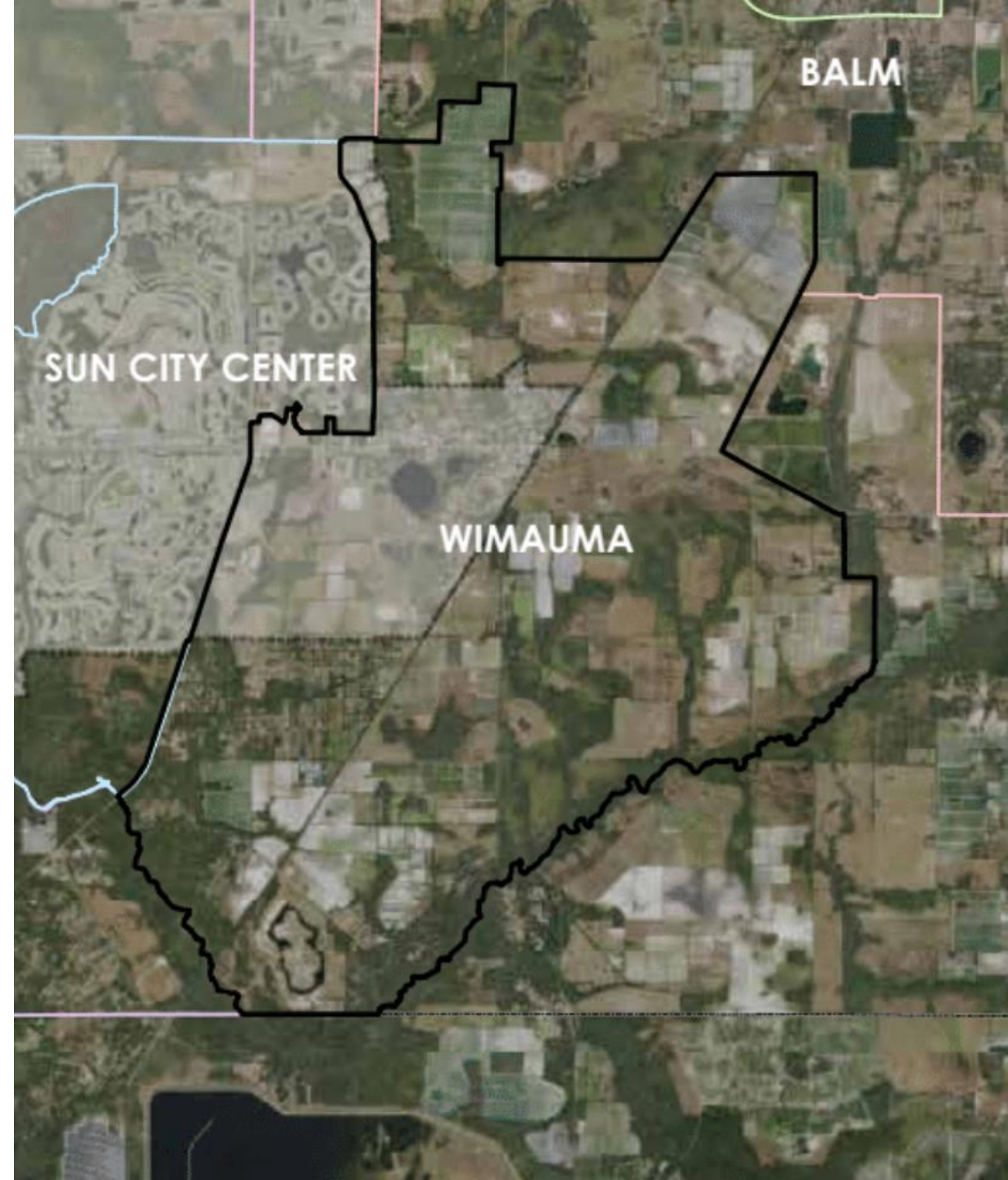


# WIMAUMA

## Community Plan Update

Open House Community Presentation

June 2020



Hillsborough  
County Florida



Hillsborough County  
City-County  
Planning Commission



USF UNIVERSITY OF  
SOUTH FLORIDA



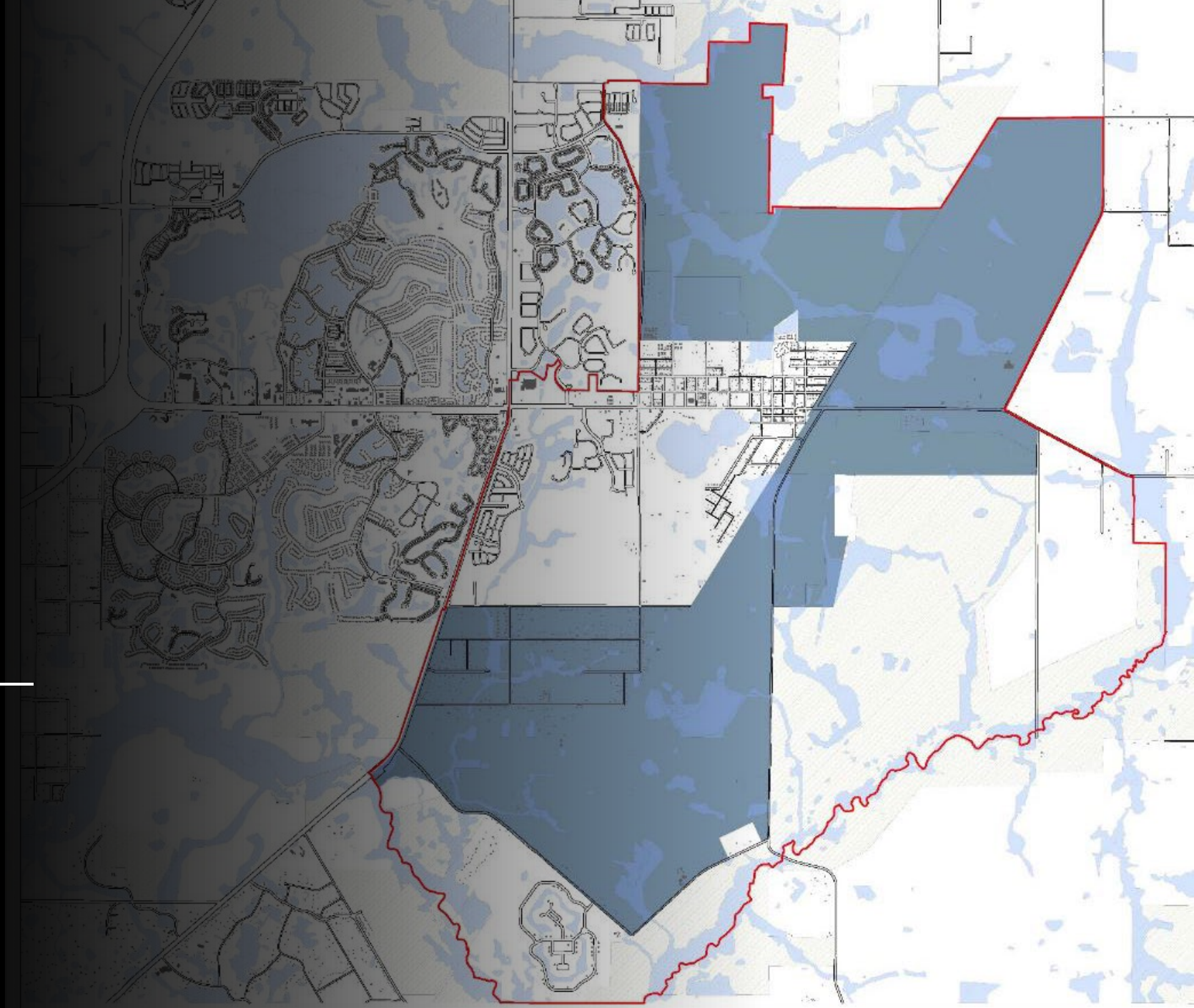
# Community Plan Update

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Update to the existing Wimauma  
Community Plan 2007

Community Charrette and Outreach

Policy Recommendations, Updated  
Vision Plan, and Strategic Action Plan



# Key Objectives:

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- ❑ Create urban and community design strategies that enhance mobility and establish a network of connected amenities throughout Wimauma.
  - Walkability
  - Public transit
  - Bicycle network and trails
  - Walking School Bus
- ❑ Articulate a distinct vision and character of Wimauma that reflects a town and nature relationship.
- ❑ Define and enhance the "place-like" qualities of the community, including the culture of Wimauma residents.
  - Enhance Wimauma's visual image
  - Public realm conditions with a focus on walking and biking.
- ❑ Revitalize Wimauma's downtown by leveraging infrastructure improvements to support new commercial facilities, regular farmers markets, and multi-family housing.
- ❑ Create opportunities for strengthening the community's access to jobs, education, and the region.
  - Support entrepreneurship and local business development.
- ❑ Leverage the area's proximity to local farms, strengthening the area's cultural attributes as contributors to the area's economic diversity.
- ❑ Create opportunities for enhancing wellness through the public realm, safer streets, and access to health care and food.

# Key Objectives:

---

- ❑ Maintain the diversity within the Wimauma community.
- ❑ Maintain the affordability of the Wimauma area.
- ❑ Ensure that the final Wimauma Village Community Plan communicates a framework for sustainable and coordinated community development.
- ❑ Leverage new development to support existing amenities and the desired increase of retail in Wimauma's downtown.
- ❑ Encourage workforce and affordable housing development in Wimauma.
- ❑ Establish partnerships with the Hillsborough County School District to create joint use of libraries, computer labs, and recreation fields.
  - Opportunities for higher skills training
  - After-school enrichment programs
- ❑ Adopt policies that will help achieve the Community Plan including zoning and land development regulations for Wimauma's downtown and the Wimauma Village Residential - 2 (WVR-2).



# Health, Equity, Resilience, and Sustainability

## Guiding Principles

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**HEALTH** is an essential benefit of a well-designed built environment; ranging from access to health services to healthier lifestyle choices and educational opportunity for residents in Wimauma.

**EQUITY** matters to Wimauma's future in order to secure the participation of the community's diverse population in its economic growth, contribute to its readiness for the future, and connect to its assets and resources (adapted from the National Equity Atlas)

**RESILIENCE** is Wimauma's capacity to change, absorb shock and reorganize, in order to sustain community identity (adapted from: Folke, 2016).

**SUSTAINABILITY** refers to the long term health of a community and the environment that it relies on. The foundation of this concept has to do with planning for the well being of future generations.



Wimauma's population doubled from 2000-2019 (4,500 - 9,000)

### % of population Hispanic or Latino

Hillsborough County **28.0%**

Wimauma **76.1%**



#### Housing Security/Burden:

"Housing is the cornerstone to stability, but it is also the most expensive item in most families' budget. Without safe, affordable housing, families cannot maintain stability in other areas of life like school and work attendance, or access to health care and healthy food. They may also face long commutes to work, the inability to save for emergencies, and excessive stress."

-[www.unitedforalice.org/housing-introduction](http://www.unitedforalice.org/housing-introduction)

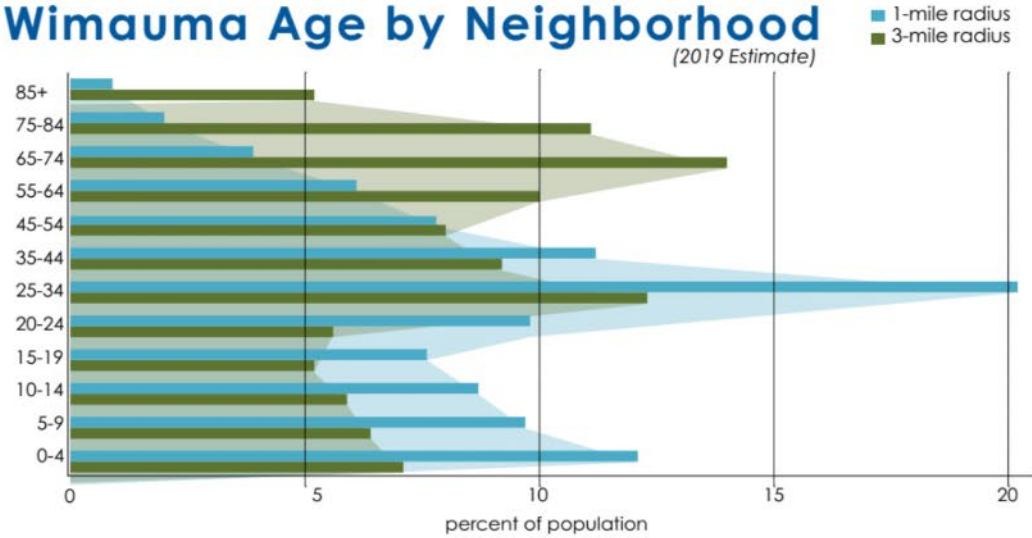
### population growth rate

Hillsborough County **2.0%**  
Wimauma **3.72%**

### median age

Hillsborough County **37.3**  
Wimauma **27.5**

### Wimauma Age by Neighborhood



### total housing units

1-mile radius	3-mile radius
1,155	5,034

### owner occupied

1-mile radius	3-mile radius
398	3,261

### renter occupied

1-mile radius	3-mile radius
636	1,111

### average household size

Wimauma **4.21**

Employment and Service Requirement of Existing Comprehensive Plan uses 2.71

### Wimauma housing type

Single Family **49.7%**  
Multi Family **10%**  
Mobile Home **39%**



**ECONOMIC VITALITY:** Is the economy growing in a way that is inclusive and sustainable? (Sample indicators: GDP and job growth, unemployment, wages, inequality, income growth)

- 25% of workers are over 55 years.
- Jobs to population ratio is 0.11 with 11 jobs for every 100 residents, compared to .44 in Hillsborough County.
- During the years in which Wimauma's population doubled, data shows only 67 new jobs (2006 to 2017) in the Wimauma Community Plan Area.
- Jobs in agriculture have seen a significant decline since 2007. Job losses, from 817 to 213 jobs, between 2007 and 2017. Assumption: losses from agriculture are not translating to other professions/opportunities. \*WTL report
- 58.2% of residents in Downtown Wimauma pay over 30% in gross rent compared to 52.1% of residents within a three mile radius of downtown pay over 30% in gross rent.



**READINESS:** Is the region ready for the future, with a skilled, prepared workforce; educated young population; and healthy residents? (Sample indicators: educational attainment in relation to job skills requirements in 2020, disconnected youth, overweight/obesity)

- 25% of jobs in Wimauma are held by individuals without a high school diploma.
- Job holders over 30 years old with a college degree or some college education are < 50%.
- Schools do not currently have 'enough capacity, schools sites, or the proper roadway infrastructure to support the need for schools in these areas'.
- Limited english proficiency, adult education attainment, school poverty, education levels, absenteeism, capacity vs population of schools, distance traveled to schools, demographic breakdown of each elementary.



**CONNECTEDNESS:** Can residents access the essential ingredients to live healthy and productive lives in their own neighborhoods, reach opportunities located throughout the region, and interact with other diverse residents? (Sample indicators: housing burden, vehicle access, neighborhood poverty).

- Inflow/Outflow jobs 823 employed in Wimauma, 100 (12.2%) of those jobs held by Wimauma residents. 94.2% of employed Wimauma residents worked outside of Wimauma in 2010. **5.8% of residents were living and working in Wimauma.** (CCASP, 2013)
- 54% of household income is spent on housing and transportation (H+T affordability index data).
- When compared to Hillsborough County, Wimauma has a higher proportion of residents carpooling (19%) or walking (6%), indicating limited but needed transit service.

