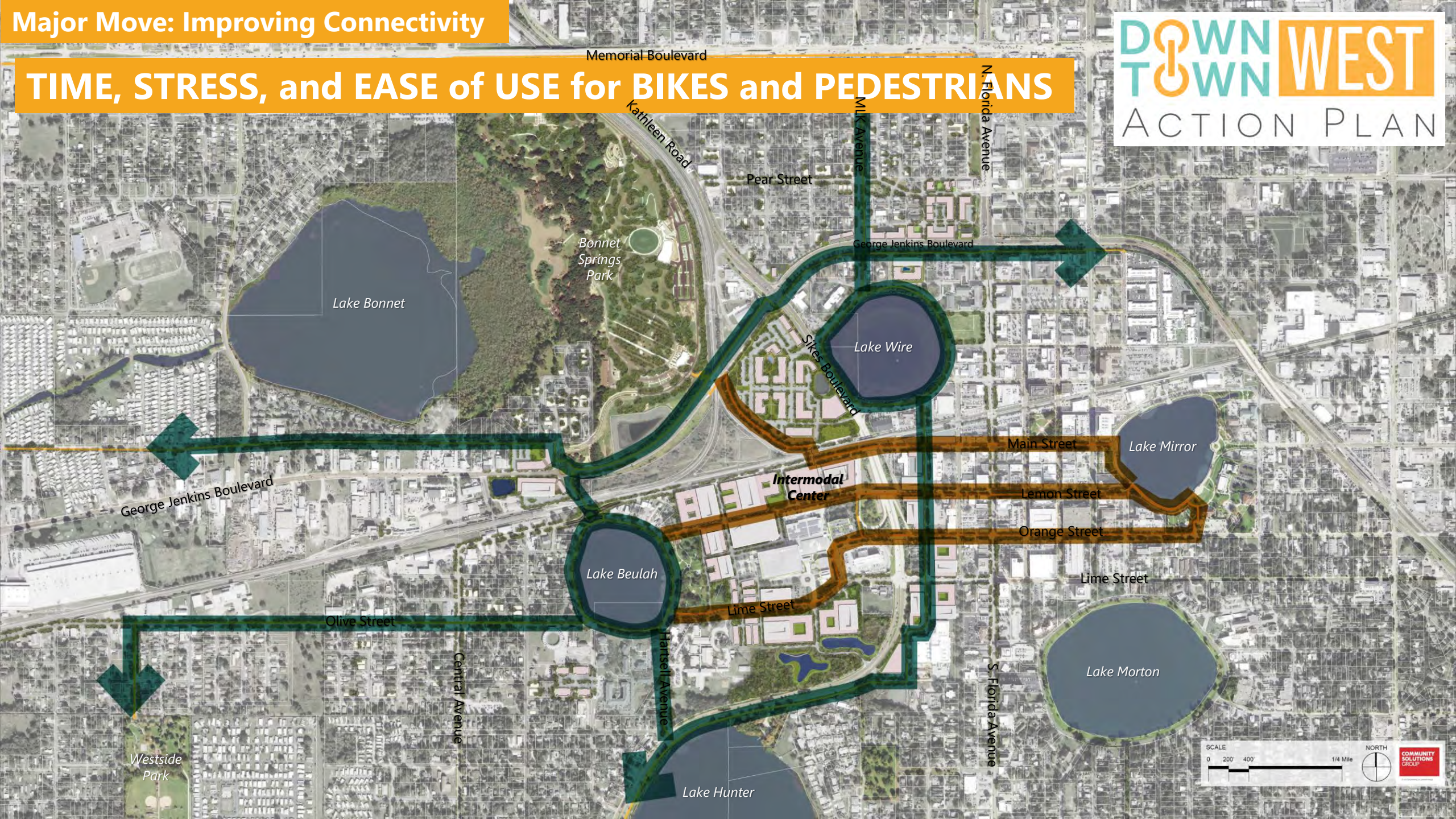
SCALE  
0 200' 400' 1/4 Mile

NORTH

COMMUNITY SOLUTIONS GROUP

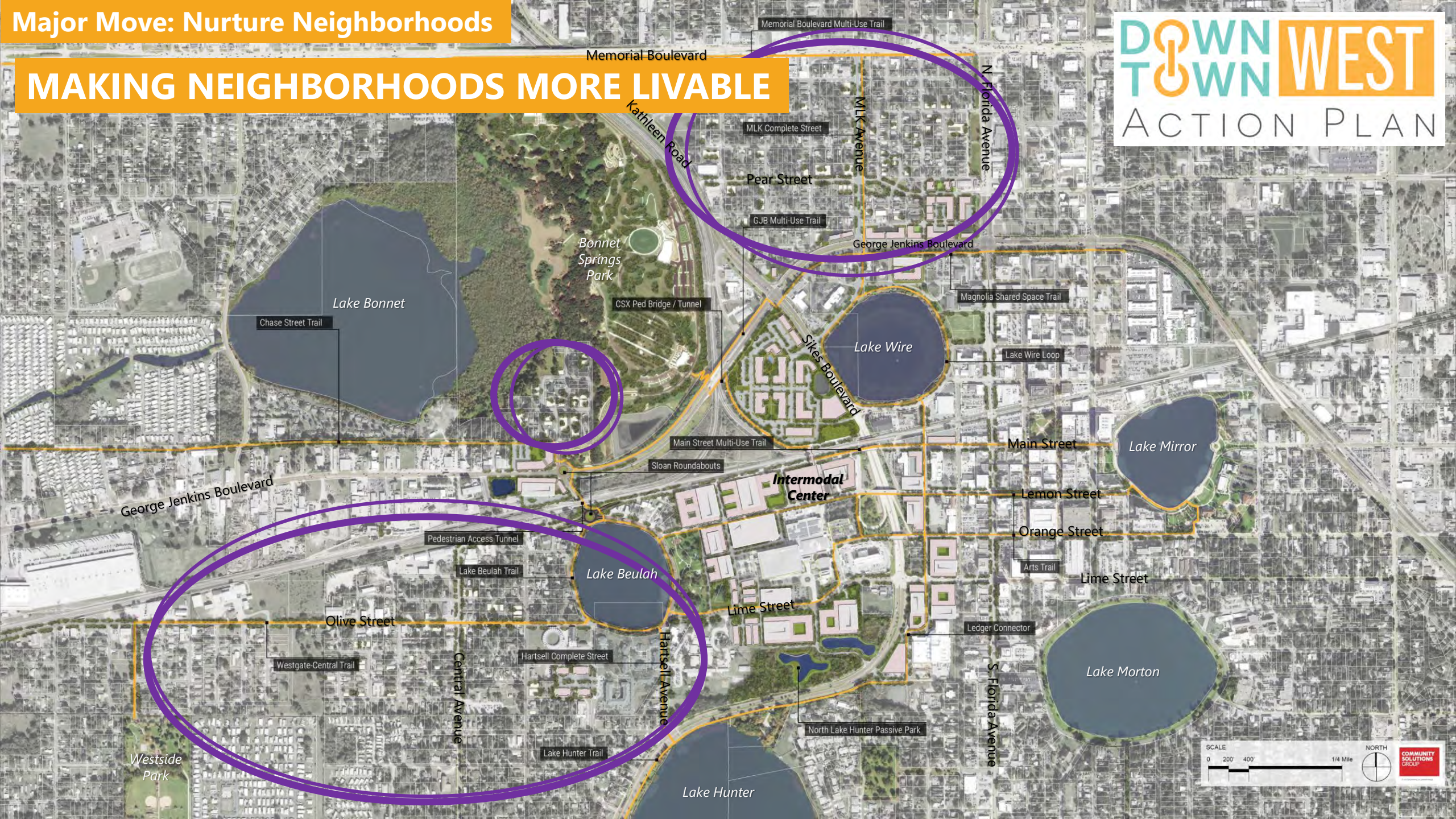


**TIME, STRESS, and EASE of USE for BIKES and PEDESTRIANS**





# MAKING NEIGHBORHOODS MORE LIVABLE

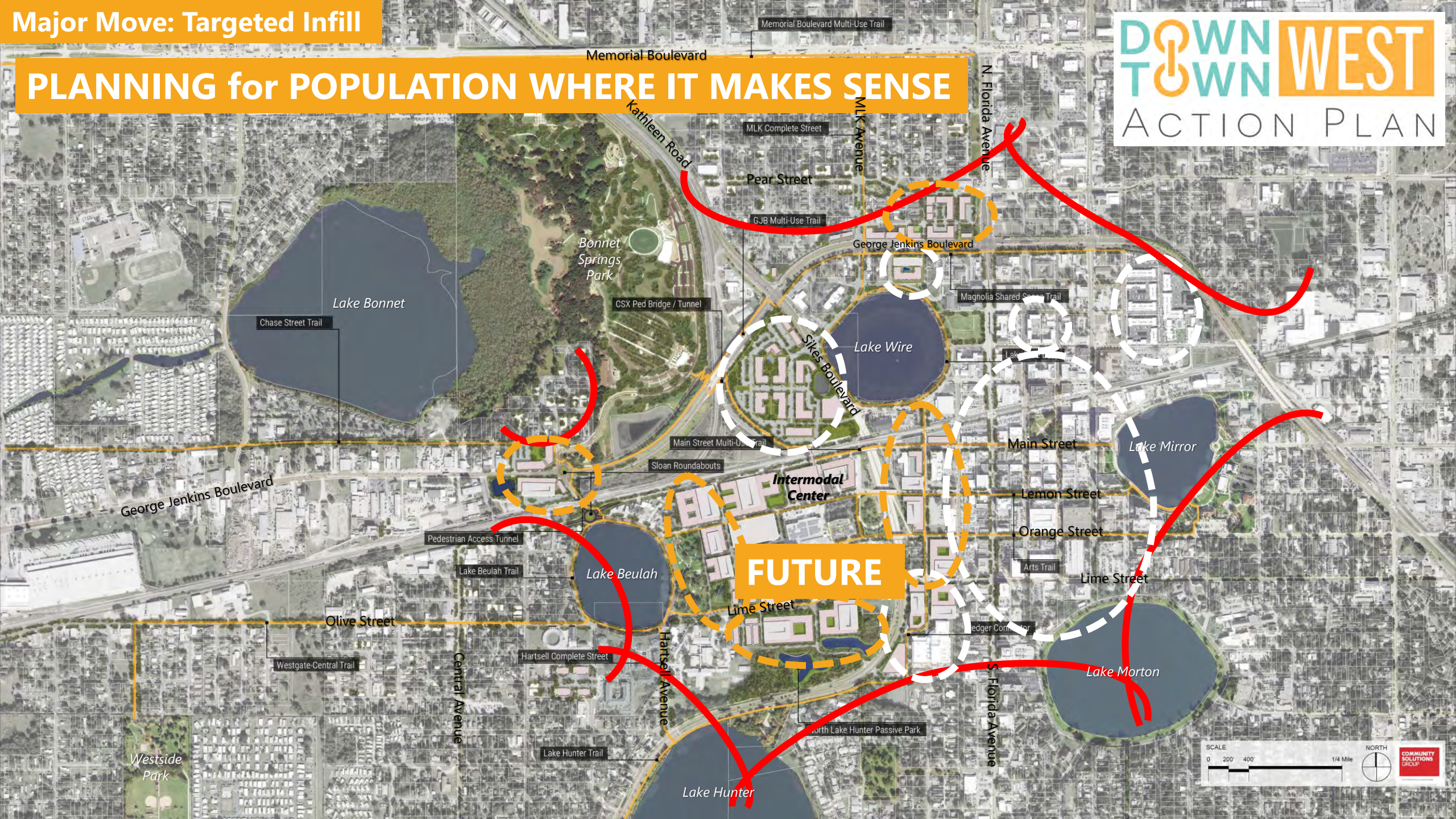


SCALE 0 200' 400' 1/4 Mile NORTH

COMMUNITY SOLUTIONS GROUP

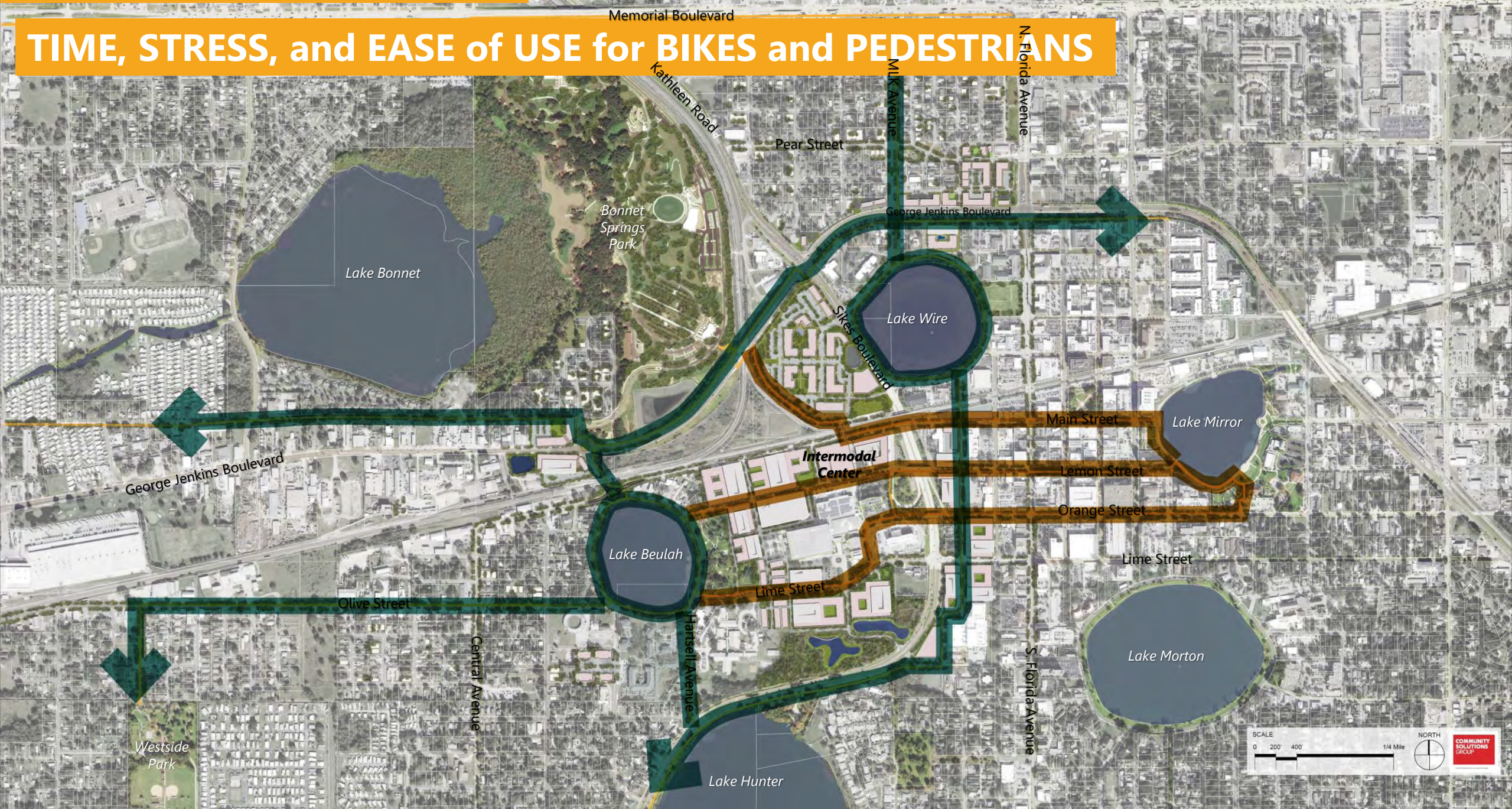


## PLANNING for POPULATION WHERE IT MAKES SENSE





TIME, STRESS, and EASE of USE for BIKES and PEDESTRIANS





# Major Move: Improving Connectivity

## TIME, STRESS, and EASE of USE for BIKES and PEDESTRIANS



## EAST/WEST CONNECTIVITY



## COMP: Tampa's Green Spine



**HOWARD to the RIVER**  
Separated two-way cycle track along the south side of Cass Street to be provided as funding is available



**RIVER to ORANGE AVENUE**  
Two separated one-way cycle tracks along Tyler and Cass Street planned as part of the City's Tyler - Cass Two-Way Conversion



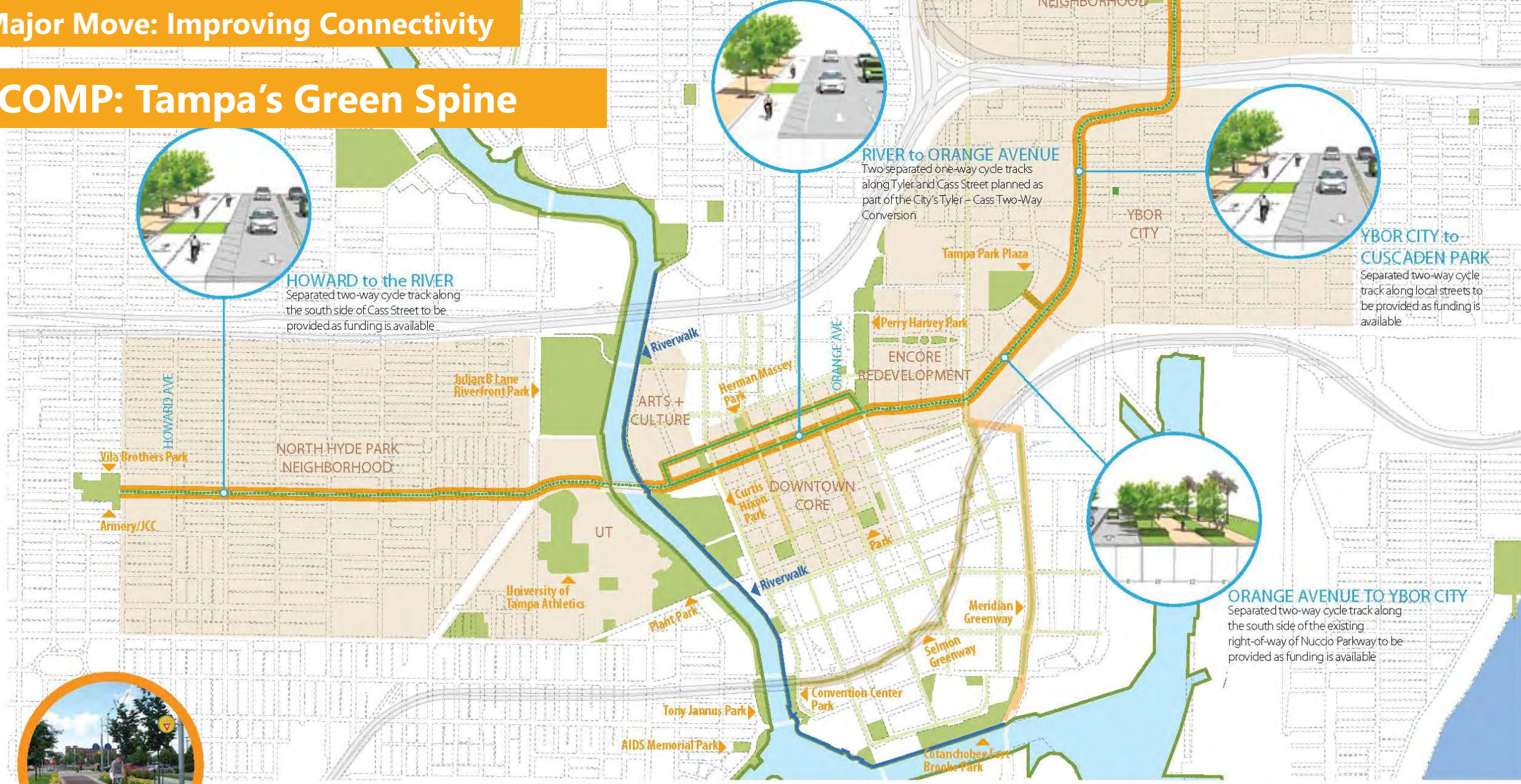
**YBOR CITY to CUSCADEN PARK**  
Separated two-way cycle track along local streets to be provided as funding is available



**ORANGE AVENUE TO YBOR CITY**  
Separated two-way cycle track along the south side of the existing right-of-way of Nucco Parkway to be provided as funding is available