# Equity Indicators:



## Jobs:Population

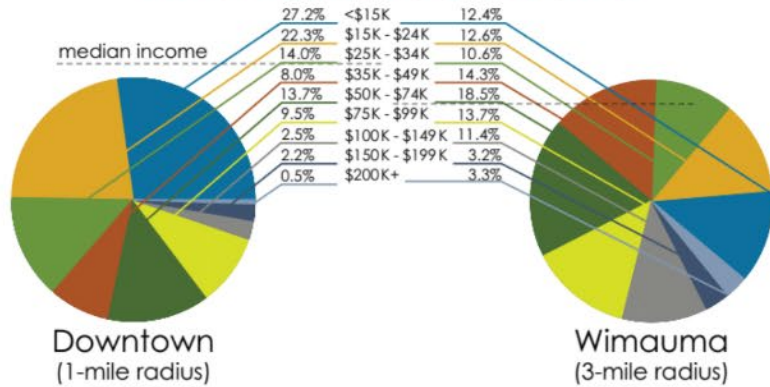
WIMAUMA **0.11**  
HILLSBOROUGH COUNTY **0.44**

\*including full and part-time jobs

67 new jobs (2006 to 2017)  
in Wimauma Community Plan Area  
**REMEMBER:** The population doubled in this time

**Job losses**, from 817 to 213 jobs,  
between 2007 and 2017. Assumption:  
losses from agriculture are not translating to  
other professions/opportunities. \*WTL report

## 2019 Household Income



## % Households by Income [Downtown versus Wimauma]



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esti forecasts for 2019 and 2024.  
U.S. Census Bureau, 2013-2017 American Community Survey

## Retail Spending per Household

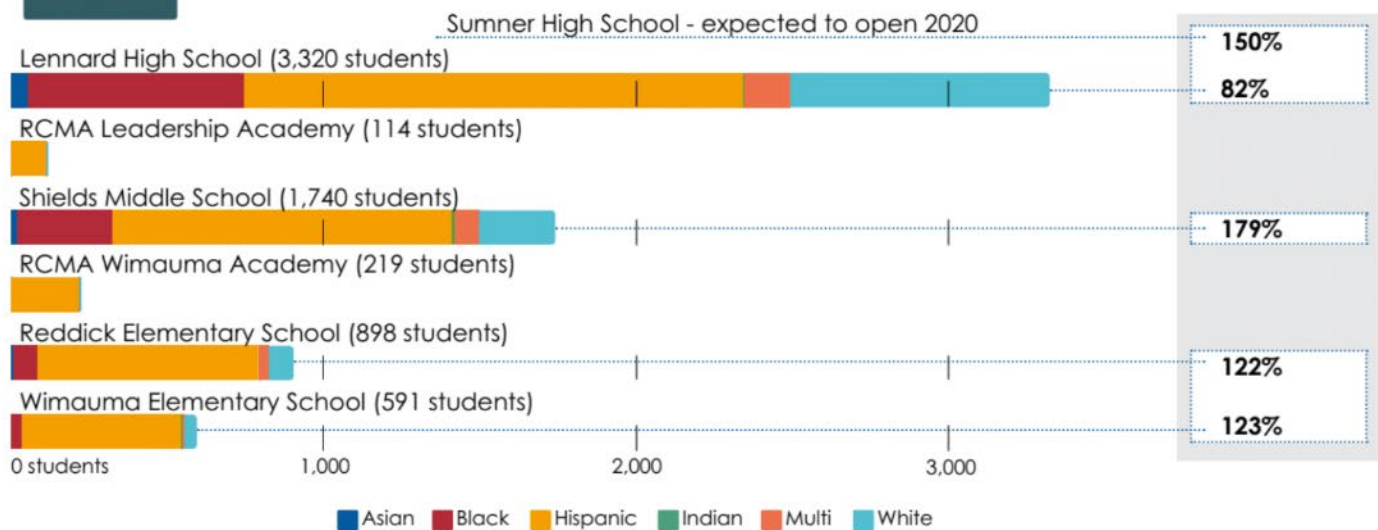
WIMAUMA \$12,385  
COUNTY \$18,600

The unemployment rate has remained unchanged since 2008 at 11% and the poverty rate has increased to 40% (SSASP, 2013)



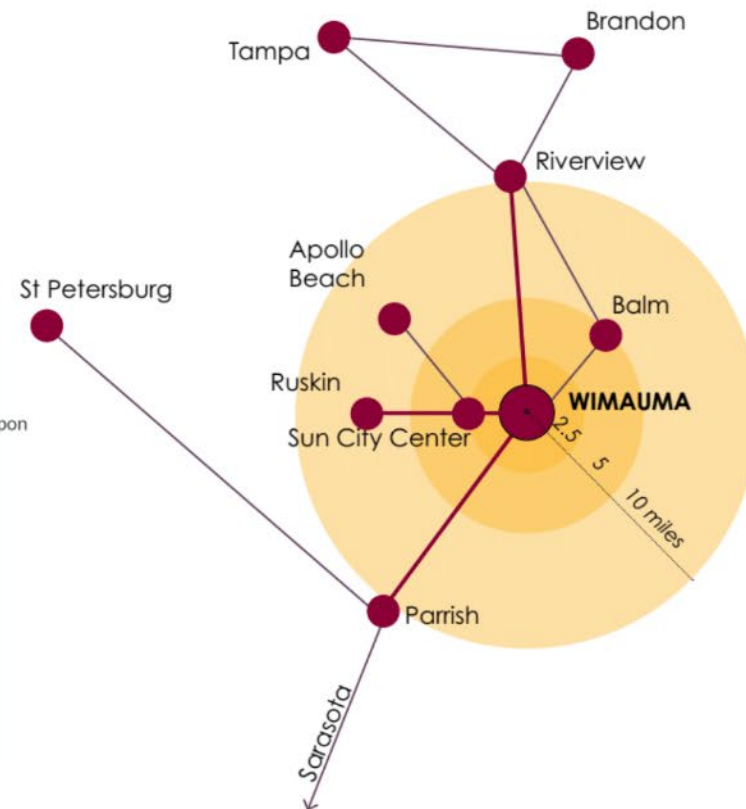


### Wimauma School Populations by Race (2019)



### Hillsborough County Capacity + Utilization with Concurrency Reservations 2020-2021

Schools do not currently have 'enough capacity, schools sites, or the proper roadway infrastructure to support the need for schools in these areas'.



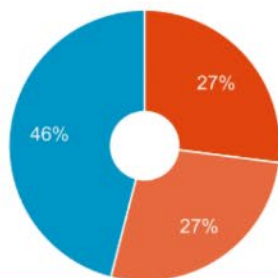
### Connectedness



#### Average Housing + Transportation Costs % Income

Factoring in both housing *and* transportation costs provides a more comprehensive way of thinking about the cost of housing and true affordability.

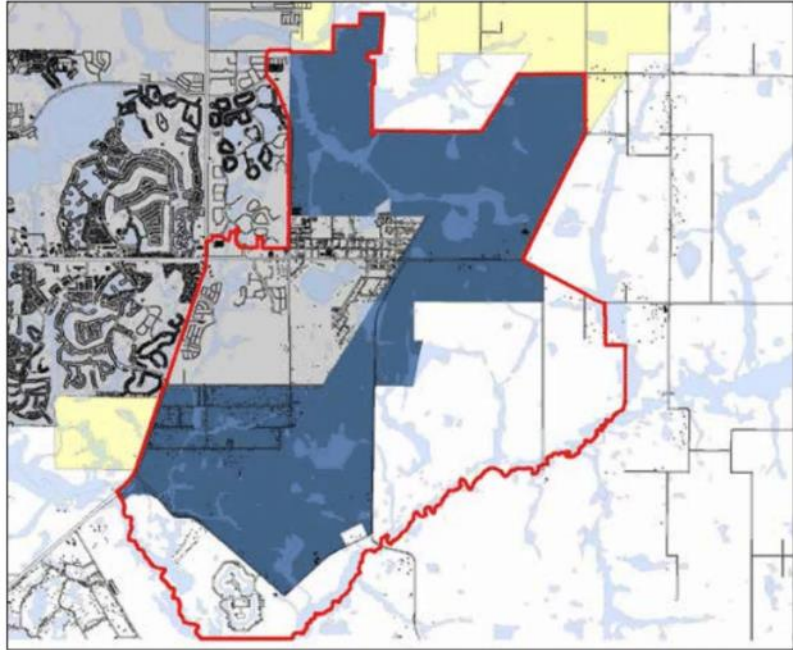
- Housing
- Transportation
- Remaining Income



#### Transportation Costs

In dispersed areas, people need to own more vehicles and rely upon driving them farther distances which also drives up the cost of living.

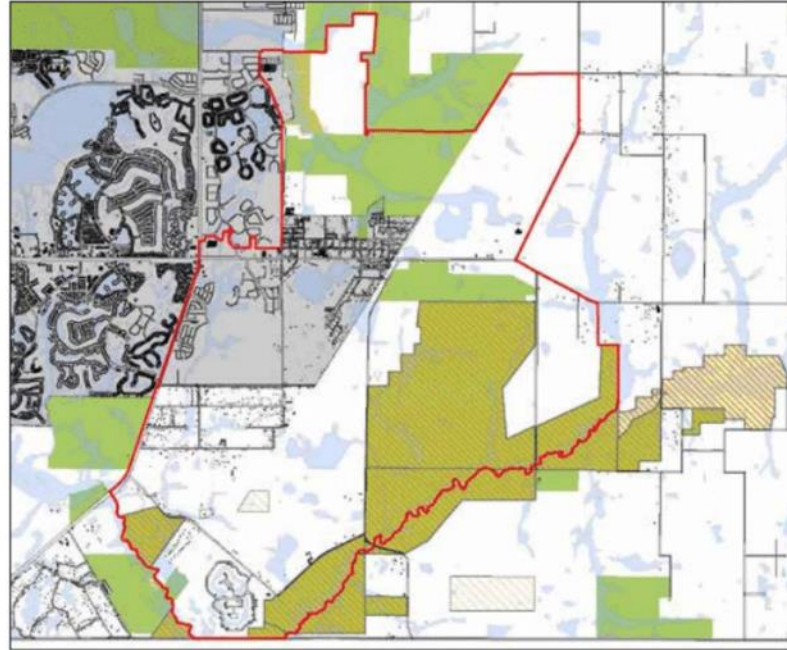




 Wimauma

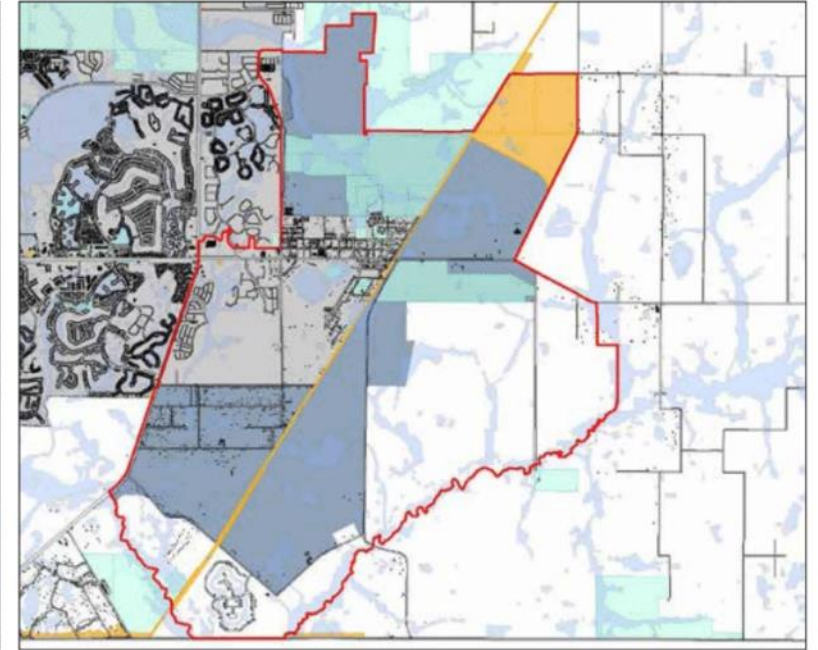
- Community Boundary
- WVR-2
- Urban Service Boundary
- RP-2

WVR-2 and Urban Service Boundary



- ELAPP (County owned)
- Mitigation Conservation Land
- Southwest Florida Water Management District (SWFMD)

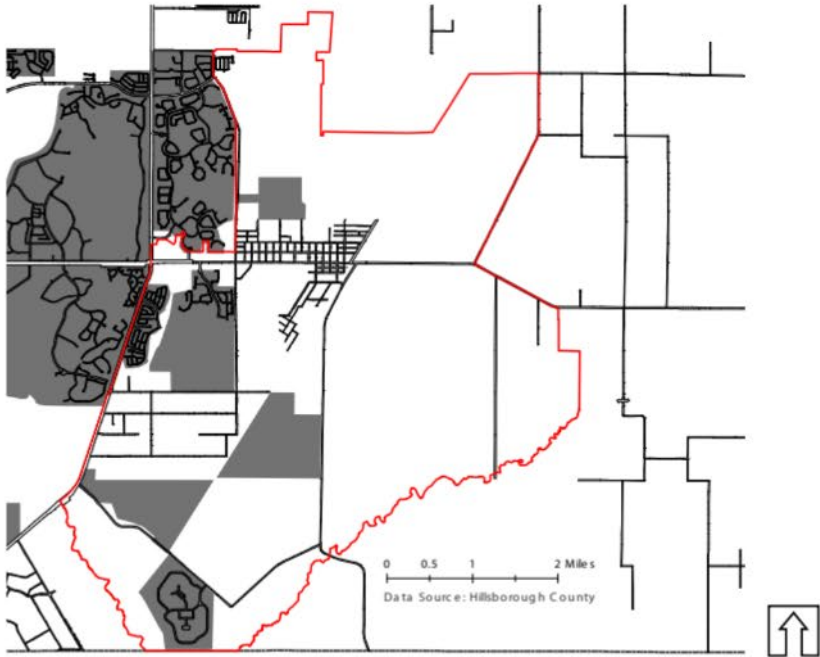
Protected Land



- Tampa Electric Company
- Hillsborough County

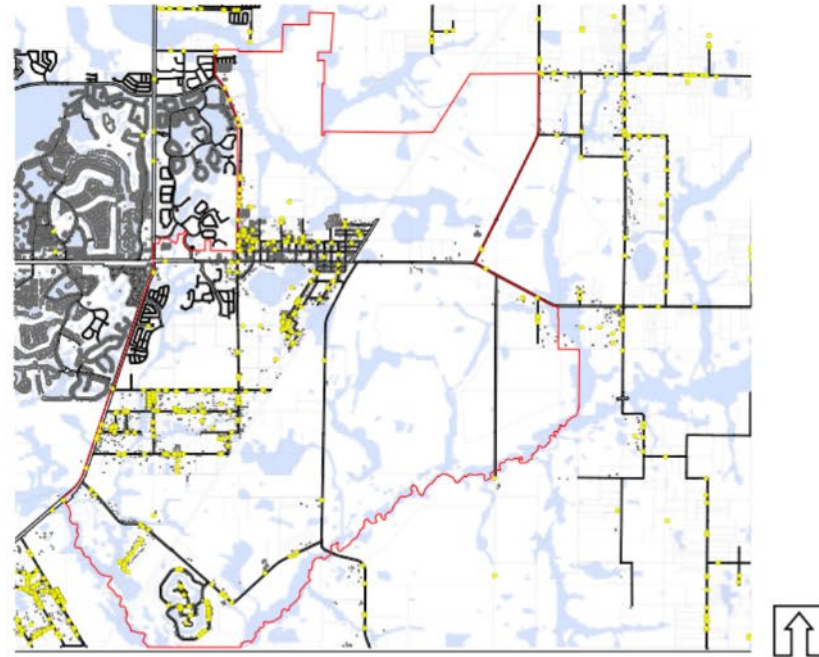
Data Source: Hillsborough County  
 0 0.5 1 2 Miles

TECO and Hillsborough County Owned Property



**Existing Right of Way**

Community Concerns: Isolation, congestion, dangerous for pedestrians, connectivity problems that make transit ineffective or impossible.