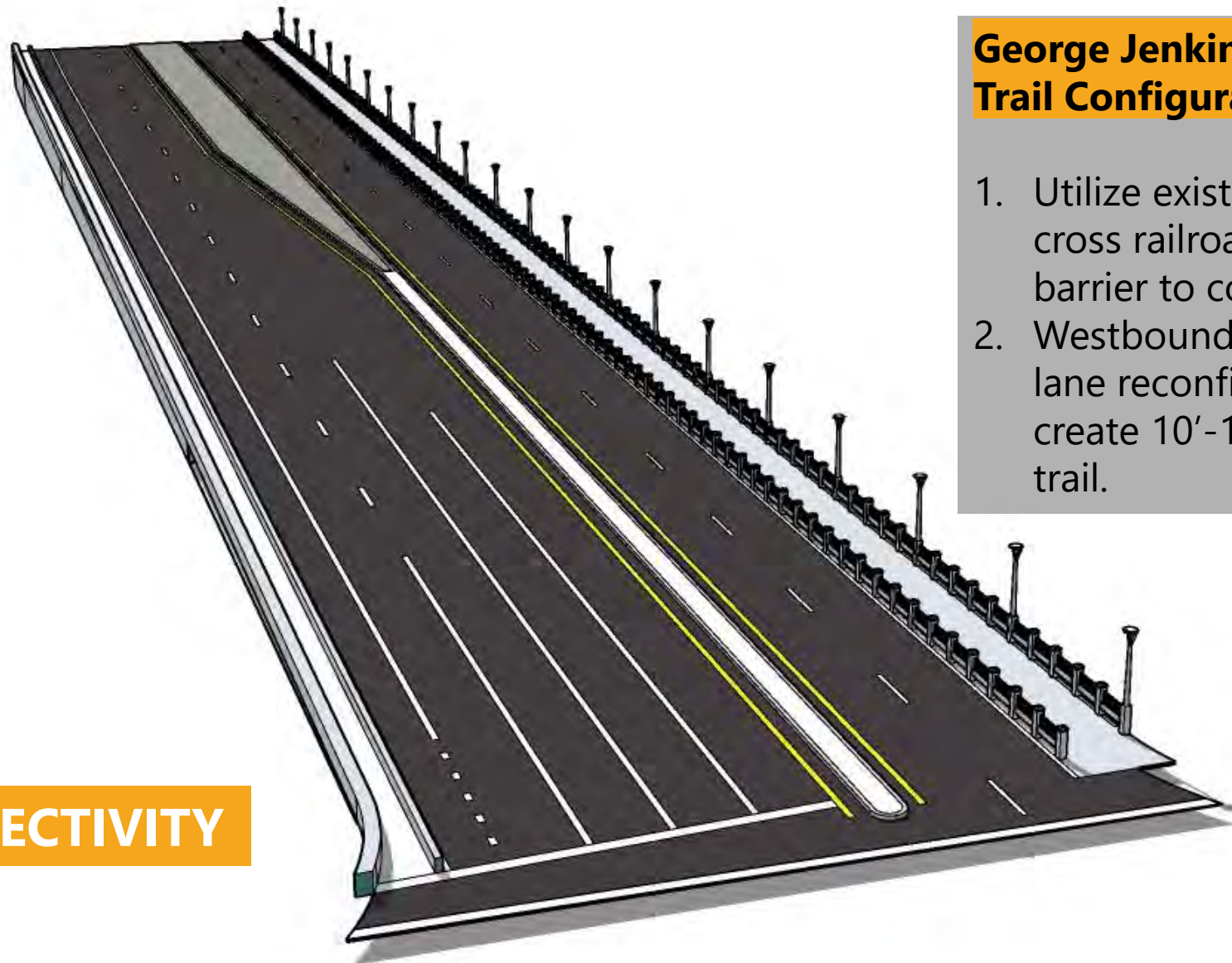


## THE EAST-WEST GREEN SPINE





**TIME, STRESS, and EASE of USE for BIKES and PEDESTRIANS**



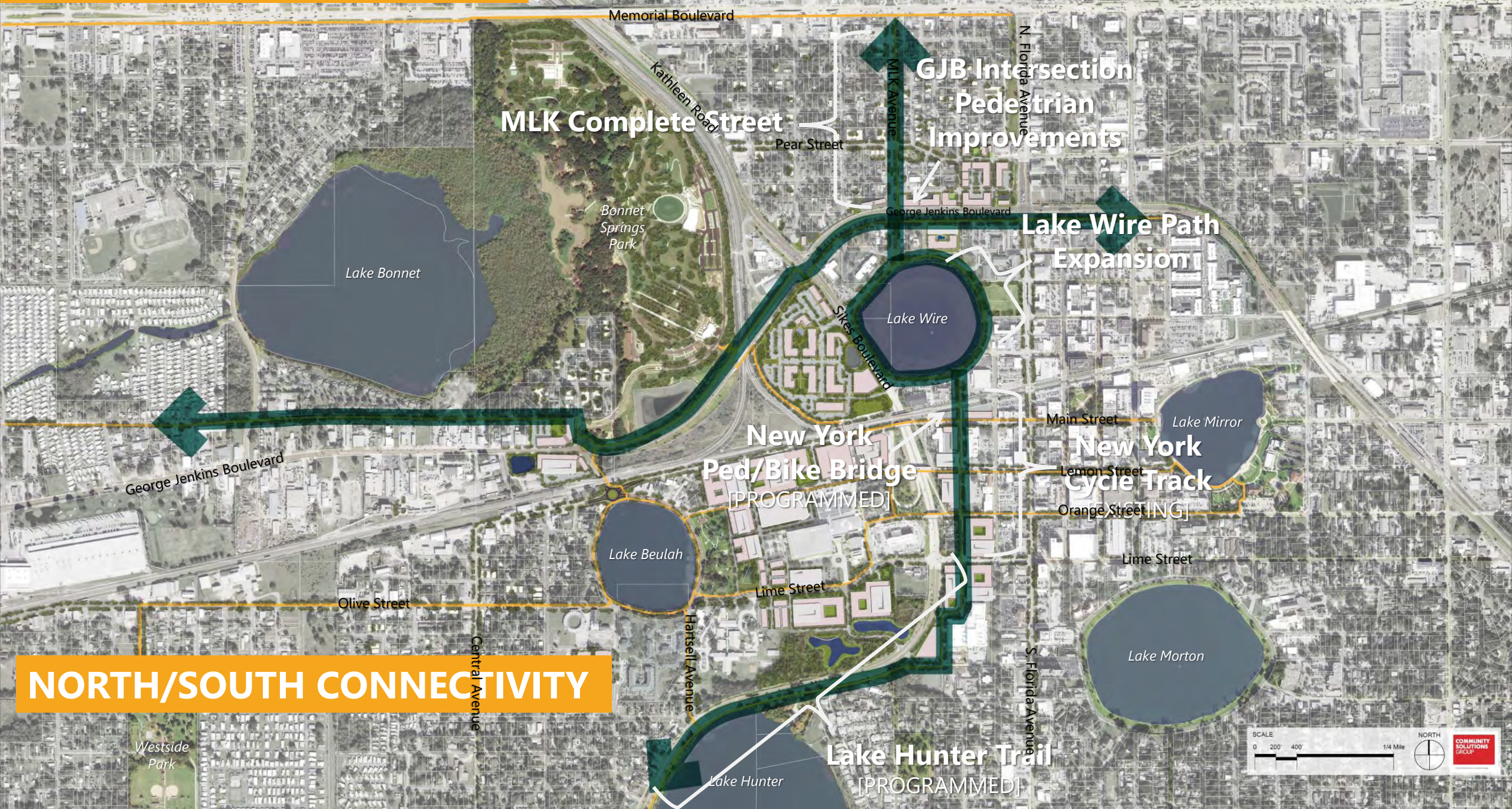
**George Jenkins Boulevard Trail Configuration**

1. Utilize existing overpass to cross railroad [major barrier to connectivity]
2. Westbound [north side] lane reconfiguration to create 10'-12' multi-use trail.

**EAST/WEST CONNECTIVITY**



# Major Move: Improving Connectivity



**MLK Complete Street**

**GJB Intersection Pedestrian Improvements**

**Lake Wire Path Expansion**

**New York Ped/Bike Bridge [PROGRAMMED]**



**New York Cycle Track [EXISTING]**

**Lake Hunter Trail [PROGRAMMED]**

## NORTH/SOUTH CONNECTIVITY

SCALE  
0 200' 400' 1/4 Mile

NORTH





**TIME, STRESS, and EASE of USE for BIKES and PEDESTRIANS**



**MLK Avenue Street Design Options**

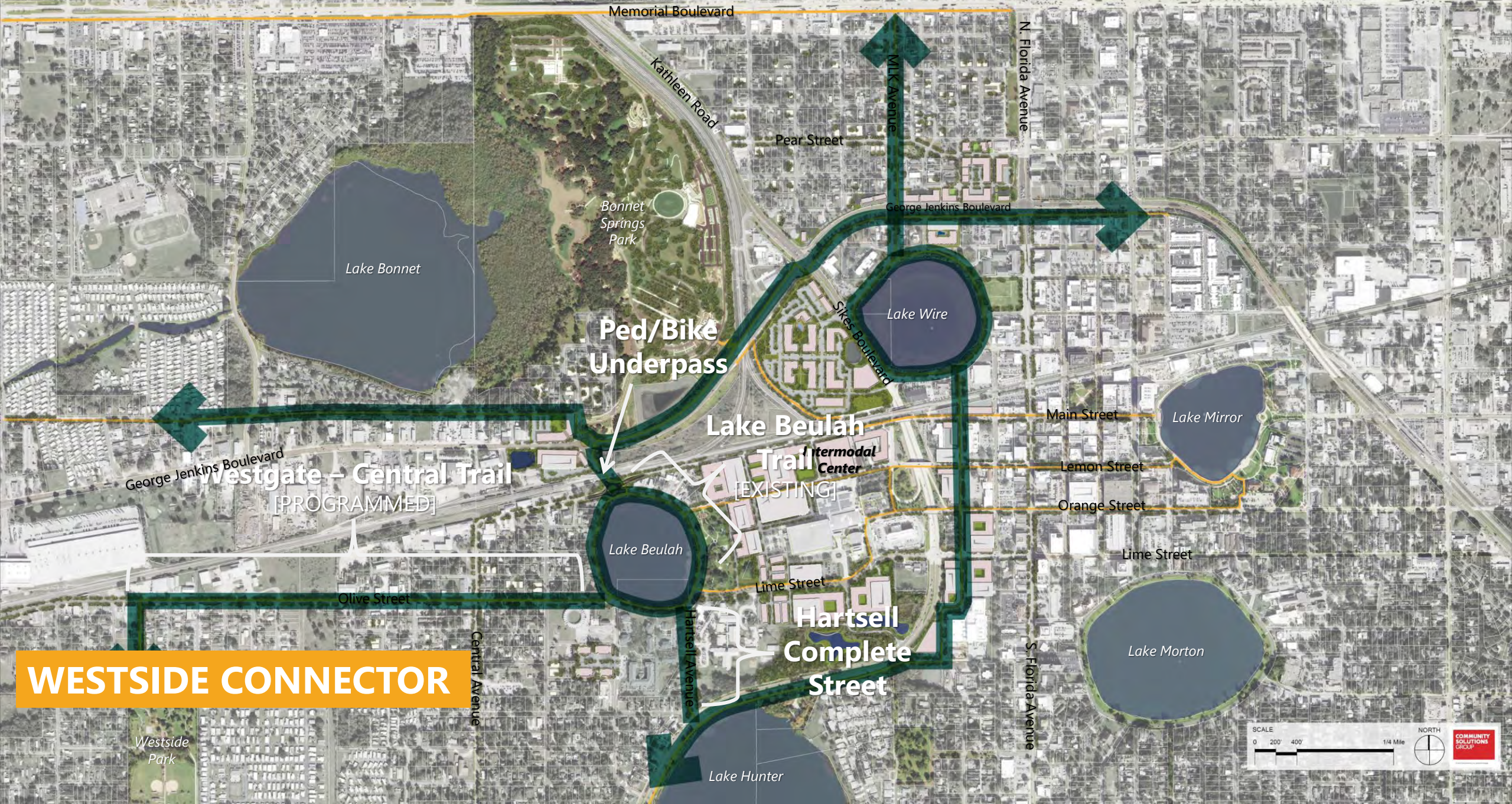


COMP: Orlando's Urban Trail (OUT)





# Major Move: Improving Connectivity



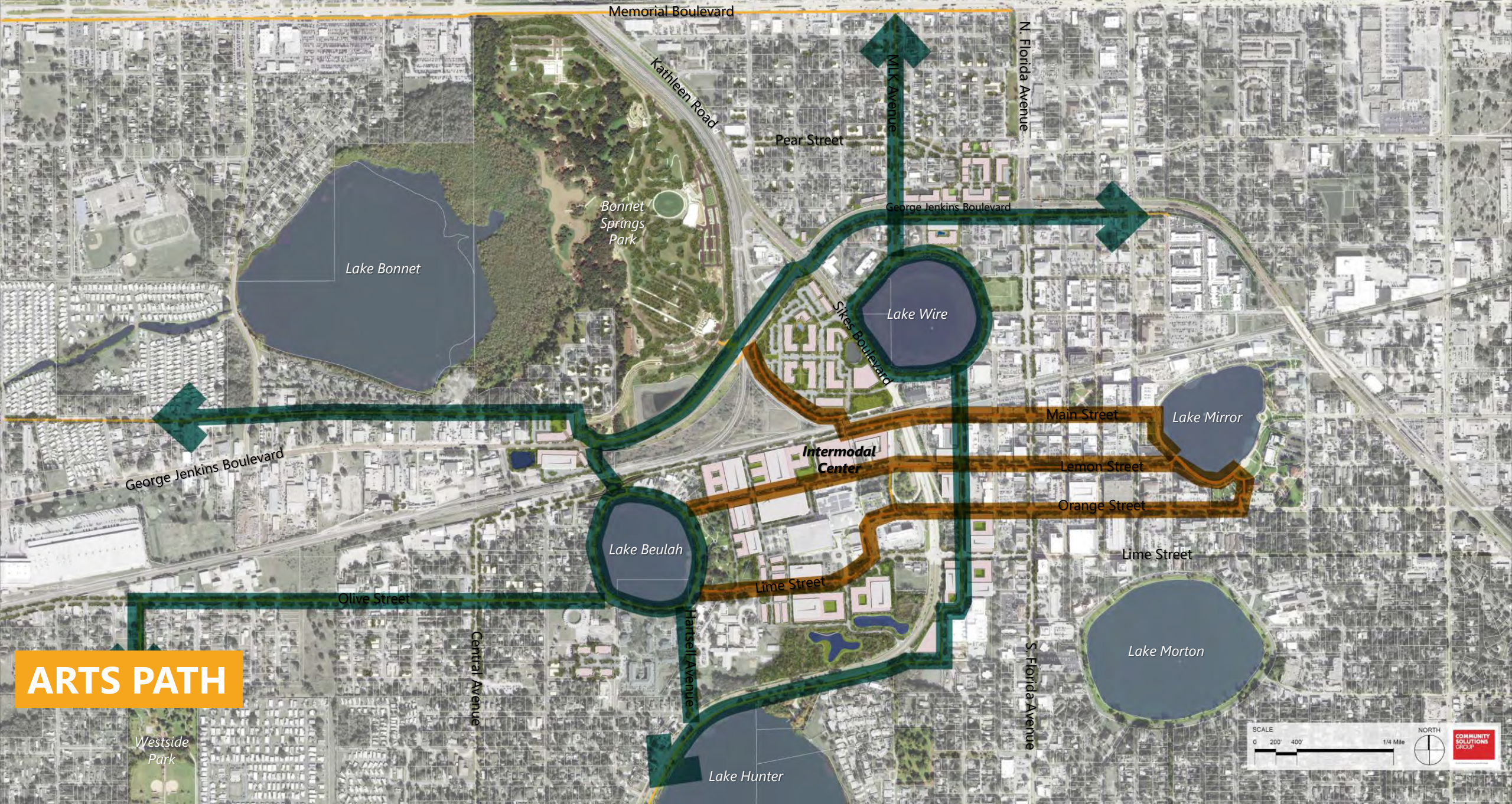
## WESTSIDE CONNECTOR

SCALE 0 200' 400' 1/4 Mile NORTH

COMMUNITY SOLUTIONS GROUP



# Major Move: Improving Connectivity



## ARTS PATH

SCALE 0 200' 400' 1/4 Mile NORTH

COMMUNITY SOLUTIONS GROUP



# Major Move: Improving Connectivity

## COMP: Indianapolis Cultural Trail





# Major Move: Improving Connectivity



Memorial Boulevard

Kathleen Road

Pear Street

MLK Avenue

N. Florida Avenue

George Jenkins Boulevard

Lake Bonnet

Bonnet Springs Park

Sikes Boulevard

Lake Wire

George Jenkins Boulevard

Main Street

Lake Mirror

One-Mile Actual Walk/Bike Distance

Lemon Street

Orange Street

Lime Street

Olive Street

Lake Beulah

Lime Street

Lake Morton

Central Ave

Hartsell Av

S. Florida Avenue

# BONNET SPRINGS PARK ACCESS TODAY

Westside Park

Lake Hunter



# Major Move: Improving Connectivity



**One-Mile Actual  
Walk/Bike  
Distance**

**One-Mile Actual  
Walk/Bike  
Distance**

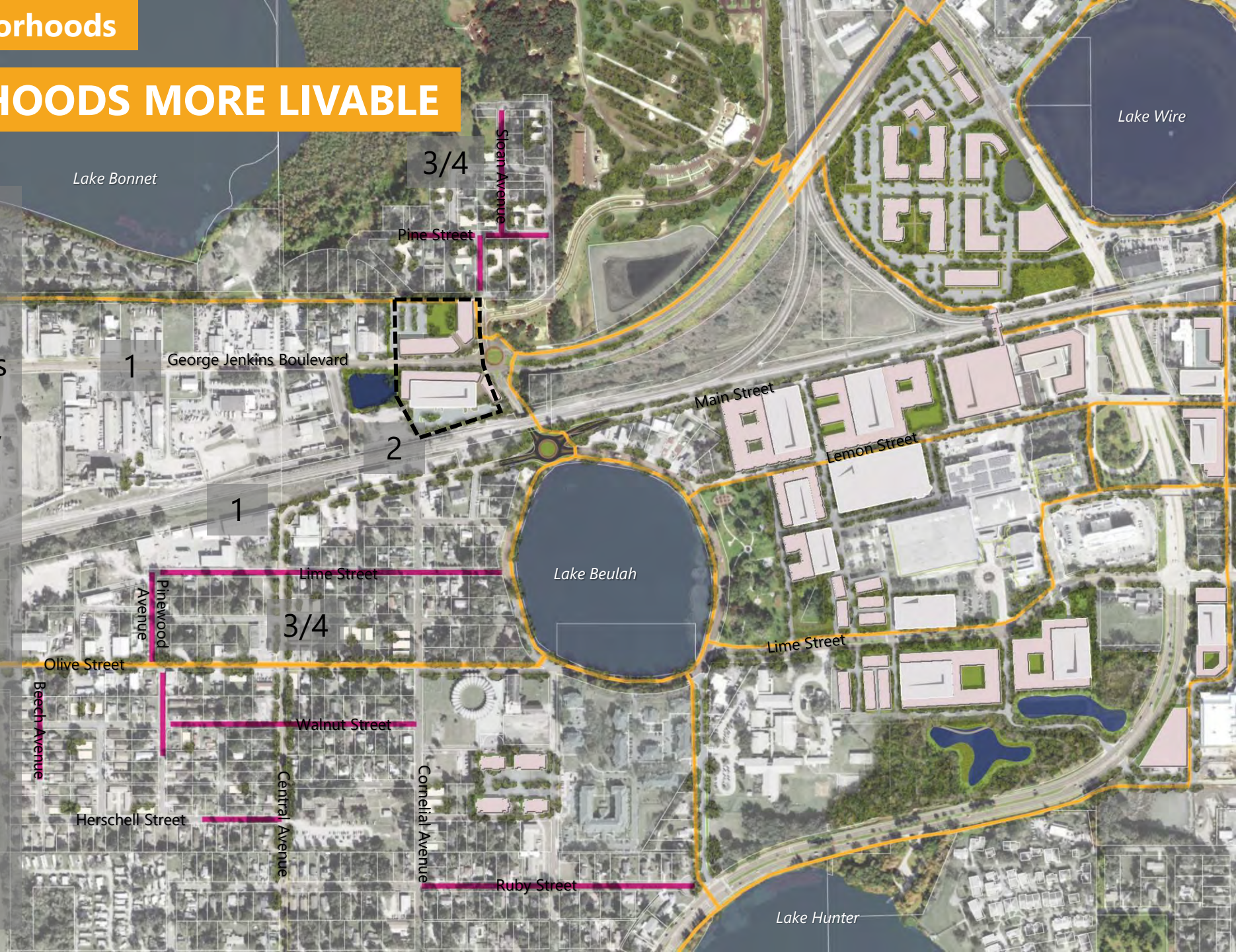
## **BONNET SPRINGS PARK ACCESS WITH NEW ENTRANCE**