**Existing Septic Systems**

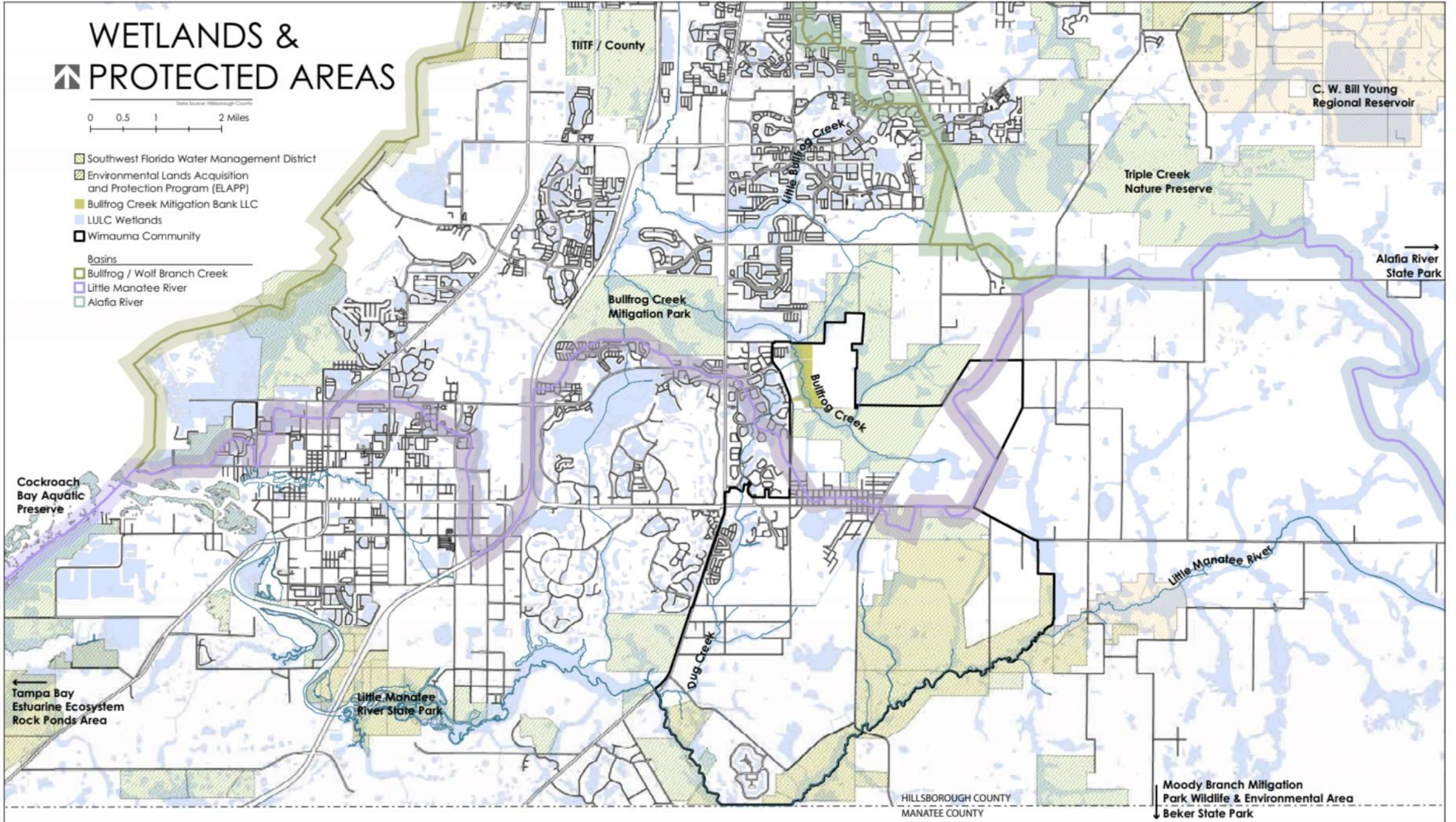
Community Concerns: Infrastructure that does not support business development.

# WETLANDS & PROTECTED AREAS

Data Source: Hillsborough County



- Southwest Florida Water Management District
  - Environmental Lands Acquisition and Protection Program (ELAPP)
  - Bullfrog Creek Mitigation Bank LLC
  - LULC Wetlands
  - Wimauma Community
- Basins**
- Bullfrog / Wolf Branch Creek
  - Little Manatee River
  - Alafia River



HILLSBOROUGH COUNTY  
MANATEE COUNTY

Moody Branch Mitigation  
Park Wildlife & Environmental Area  
Beker State Park

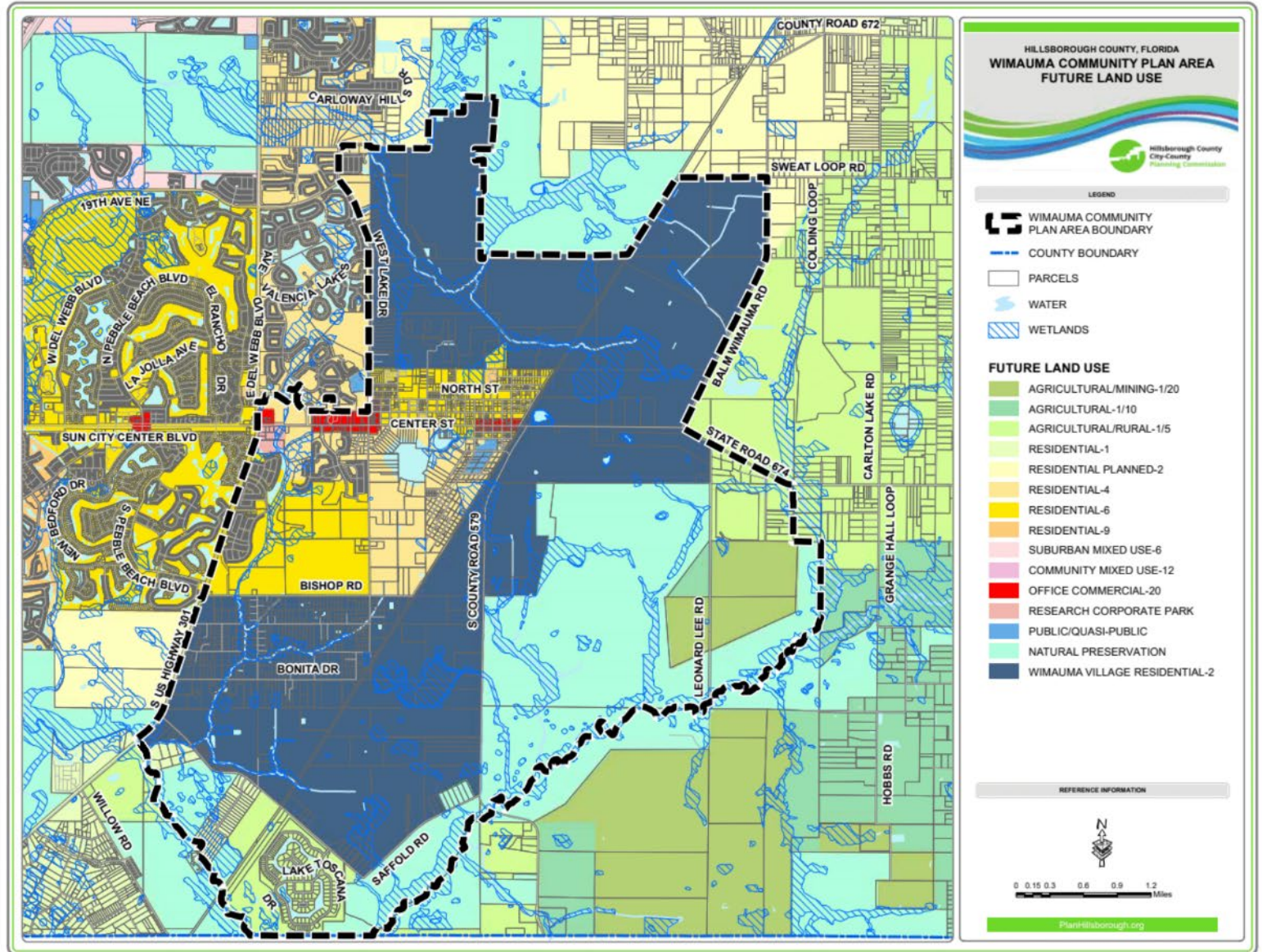
WVR-2

The Wimauma Village Residential-2 zoning designation was designed to allow landowners to rezone (typically from agricultural to residential) under a set of specific conditions.





- The area occupies the furthest southeast corner of developed Hillsborough County.
- WVR-2 is outside of the urban service boundary - and requires developers to provide infrastructure that would otherwise not be provided by the County.
- Similar to the Residential Planned-2, this zoning was designed specifically to encourage developers to support the existing town center/village of Downtown Wimauma.

Challenges / Opportunities

- The WVR-2 has remained undeveloped until development pressure of recent years spread to this area.



**RESIDENTIAL**

<b>R-2</b> 1-2 units/acre	<b>R-4</b> 1-4 units/acre	<b>R-6</b> 1-6 units/acre	<b>MULTI-FAMILY</b>
			

**OPEN**

<b>N</b> Natural Preservation	<b>P/QP</b> Public/Quasi public	<b>A/M 1/20</b> Agricultural / Mining	<b>A/R 1/5</b> Agricultural / Rural
			

**AGRICULTURE**

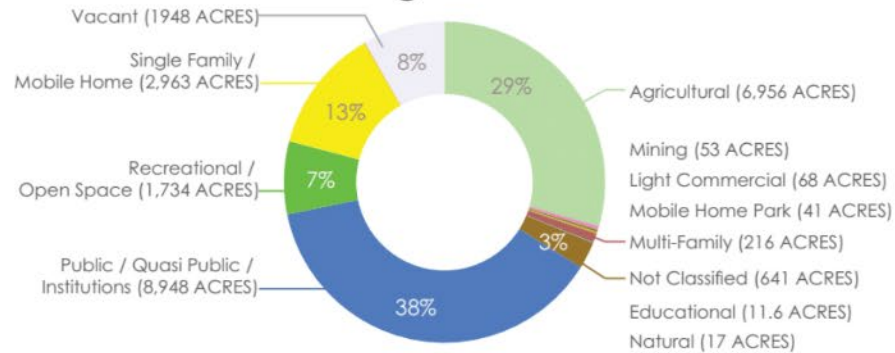
**PLANNED DEVELOPMENT**

<b>RP-2</b> Planned Residential	<b>WVR-2</b> Wimauma Village Residential
	

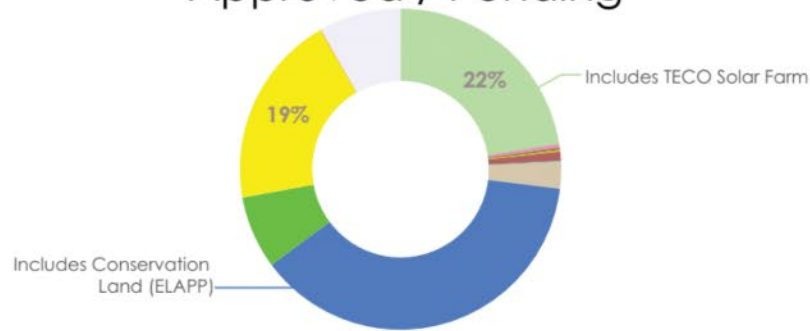
**COMMERCIAL**

<b>OC-20</b> Office Commercial	<b>CMU-12</b> Commercial Mixed Use	<b>RCP</b> Research Corporate Park	<b>LI</b> Light Industrial
			

### Existing Land Use



### Land Use Changes Approved / Pending



- Agricultural
- Educational
- Heavy Commercial
- Light Commercial
- Light Industrial
- Mining
- Mobile Home Park
- Multi-Family
- Natural
- Not Classified
- Public Quasi Public Institutions
- Recreational / Open Space
- Right of Way / Roads / Highways
- Single Family / Mobile Home
- Two Family
- Unknown
- Vacant

\*The Public Communications/Utilities designation includes uses ranging from, but not limited to, ELAPP conservation land and Church of God Convention Center.

\*At time of this project, changes refer to rezoning applications with 1,120 acres approved and 521 acres pending approval. (May 5, 2020)

**2000**  
households:  
population: 4,500

**2019**  
households: 2,364  
population: 9,000

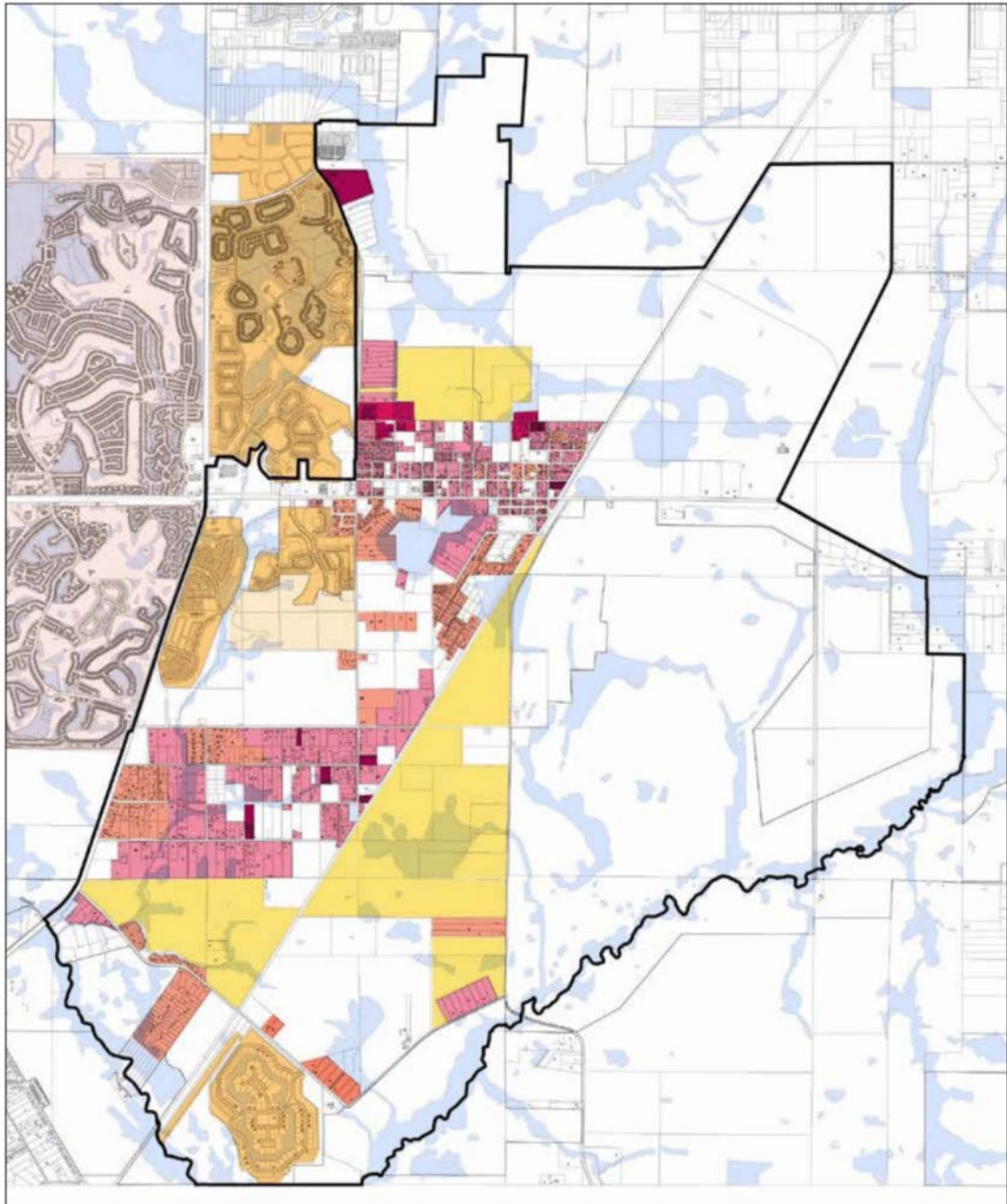
**2024\***  
households: 2,430  
population: 10,272

**population growth**  
2000-2019  
Hillsborough County 2%  
Wimauma 3.72%

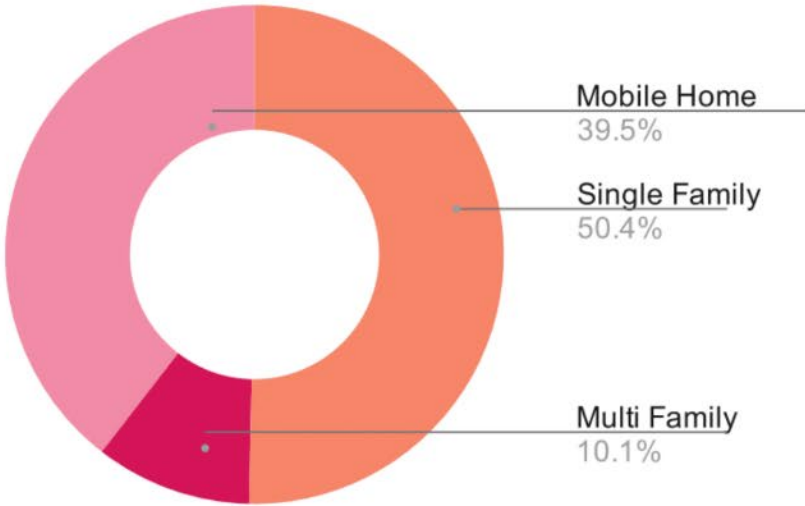
\*ESRI Business Analyst projected growth, courtesy WTL

According to the 2014 SouthShore Areawide Systems Plan Update, the SSASP accounted for over 50% (5,572 units) of the total unincorporated County's building permits in 2005, which largely continued even throughout the recession. Construction was mainly single family detached (SFD), single family attached (SFA) and mobile homes (MH). This area issued a disproportionate amount of mobile home permits.

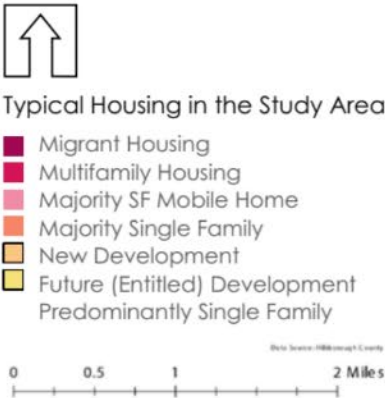
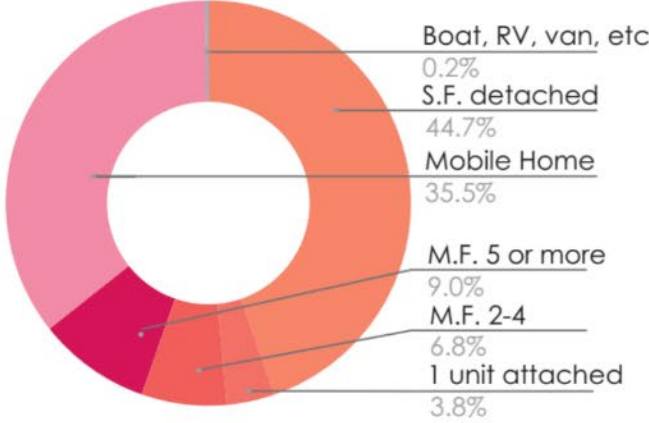
Transportation network shortcomings underscore current issues with sprawl and the burden of doubling the town's population from 4,500 to 9,000 residents (2000-2019, WTL report). Over that time period Wimauma outpaced Hillsborough County with average 3.72% growth compared to 2.0%. This growth is due to large-scale suburban-density speculative developments (formerly classified as Developments of Regional Impact). The overwhelming trend within these new developments is the conversion of large agricultural tracts to miles of single-family homes with few community amenities and isolated street patterns.



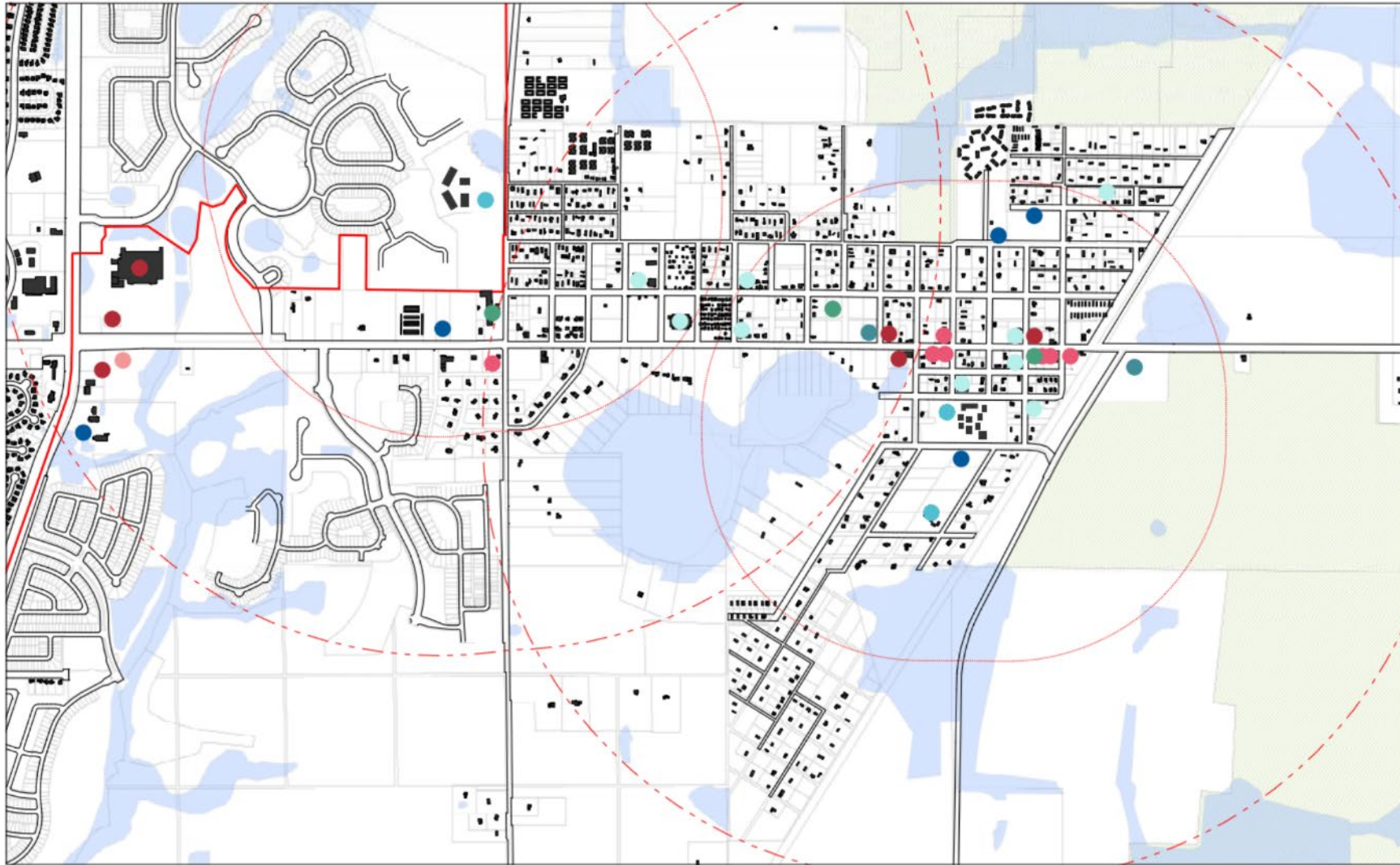
### Wimauma Housing Units (typology)



### Downtown Housing Types







### Primary Uses (Downtown)

- Non-Profit/Community Org.
- Civic/Government
- School
- Religious
- Commercial/Retail
- Restaurant
- Banking
- Produce/Market



## Existing Land Use

The downtown area has seen very little investment despite surrounding large-scale conversions of native or farmed land to neighborhoods with new infrastructure. Wimauma is challenged by the hollowing of its urban core as suburbs turn their backs both financially and physically to the downtown, as shown in the adjacent map of vacant land, underutilized properties, and mobile homes. 674, although adequate for some commercial uses and storefronts, cannot currently support the character of a small town main street. Factors such as traffic speed, lack of walkability, lack of additional opportunity for development lead to a reconsideration of where Mainstreet should develop.



# Critical Needs



## Health

- Access to nearby healthcare.
- Access to healthier lifestyle and mobility options.
- Access to safer streets for all ages.



## Housing

- A thorough needs assessment of existing housing & infrastructure.
- Resilient housing (energy efficient and updated to current code at minimum).
- Housing that is connected to resources and amenities,
- Financial assistance and housers for mobile home replacement & mitigation upgrading.



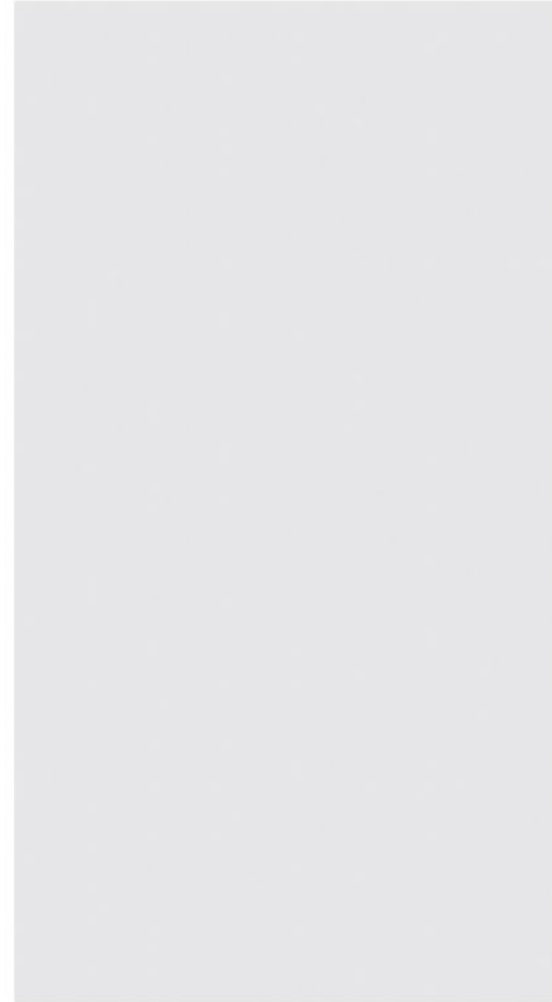
## Opportunity

- Opportunities to invest locally.
- Opportunities to earn locally.
- Capacity (infrastructure) to update existing and build new businesses.
- Capacity to preserve and capitalize on the valuable resource of open space and agricultural landscape.

# Vision

In order to secure the participation of the community's diverse population in its economic growth, contribute to its readiness for the future, and connect to its assets and natural resources - the Wimauma Community Plan focuses on health, equity, resilience, and sustainability. The community-wide approach celebrates Wimauma's agricultural heritage, rural natural resources, local businesses, cultural legacy, and small-town character. As Wimauma grows, the community envisions an affordable, walkable community connected by a network of trails with thriving local businesses and farmers markets along a porch-like main street – a community which is safe and welcoming to residents and businesses with access to educational opportunities and healthcare.

The elements addressed in the district-wide urban design framework – mobility, form and character, environment and open space, and cultural capital and community – function to create an integrated approach to community revitalization and development. Implementation of the plan will ensure a future for Wimauma where residents can prosper and visitors can share in the vitality of a small town with a lot to offer.



# A Little Town With a Lot





### Mobility

The movement of people and goods is critical for quality of life, economic development, and resiliency in times of need. The infrastructure in and around Wimauma is not prepared for the kind of car centric development that has and continues to grow throughout the area. Rather than widen the few existing right of ways, improvements should begin with a comprehensive approach to improving the existing street functions, connecting segregated private communities that impede transportation, developing safe and effective alternative travel options by way of foot, bicycle, and transit.

- Circulation
- Hierarchy
- Streets
- Trails / Bike Network
- Pedestrian Realm
- Transit



### Form + Character

While providing families the chance to purchase their own homes, the nature of large planned developments are antithetical to the goals and vision of Wimauma's community.

- Overall
- Zoning
- Infrastructure
- Scale (Parcels)
- Small Town
- Downtown Districts
- Mainstreet
- WVR-2
- Housing / Building Types



### Environment + Open Space

The Wimauma vision can become a model for a county-wide green infrastructure and mobility system, paired with quality urban design, that can support the preservation of natural and agricultural areas. And a framework for community wide benefits in which the quality of life for current residents is improved along with new developments.