# MAKING NEIGHBORHOODS MORE LIVABLE

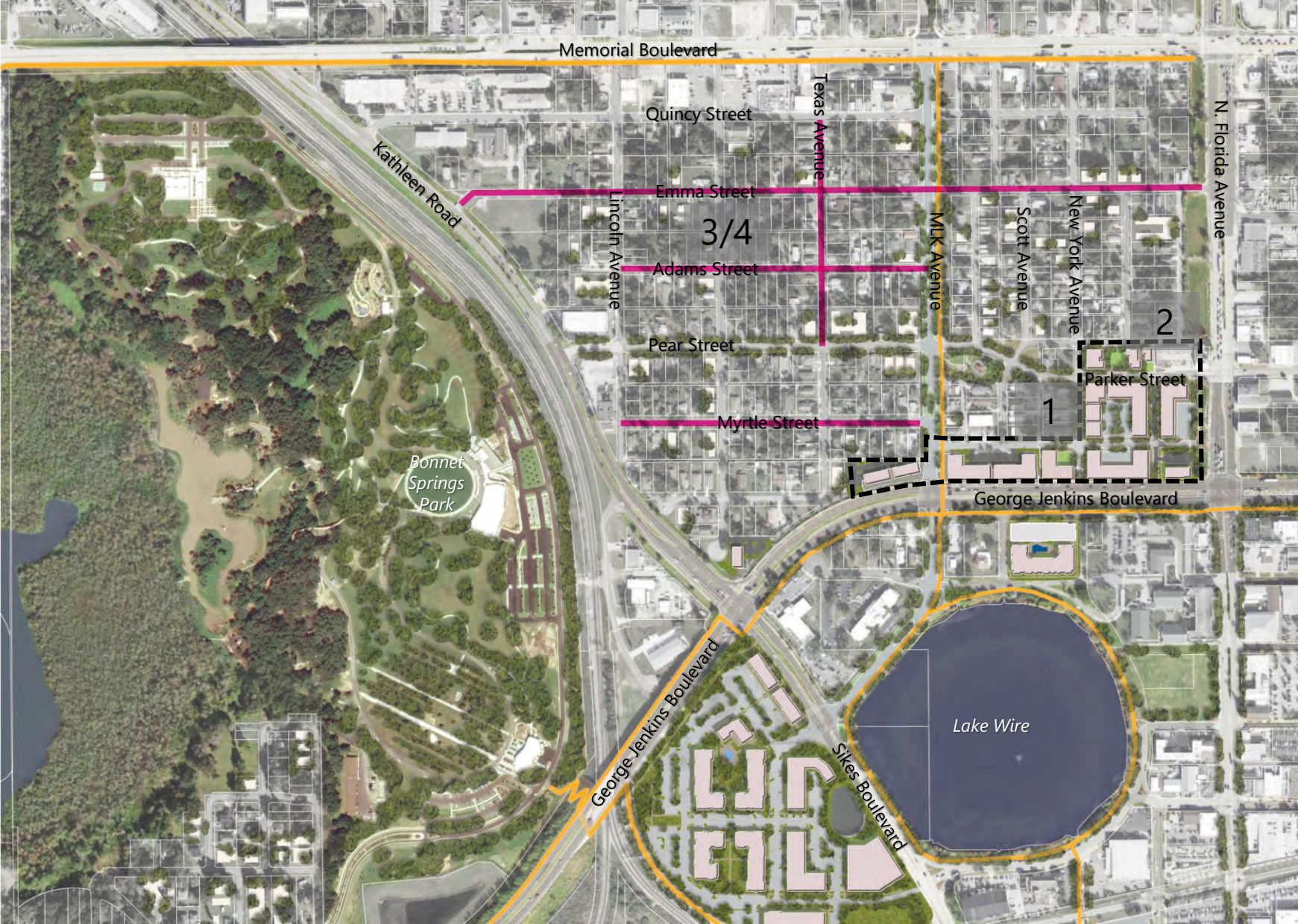
## WESTGATE CENTRAL and CRESCENT HEIGHTS– infill and upkeep projects

1. Increase residential options with Industrial Mixed-Use
2. Encourage infill at gateway to Bonnet Springs Park
3. Sidewalk Program: Sidewalk on at least one side on every street
4. Streetlight Program: Targeted segments, potentially paired w/ sidewalks
5. Pre-development grant program for design and planning on residential projects.





# MAKING NEIGHBORHOODS MORE LIVABLE



## NORTH LAKE WIRE – infill and upkeep projects

1. GJB corridor upzone w/ design standards
2. Modify standards to allow missing middle development
3. Sidewalk Program: Sidewalk on at least one side on every street
4. Streetlight Program: Targeted segments, potentially paired w/ sidewalks.
5. Pre-development grant program for design and planning on residential projects.



Major Move: Nurture Neighborhoods

# MAKING NEIGHBORHOODS MORE LIVABLE



MLK Corridor Existing



# MAKING NEIGHBORHOODS MORE LIVABLE

## MLK Corridor Placemaking

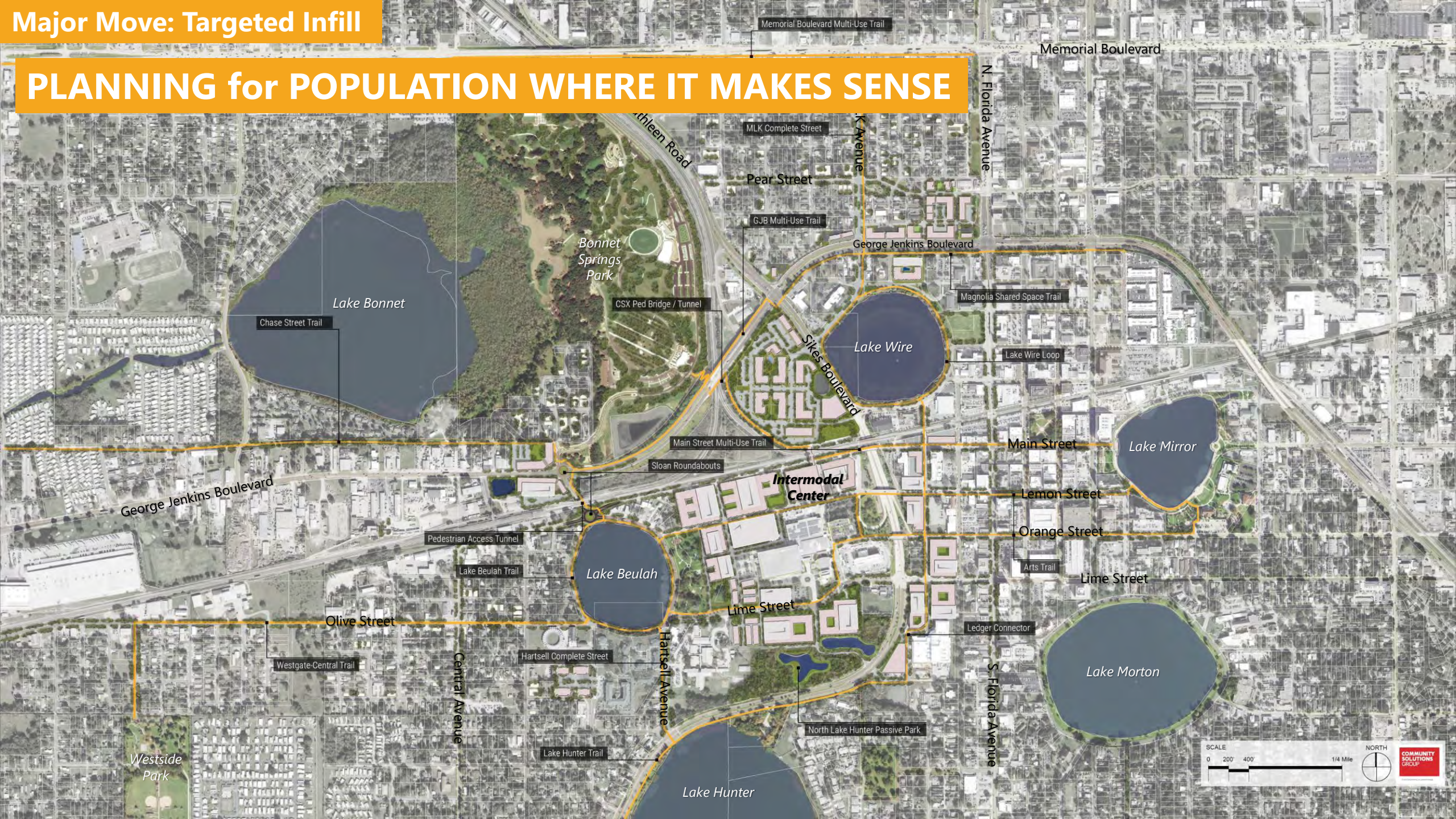
- Leverage location at MLK and George Jenkins Boulevard for commercial opportunities.
- High focus on ground floor activity and pedestrian-oriented design.
- Incorporate bike or multi-use trail facility on opposite side of street.