- Conservation
- Parks + Recreation Fields
- Low Impact Design
- Agriculture
- Rain Gardens



### Cultural Capital + Community

- Create a place to be and a gateway or welcome center to natural areas (branding).
- Schools
- Shared Resources
- Social

# Community Wide Approach

## Urban Design Framework

# Policy Updates

## Future Land Use Element

### Residential Gross Density

- Incentive to increase for Affordable and Workforce Housing

### Employment and Service Requirements

- Under review to update with the findings of the market study.
- possible decrease in square footage as appropriate,
- possibility of looking at other mechanisms to encourage/provide economic development/employment through developer contribution or both

### Transfer of Development Rights

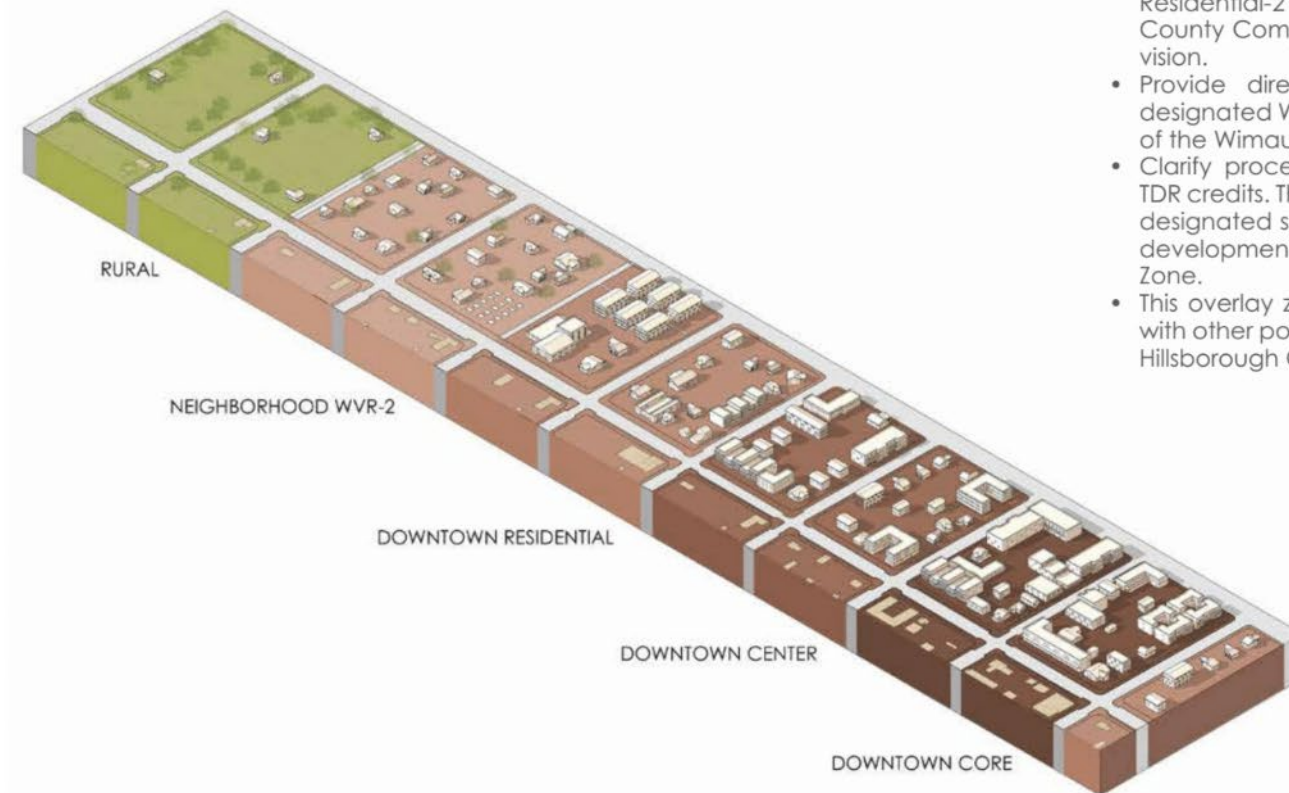
- Establish a “Receiving Zone” within the Urban Service Boundary and a priority zone within the Downtown Main Street Core

## Land Development Code

WVR-2 LDC

Wimauma Downtown LDC

# Urban to Rural Transect for Wimauma

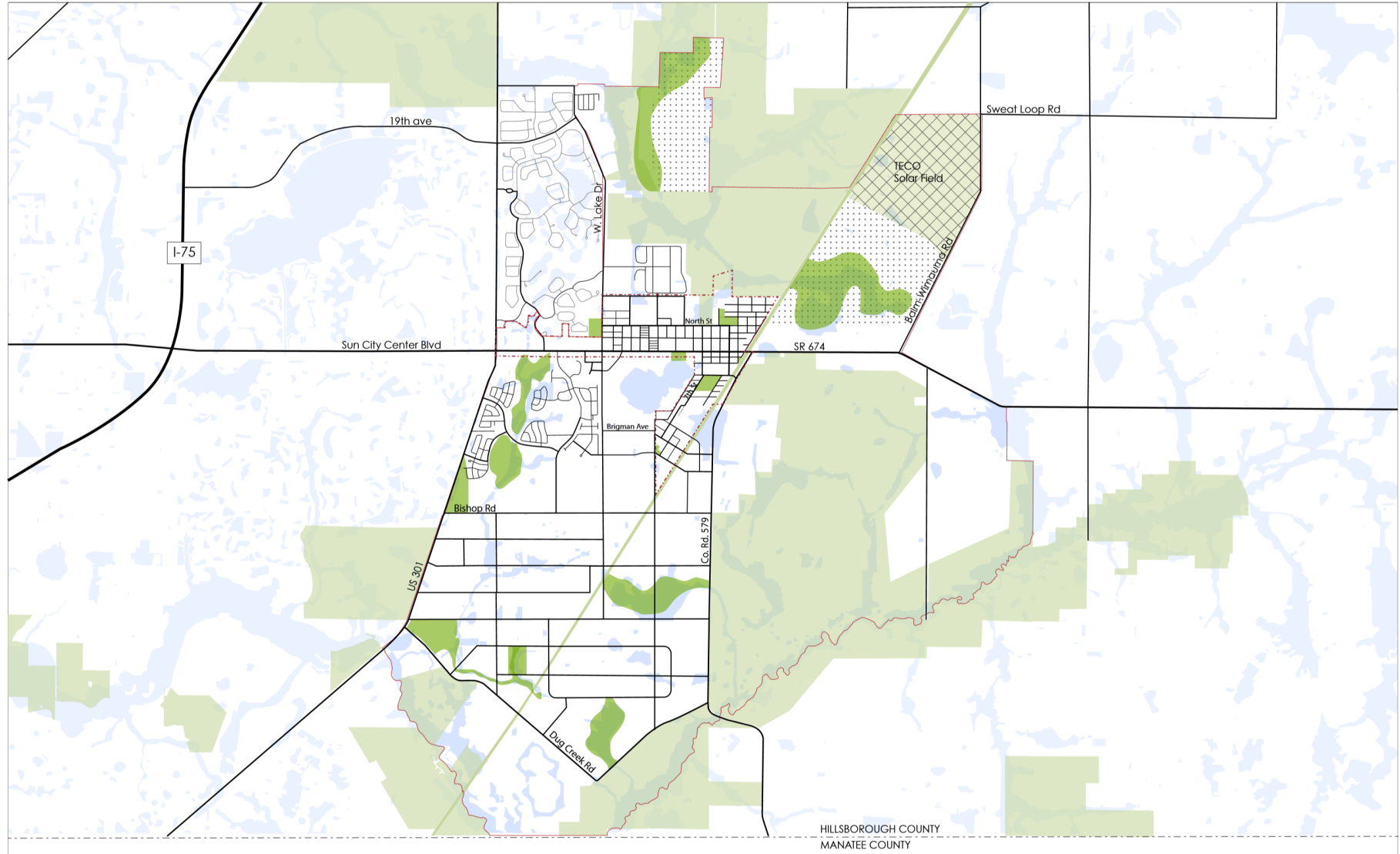


## The purpose and intent is to:

- Guide future development within the Wimauma Village Residential-2 on the Future Land Use Element of the Hillsborough County Comprehensive Plan to fit the Wimauma community vision.
- Provide direction to ensure that development of land designated WVR-2 is in accordance with the guiding principles of the Wimauma Community Plan.
- Clarify procedures for transferring development rights using TDR credits. This will allow continued rural uses of land within the designated sending zone by creating an incentive to transfer development rights to the Wimauma Downtown Receiving Zone.
- This overlay zone takes precedence if and where it conflicts with other portions of this code; however, must not conflict with Hillsborough Comprehensive Plan.



# Mobility Connectivity



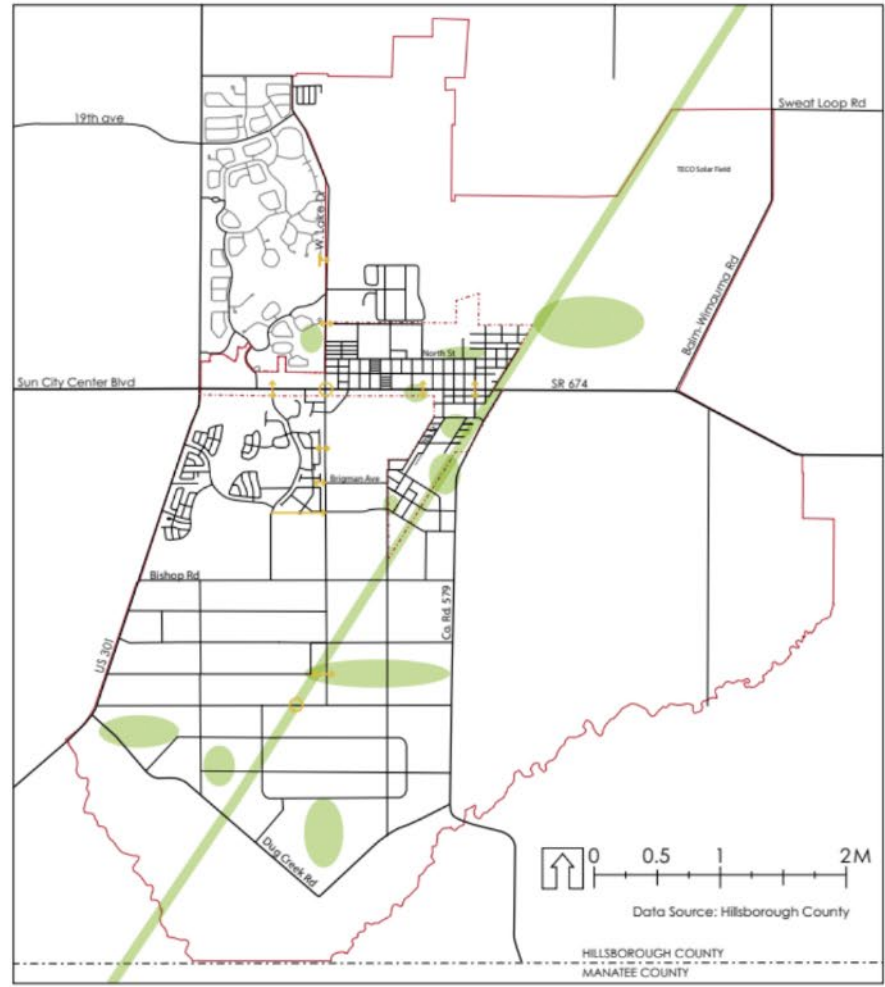
**WIMAUMA**  
Open Space and Recreation

- Wimauma
- Downtown District
- Protected / Conservation Land (ELAPP)
- LULC Wetlands
- Proposed Conservation Set Aside Min.
- Approved Agrihood/Cooperative

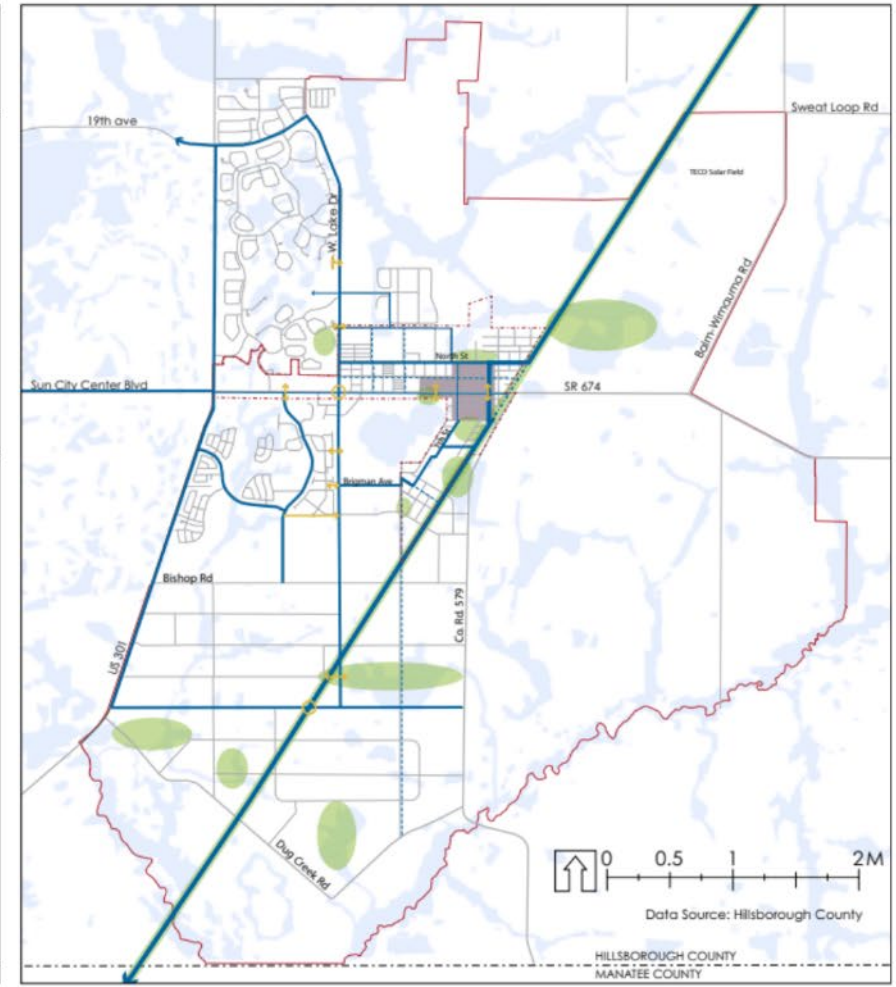
Data Source: Hillsborough County

New development and redevelopment must accommodate the future street network through grid-like patterns as represented in the Plan. Each neighborhood must provide an interconnected network of streets, alleys or lanes, and other public passageways such as bicycle network or trail network.

# Mobility Circulation



Street Classification



Bicycle Facilities and Trails

# Mobility

---

## Circulation



### Complete Streets

can be designed for various classifications, but must consider context-sensitive approaches to serving diverse users and modes of transportation regardless of their age, ability, or mode of transportation. Performance measures include safety for pedestrians and capacity to move high volumes of traffic. Local streets should include traffic calming measures.



# Mobility

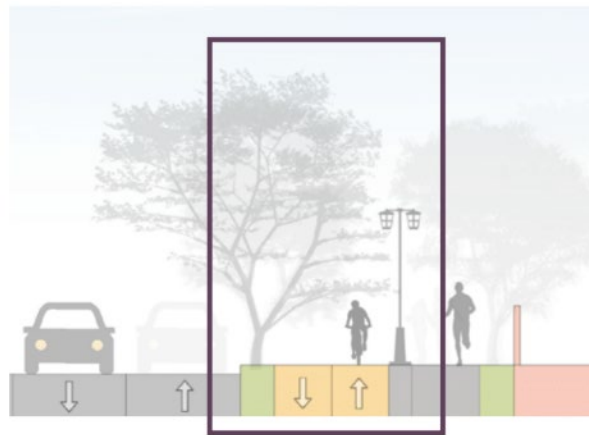


## Transportation Hierarchy

the Pedestrian Realm



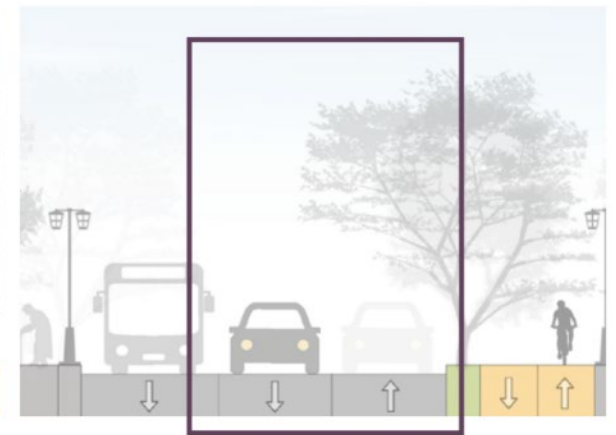
Bicycle Facilities



Transit



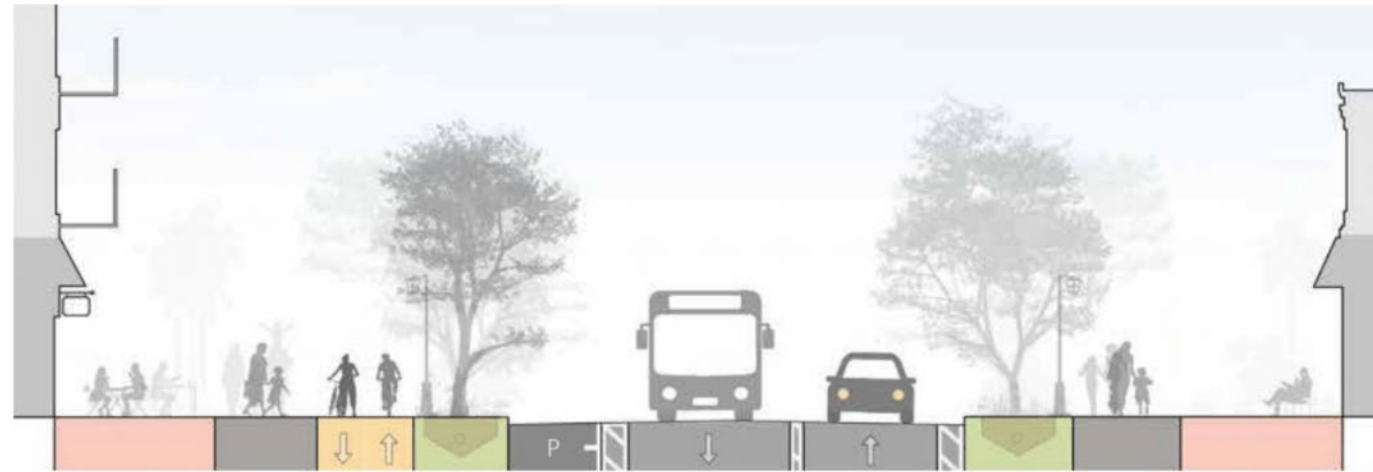
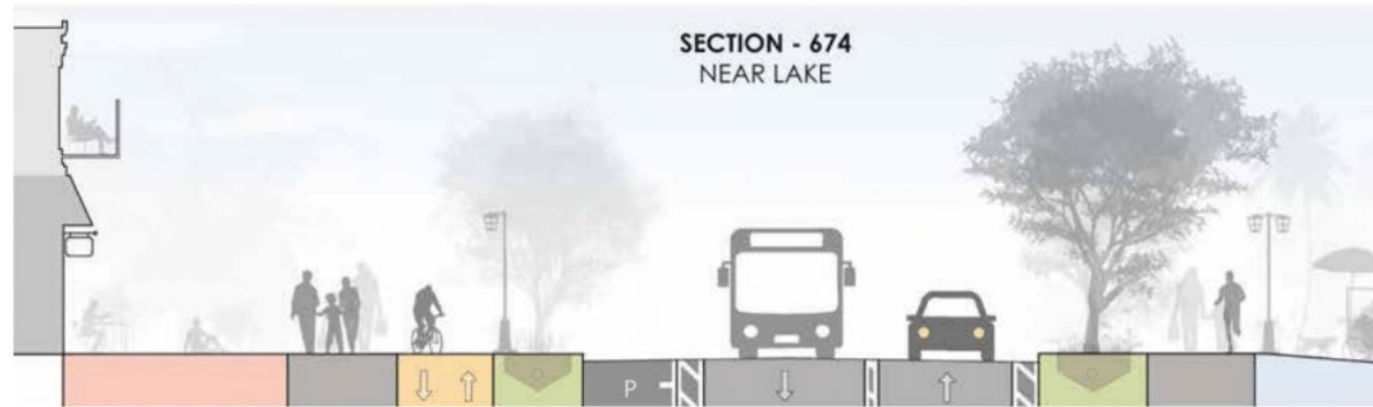
Automobile



# Mobility



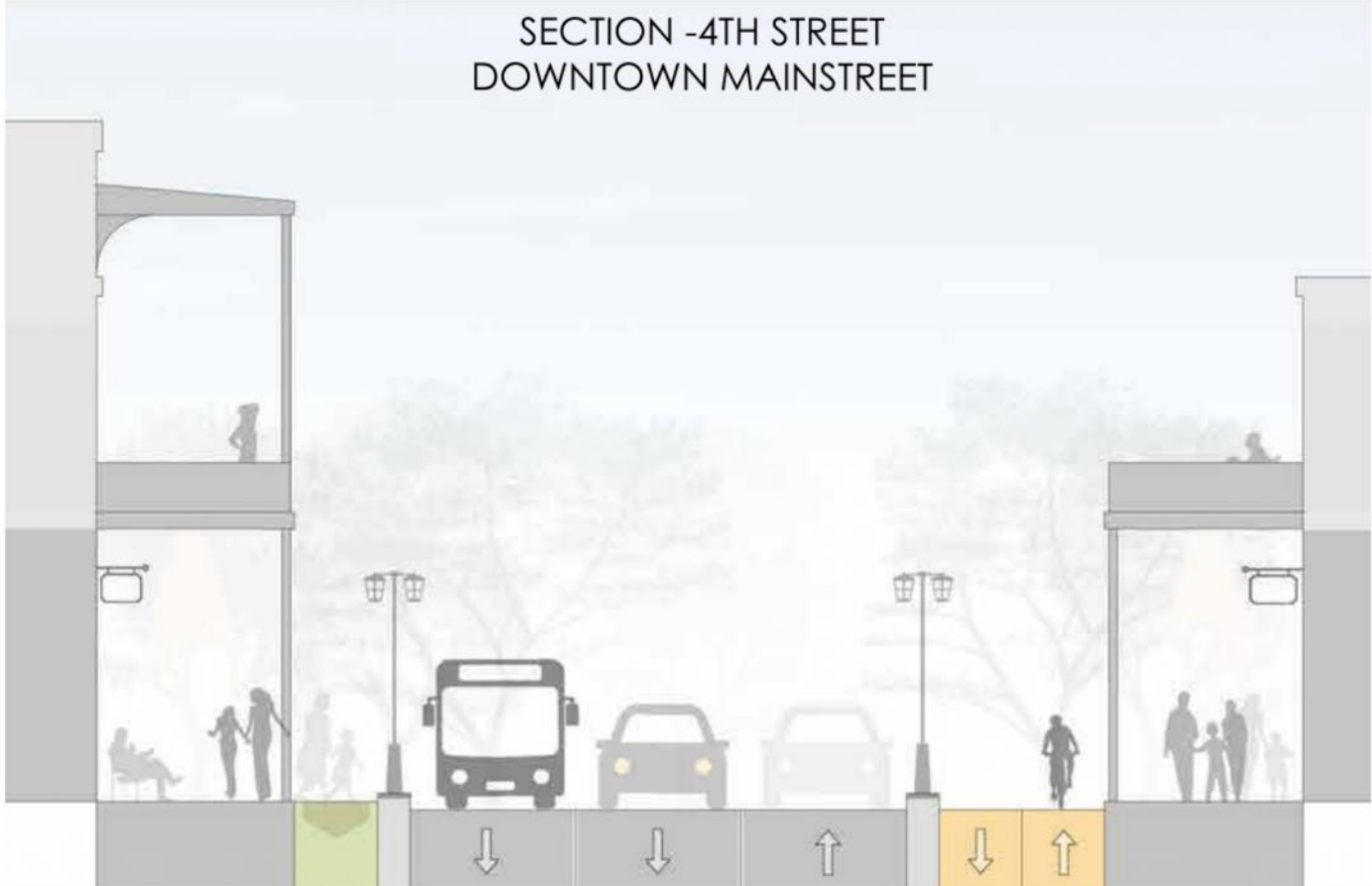
## Boulevard Example



# Mobility



## Main Street Example



# Mobility



## Multimodal Example



# Mobility



## Neighborhood Street Example



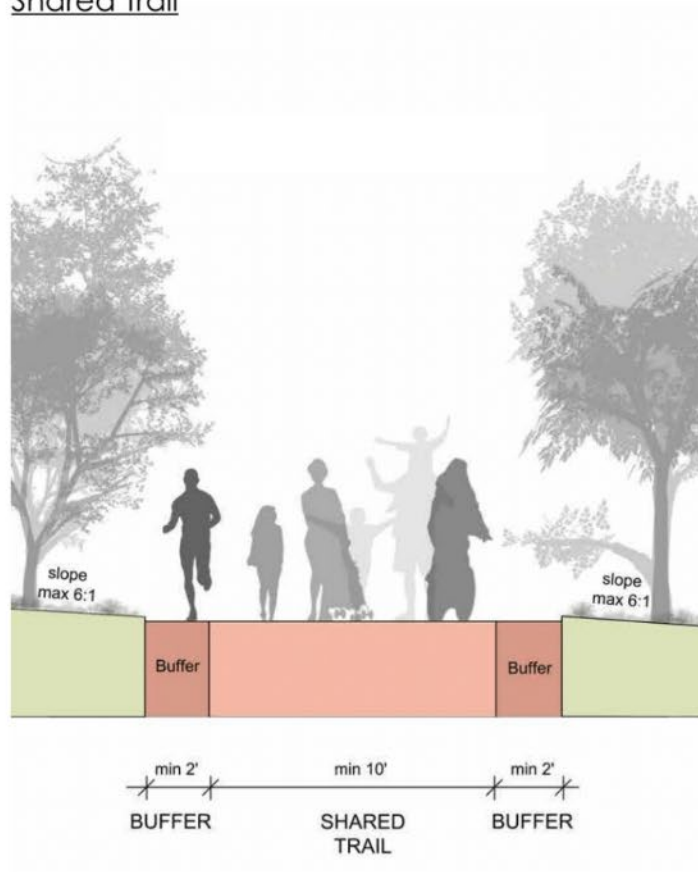


# Mobility



## Greenway Example

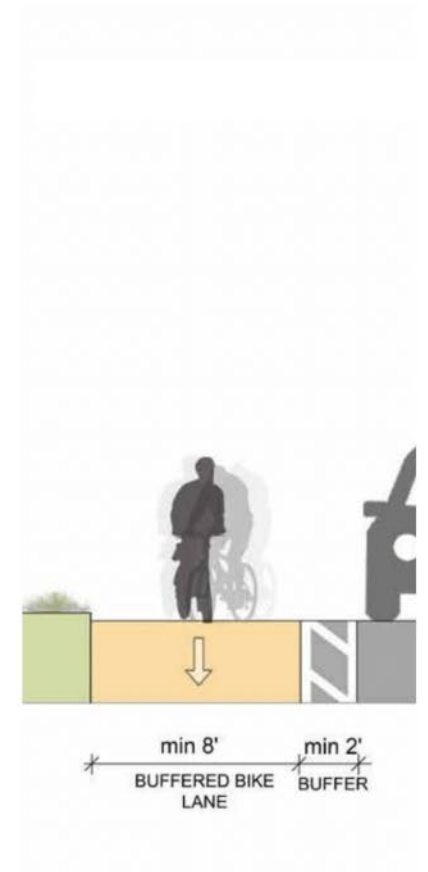
Wimauma Recreational Corridor  
Shared Trail



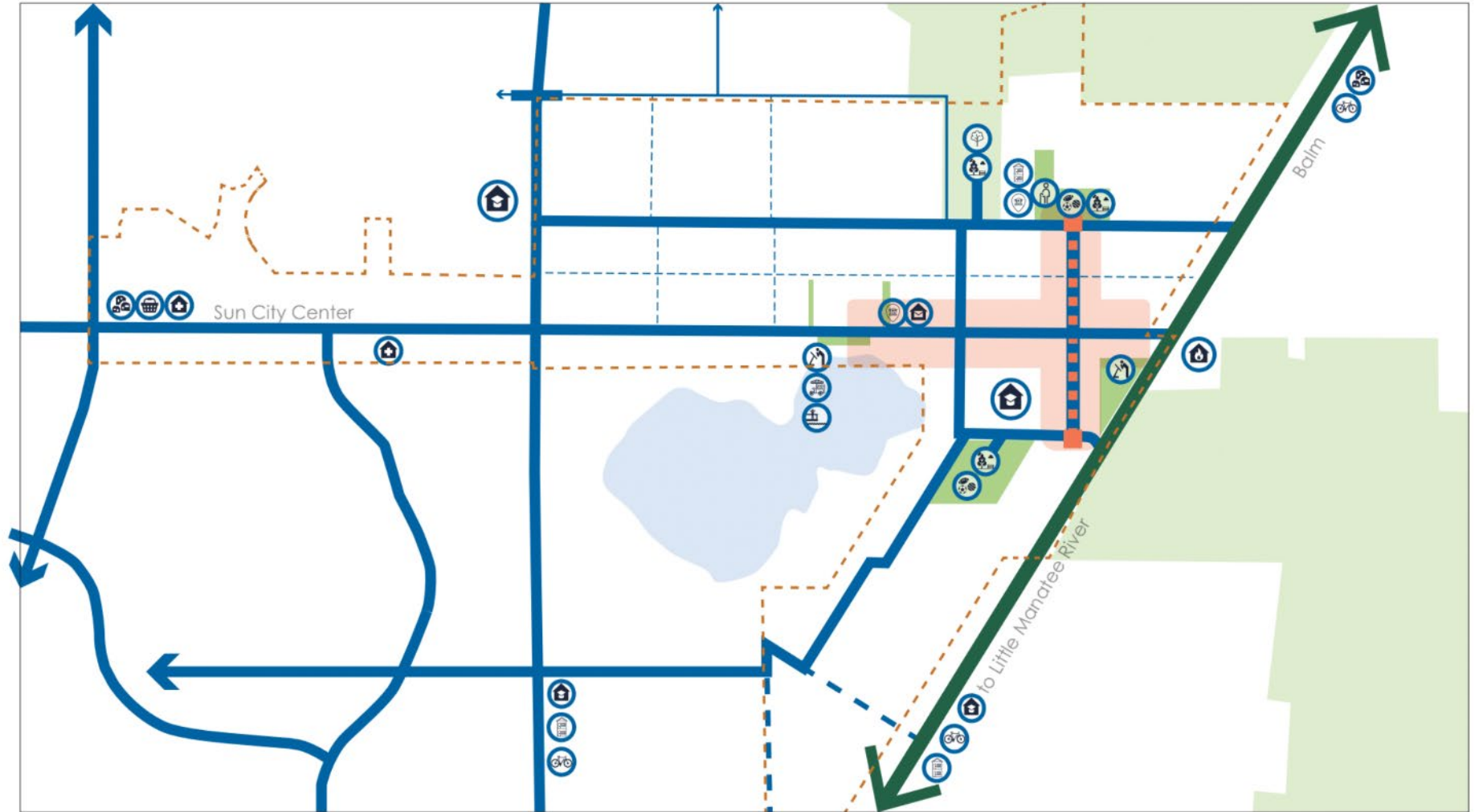
Bike Track



Buffered Bike Lane



# Mobility Downtown



 Downtown - Bicycle Facilities

 Downtown  
 ELAPP

 Wimauma Core  
 Main (4th) street

 Greenway Trail  
 Protected Bike Lane

 Bike Lane  
 Destination Points

0 0.5 1 2 Miles

# Mobility



## Pedestrian Realm

“Walkable neighborhoods encourage a 10,000-step lifestyle.” - Dr. Richard Jackson in *Designing Healthy Communities*

The more destinations within walking distance, the more people can and will walk. This is important to the overall form of Wimauma. Utilizing the 5 minute walk, or ¼ mile walking radius, the plan establishes a more compact and complete community. Mixing housing, retail, and civic uses creates a mixed-use destination in Downtown Wimauma and draws nearby neighborhoods into the center through multimodal trails and bike networks.