## MLK Corridor Future

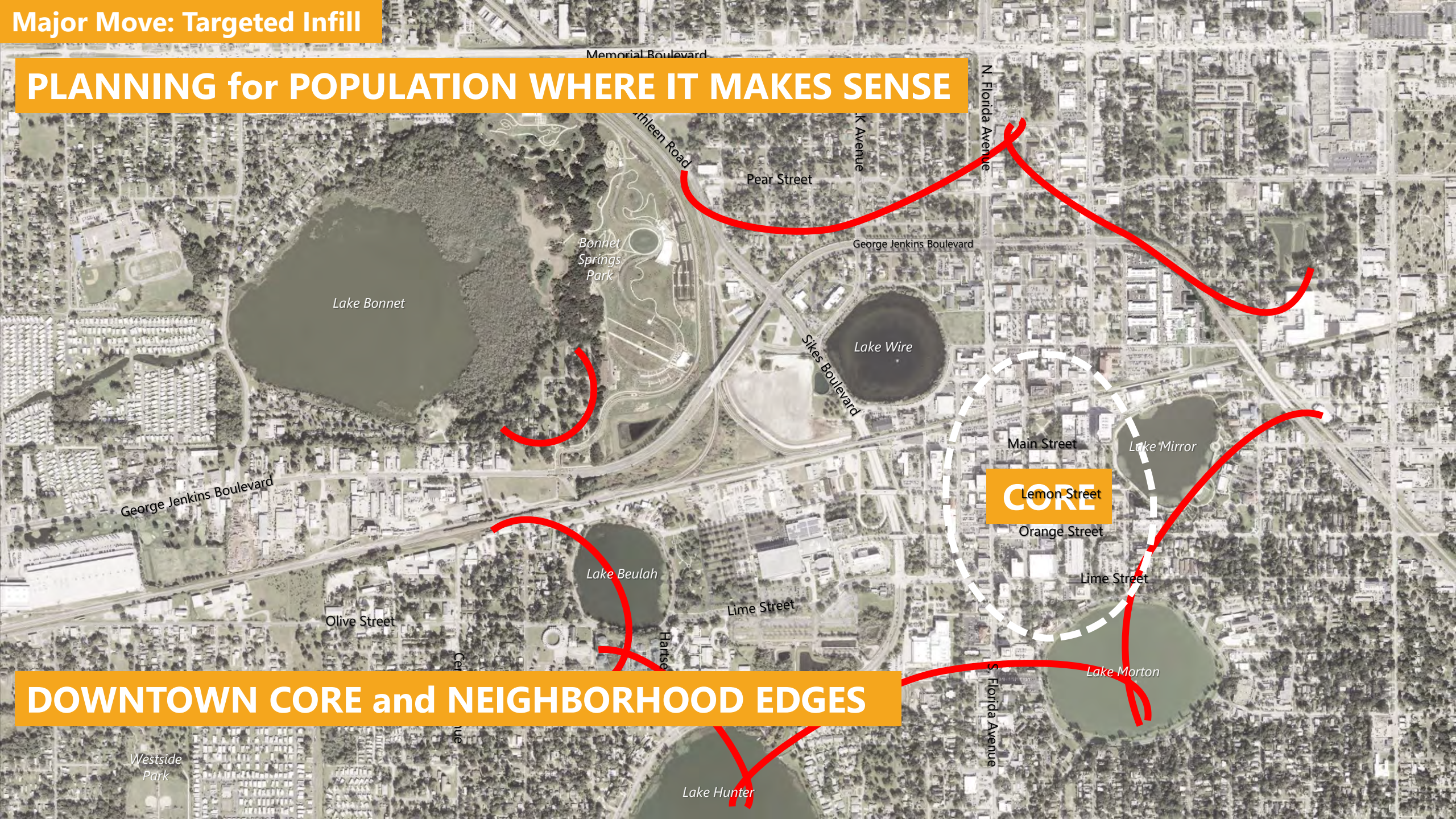


## PLANNING for POPULATION WHERE IT MAKES SENSE





**PLANNING for POPULATION WHERE IT MAKES SENSE**

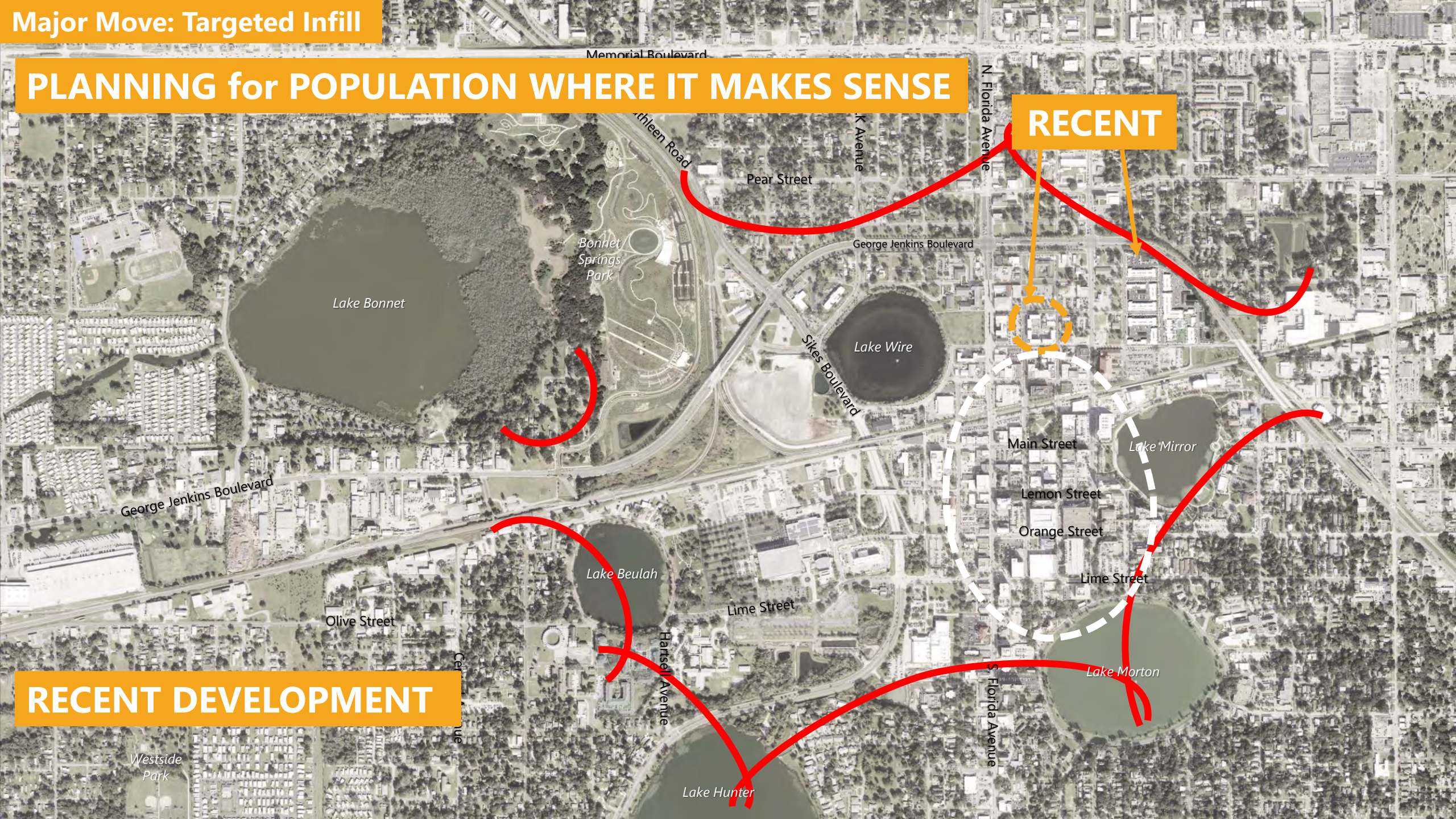


**DOWNTOWN CORE and NEIGHBORHOOD EDGES**



# Major Move: Targeted Infill

## PLANNING for POPULATION WHERE IT MAKES SENSE

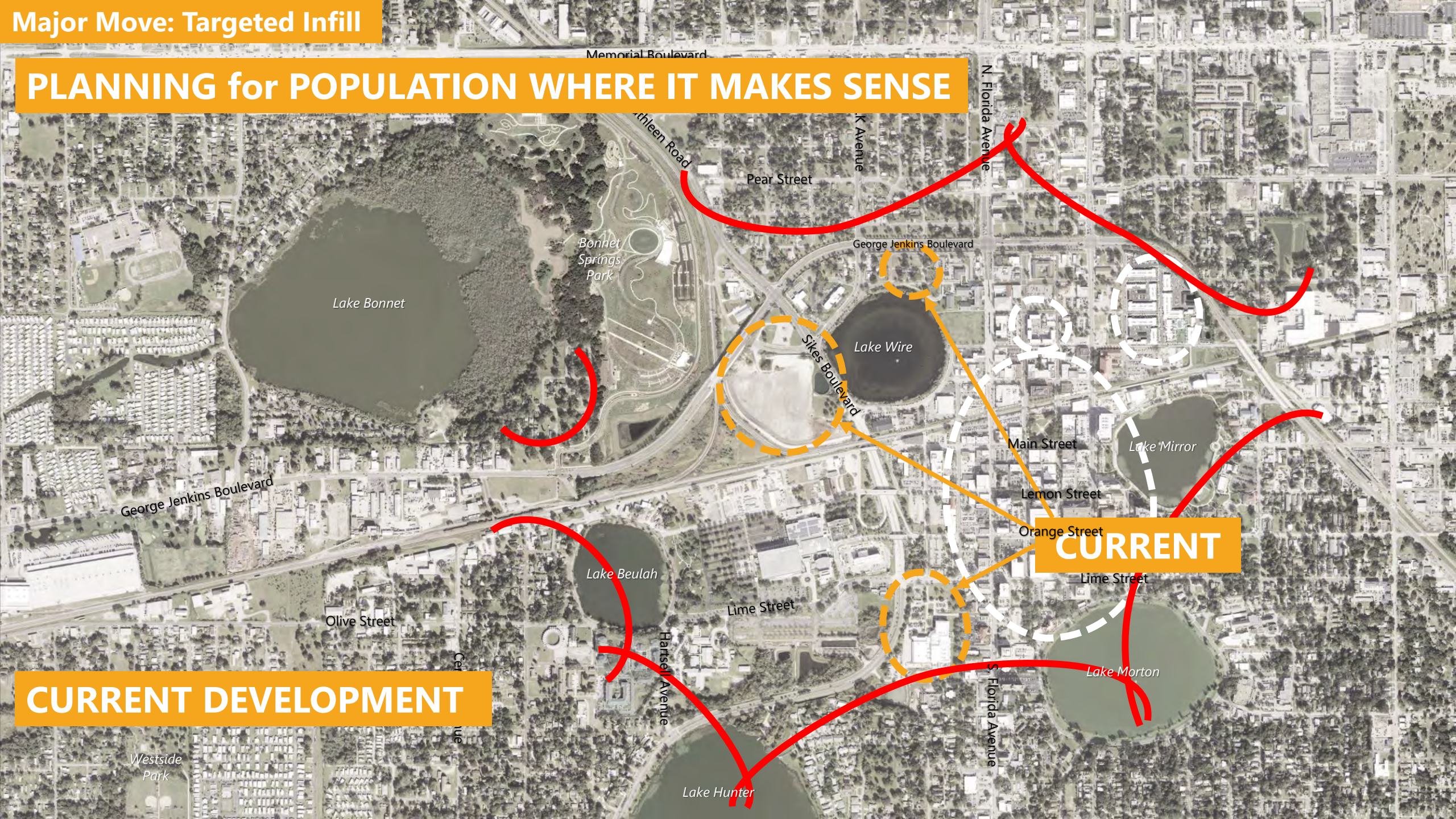


**RECENT**

**RECENT DEVELOPMENT**



# PLANNING for POPULATION WHERE IT MAKES SENSE

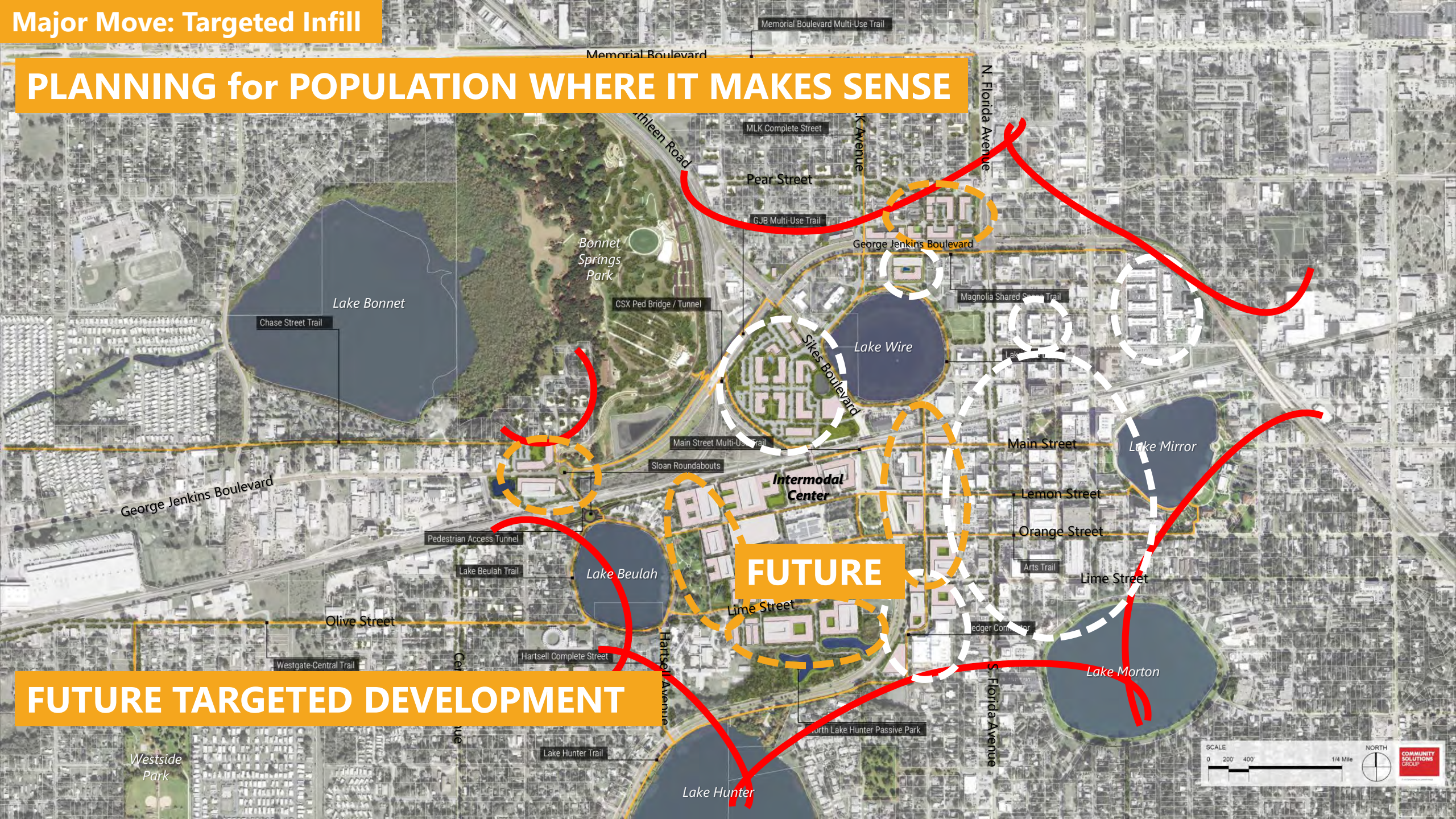


**CURRENT DEVELOPMENT**

**CURRENT**



# PLANNING for POPULATION WHERE IT MAKES SENSE



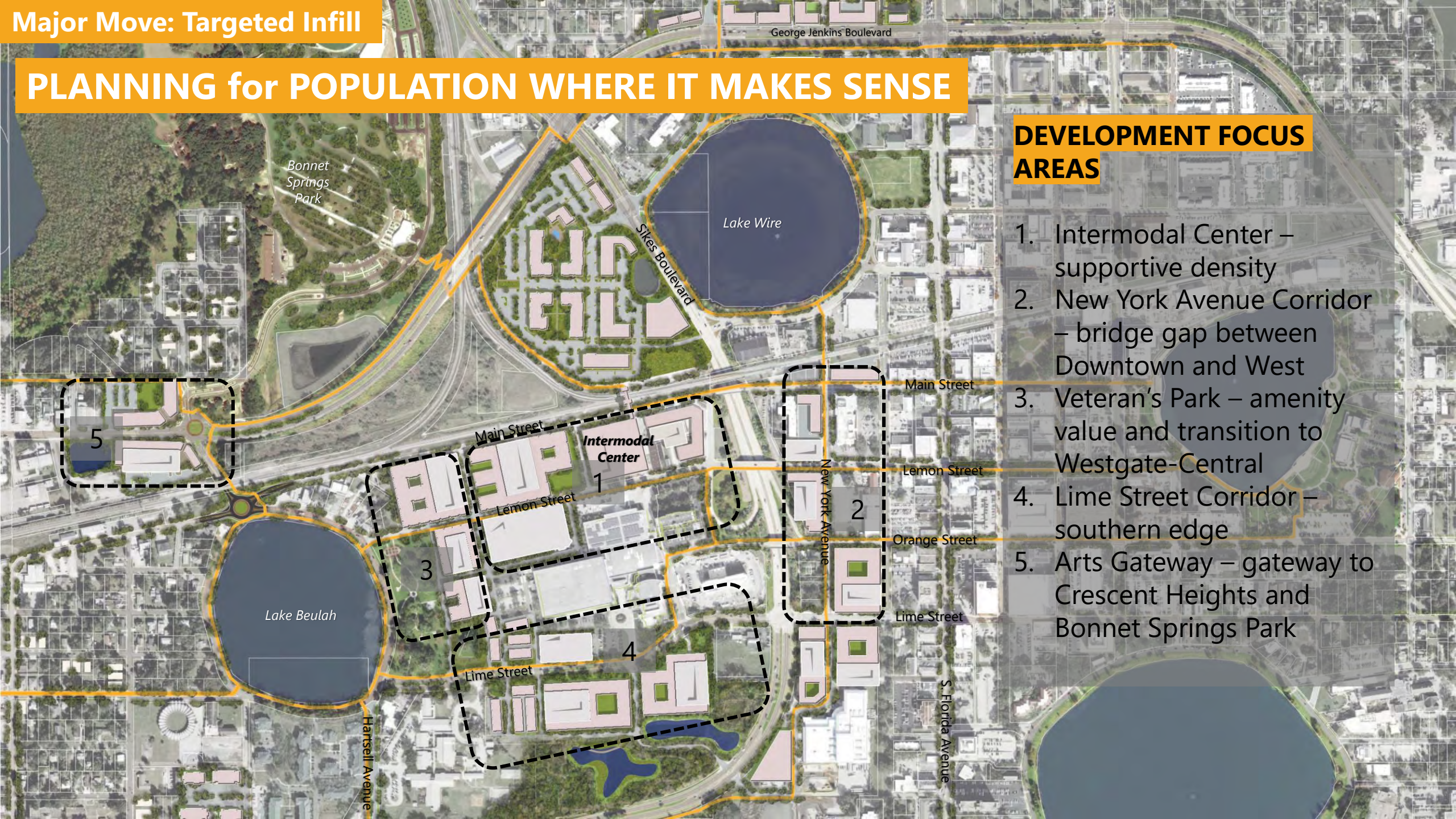
# FUTURE TARGETED DEVELOPMENT



## PLANNING for POPULATION WHERE IT MAKES SENSE

### DEVELOPMENT FOCUS AREAS

1. Intermodal Center – supportive density
2. New York Avenue Corridor – bridge gap between Downtown and West
3. Veteran’s Park – amenity value and transition to Westgate-Central
4. Lime Street Corridor – southern edge
5. Arts Gateway – gateway to Crescent Heights and Bonnet Springs Park