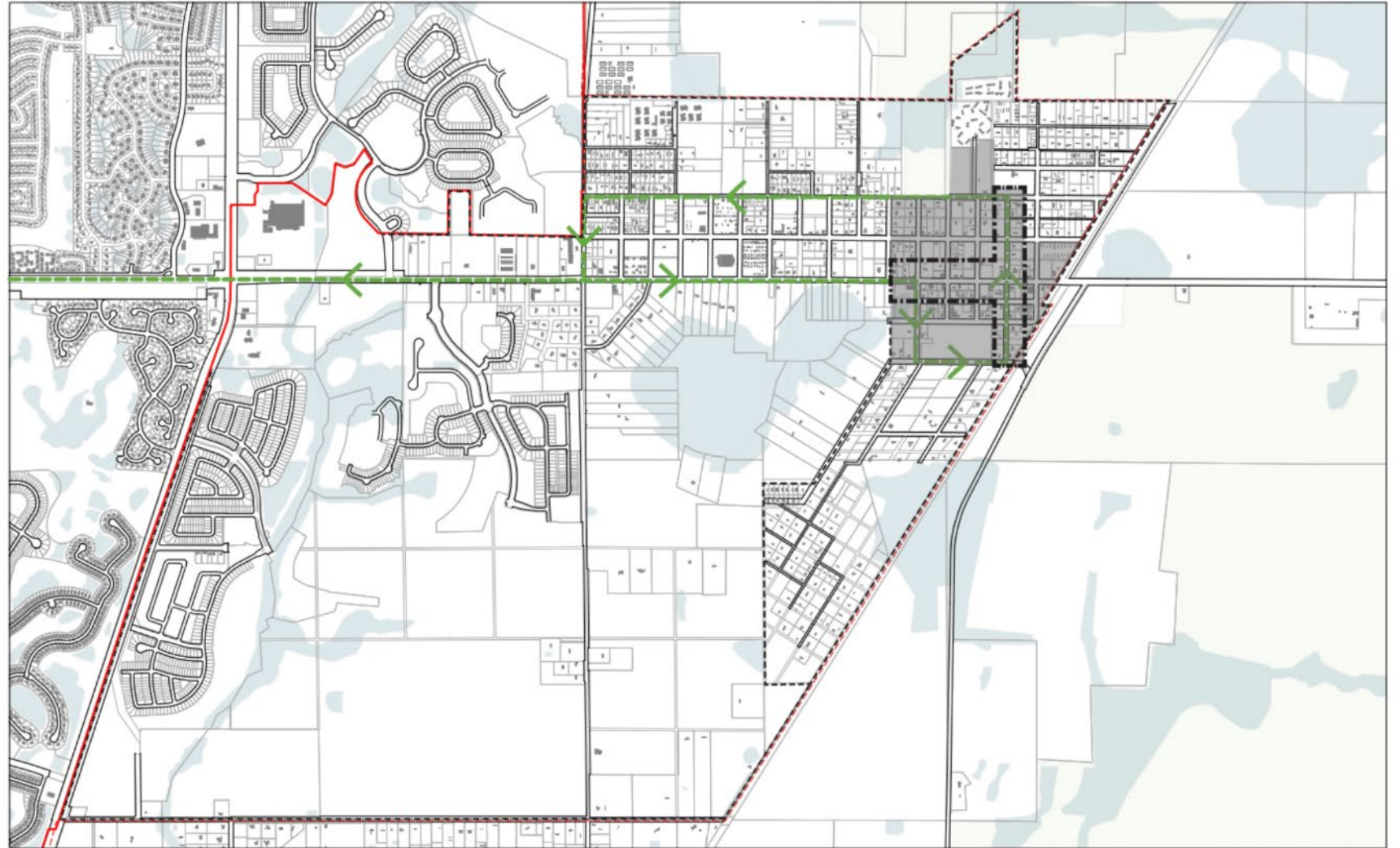
The scale of the downtown blocks are not only ideal for walking, they highlight the “small town” character. Wimauma’s agricultural heritage and rural setting lend itself for natural scapes with a farm town feel.



# Mobility



## Transit



Data Source: Hillsborough County

 **WIMAUMA**  
Circulator Map

 Circulator

0 0.25 0.5 Miles  


# Form & Character



Wimauma's rural landscapes nestled around a town center help to create a scale relative to a small town feel, like many old Florida towns founded along railroad stops.



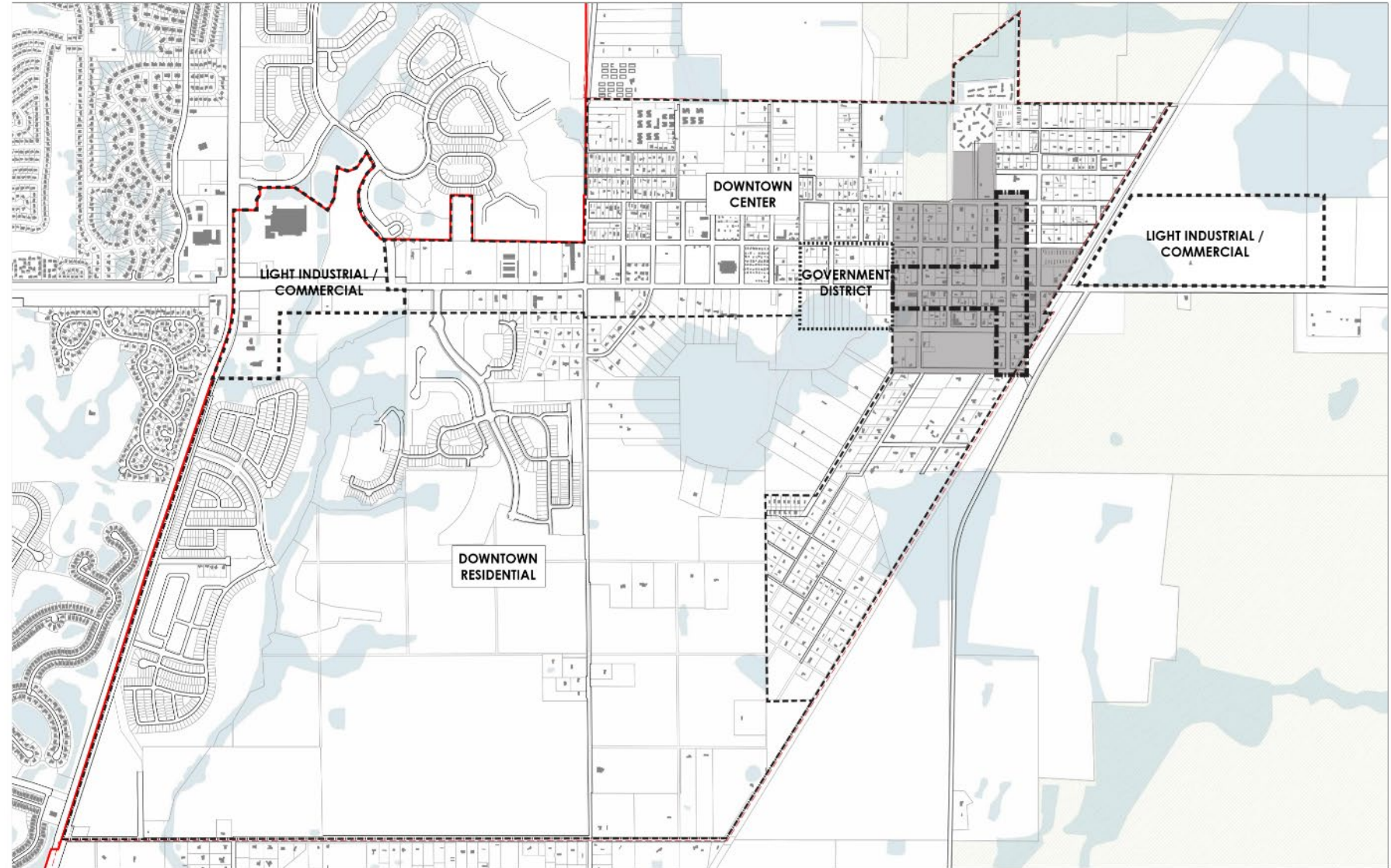
# Form & Character



## Main Street Core Downtown

Purpose: Development is most intense in the Main Street Core. Buildings are built along the front property line, creating a continuous street façade to increase walkability. Commercial and civic uses are anticipated in the Main Street Core; a mix of apartments and live/work buildings constitute the residential component of the Main Street Core within walking distance of surrounding residential areas of the Wimauma Village.

The Main Street Core is focused on Main Street. The goal is to provide a consistent downtown streetscape of retail and services that is vibrant and scaled to pedestrians.



 **WIMAUMA**  
Downtown Overlay

- Main Street Core District
- - - - - Downtown Center
- ..... Government District
- - - - - Light Industrial / Commercial
- · - · - Downtown Residential
- TDR Overlay
- Wimauma Boundary
- - - Urban Service Boundary

Data Source: Hillsborough County

0 0.25 0.5 Miles

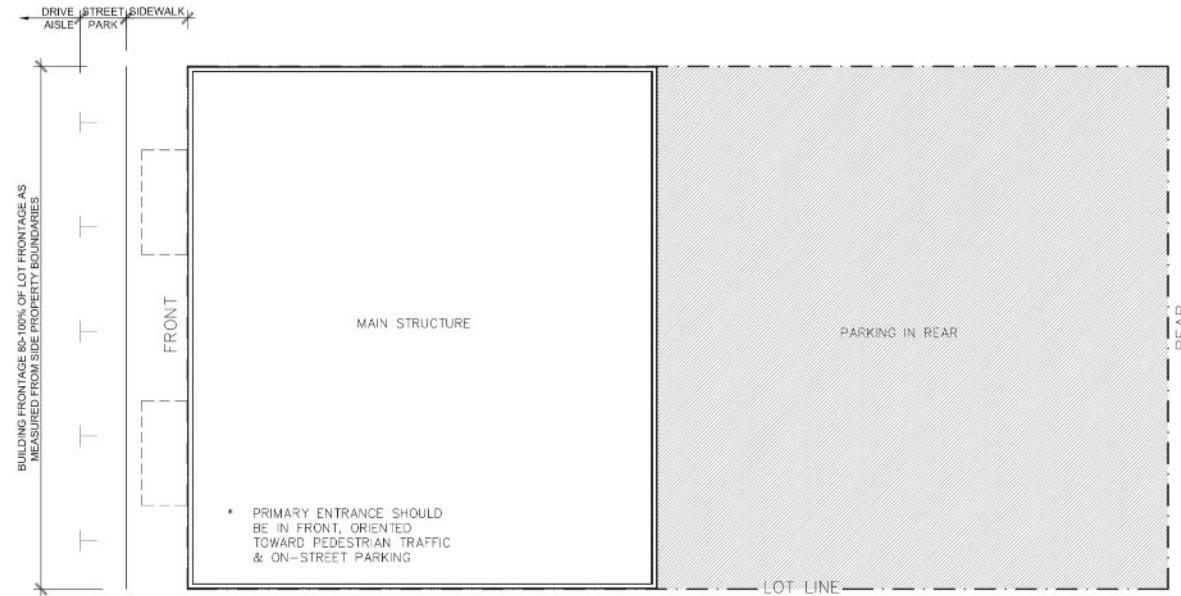
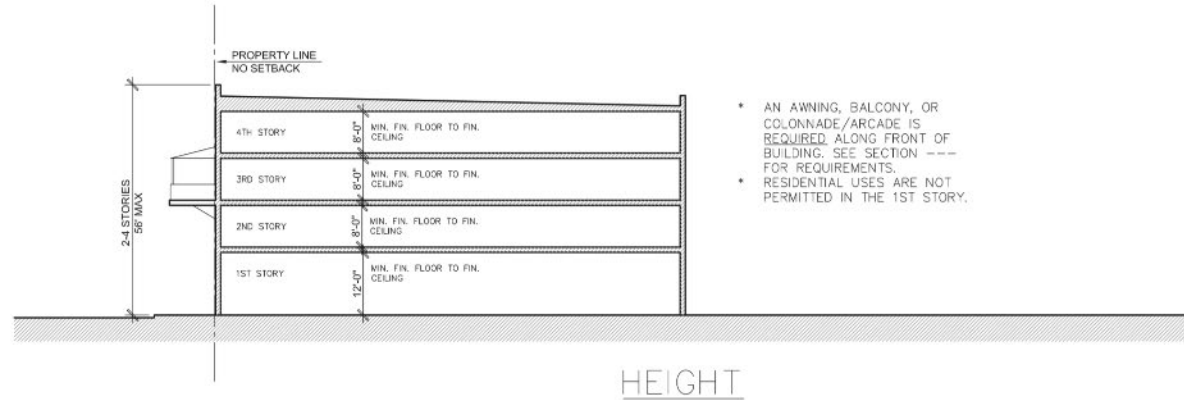
# Form & Character



## Main Street Core Scale

- A variety of uses are permitted in this zone.
- Residential uses permitted on 2nd and higher, above other uses.
- Office uses permitted on 2nd floor, above other uses.
- Small setbacks create a solid storefront along the street.
- Highest density and intensity within the Wimauma Downtown Overlay District.
- Serve as the priority receiving zone for Transfer of Development Rights in the Wimauma Village Plan area.

## 1. Mixed-Use Building Lot (MU)



BUILDING PLACEMENT

# Form & Character



## Building and Lot Types

Lot Types	Main Street Core	Downtown Center	Downtown Residential	Government District	Village Residential (WVR-2)
Mixed-Use Building Lot	✓	✓		✓	
Retail Building Lot	✓	✓		✓	
Apartment Building Lot	✓	✓	✓	✓	
Live/Work Building Lot	✓	✓	✓	✓	
Apartment House Lot	✓	✓	✓	✓	✓
Courtyard Apartment Lot	✓	✓		✓	✓
Rowhouse Building Lot	✓	✓		✓	✓
Side House Building Lot		✓	✓		✓
Cottage House Lot		✓	✓		✓
House Lot			✓		✓
Civic Building Lot	✓	✓	✓	✓	✓

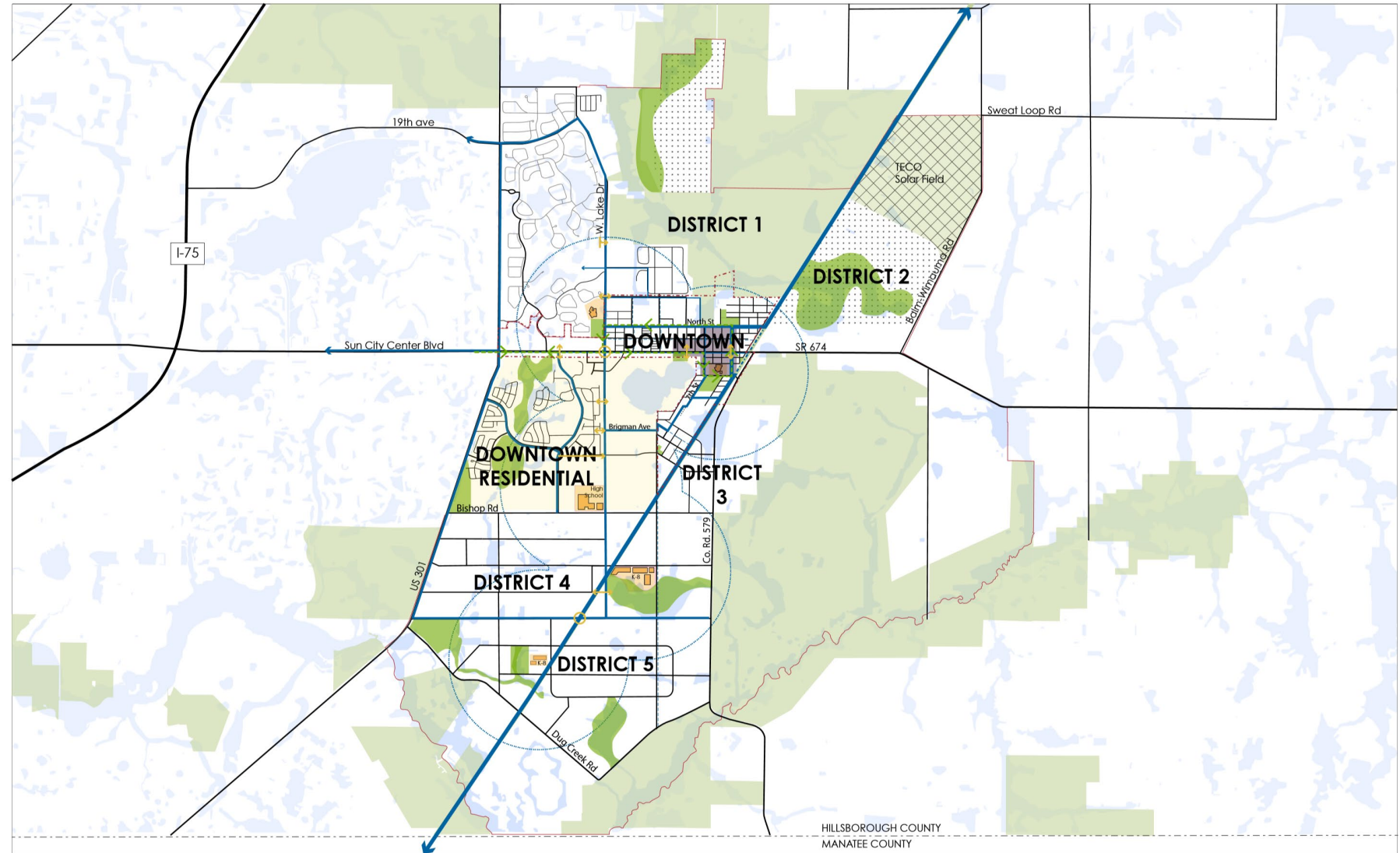


# Form & Character






## Wimauma Districts




Each district has different characteristics from natural resources, to agriculture, urban street grids, conservation areas (ELAPP), and developable land.