PLANNING for POPULATION WHERE IT MAKES SENSE



Lime Street Corridor from New Park





Major Move: Targeted Infill

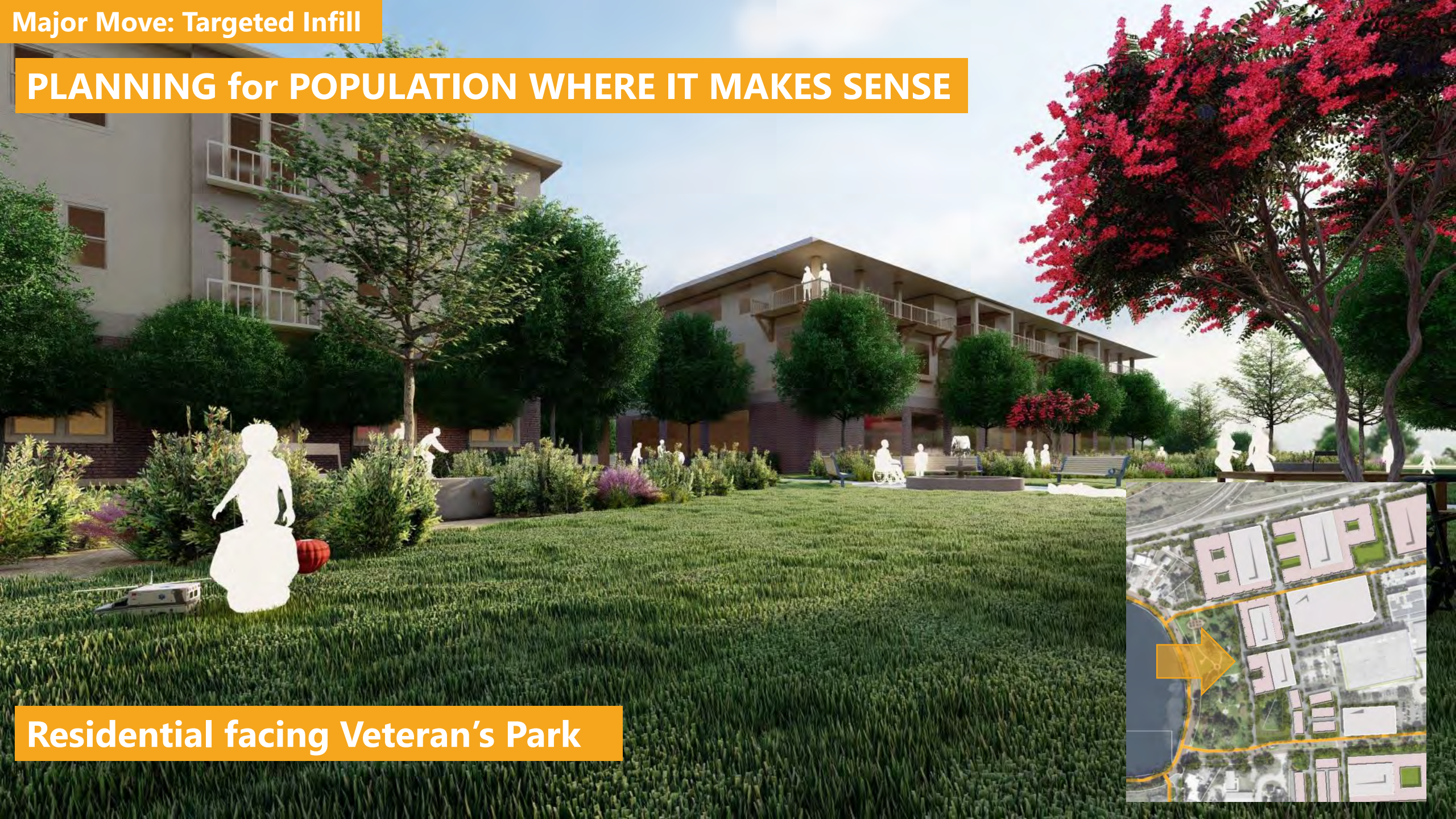
**PLANNING for POPULATION WHERE IT MAKES SENSE**



**COMP: Lake Howard Nature Park – *Winter Haven***



**PLANNING for POPULATION WHERE IT MAKES SENSE**

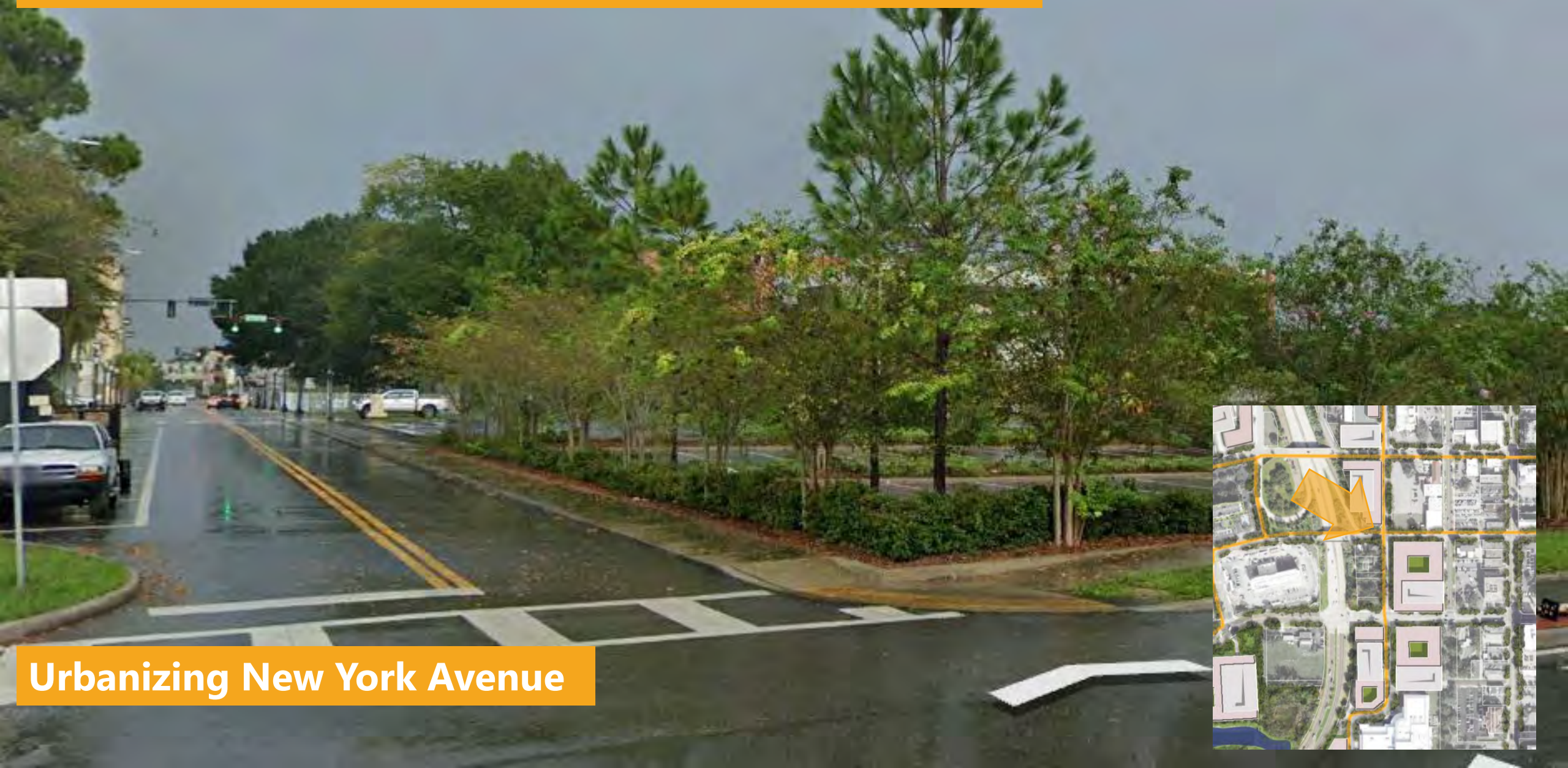


**Residential facing Veteran's Park**



Major Move: Targeted Infill

# PLANNING for POPULATION WHERE IT MAKES SENSE



Urbanizing New York Avenue





Major Move: Targeted Infill

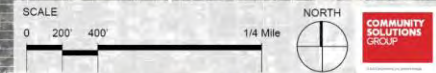
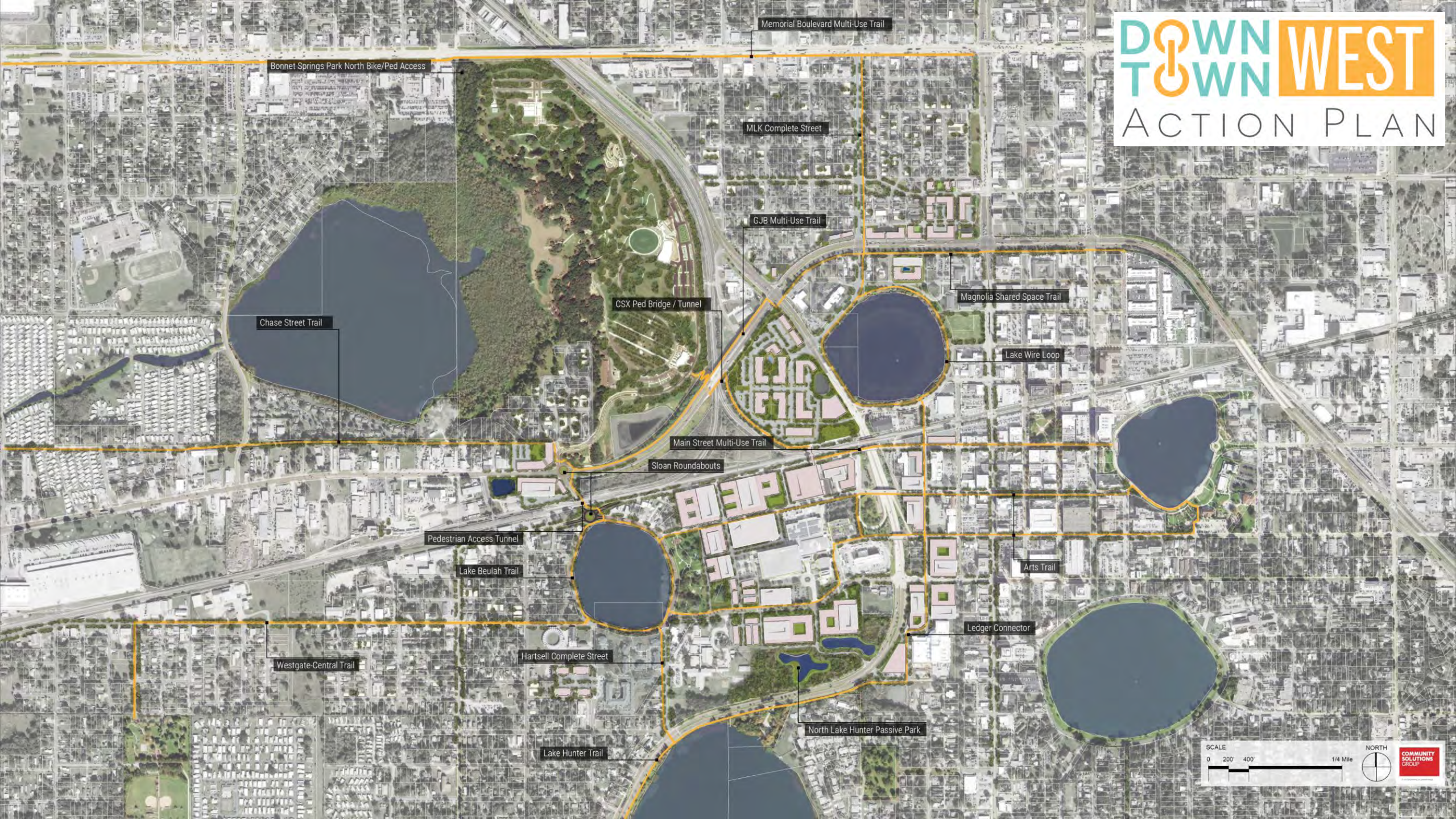
PLANNING for POPULATION WHERE IT MAKES SENSE



Urbanizing New York Avenue



# DOWN TOWN WEST ACTION PLAN





**For more information, visit the  
Lakeland CRA website**



**Or contact**

**Valerie Ferrell, Valerie.Ferrell@lakelandgov.net**