 **WIMAUMA**

-  Wimauma
-  Downtown District
-  Protected / Conservation Land (ELAPP)
-  LULC Wetlands

-  Proposed School Location with 1 mile radius
-  Proposed Conservation Set Aside Min.
-  Approved Agrihood/Cooperative

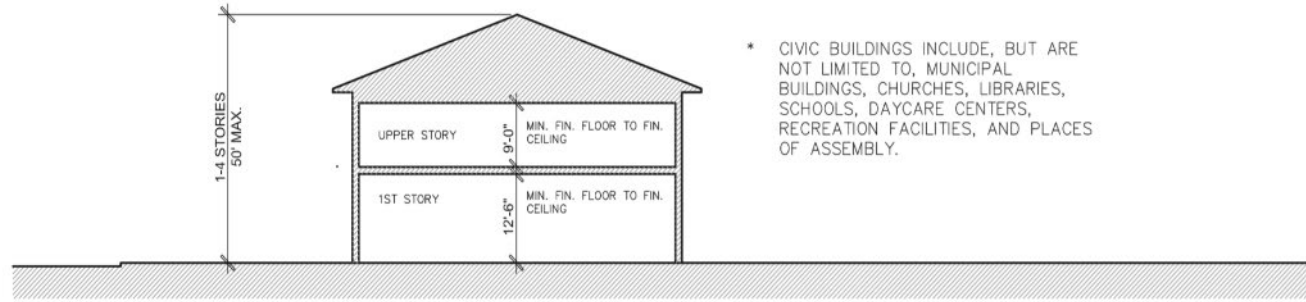
-  Bike and Pedestrian Safety Network
-  Pedestrian Specific Improvements
-  Transit Circulator

Data Source: Hillsborough County  


# Form & Character



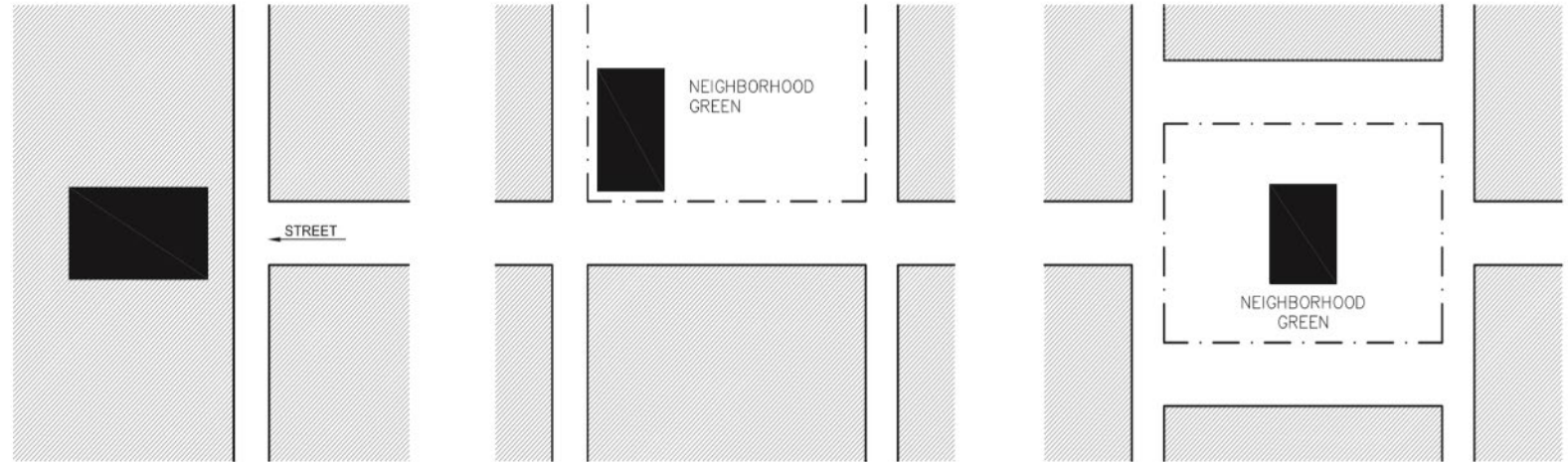
## Government District/Civic Buildings in WVR-2



\* CIVIC BUILDINGS INCLUDE, BUT ARE NOT LIMITED TO, MUNICIPAL BUILDINGS, CHURCHES, LIBRARIES, SCHOOLS, DAYCARE CENTERS, RECREATION FACILITIES, AND PLACES OF ASSEMBLY.

### HEIGHT

\* BUILDING PLACEMENT REQUIREMENTS FOR CIVIC BUILDINGS VARY BY SITE. IN GENERAL, CIVIC BUILDINGS SHOULD BE SITED IN LOCATIONS OF PARTICULAR GEOMETRIC IMPORTANCE, SUCH AS ANCHORING A MAJOR PUBLIC SPACE, OR TERMINATING A STREET VISTA.



\* THE CIVIC BUILDING TERMINATES THE VIEW OF THIS STREET.

\* THE CIVIC BUILDING ANCHORS THE GREEN AT A PROMINENT CORNER.

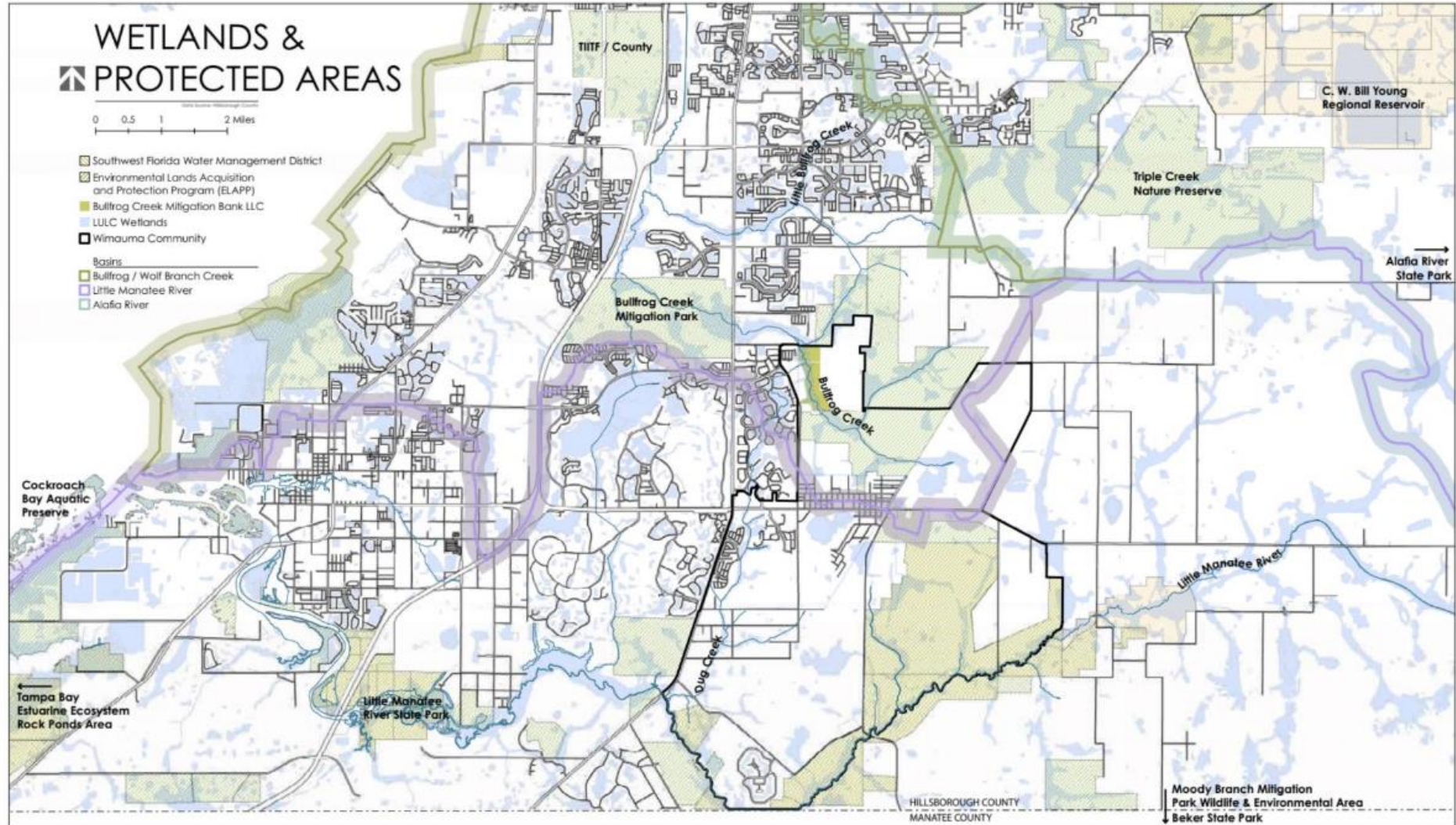
\* THE CIVIC BUILDING ANCHORS THE SPACE FROM WITHIN THE GREEN.

# Environment



## Open Space and Parks

**GOAL:** Restore watershed quality from previous development and mining activities. Minimize impact of development on the natural surrounding and ecosystem functions.

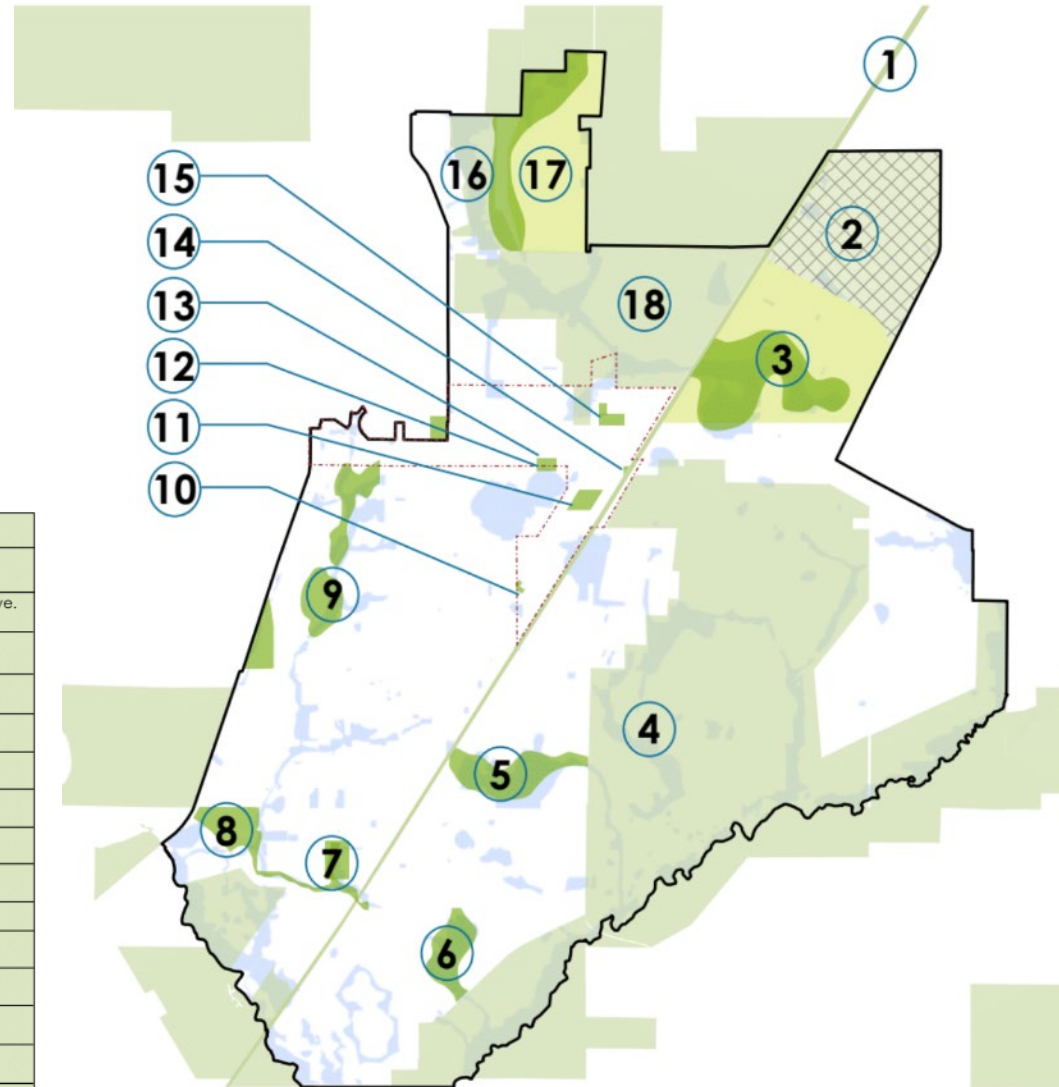


# Environment



## Open Space and Parks

Open Space	Acres	Key Features
	n/a	Proposed component to Greenways Trail System (1995).
		While not technically protected land, acreage functions as open/undeveloped.
3. District 2		Approved for ELAPP purchase. Recommend agricultural cooperative.
4. Little Manatee River Corridor Nature Preserve	--	Watershed recharge and protection area.
5. District 3	--	Open space set aside, protect integrity of wetlands and forested areas.
6. District 5	--	Open space set aside, protect integrity of wetlands and forested areas.
7. District 4	--	Open space set aside, protect integrity of wetlands and forested areas.
8. District 4	--	Open space set aside, protect integrity of wetlands and forested areas.
9. Dug Creek	--	Open space set aside, planned development. Forest Brooke CDD
10. TITF/Murphy Land Act	1.61	Managed as conservation land.
11. Wimauma Park	18.89	Open fields, Civic Center, RCMA Early Education Center
12. Lake Wimauma Point	--	Public access to Lake Wimauma with SR 674 pedestrian crossing.
13. Paseo	--	2 public right of ways to be captured as a community amenity/gathering space.
14. TECO Plaza del Sol	--	Adjacent to the greenway, a flood prone parcel with history to be activated as community space and stormwater management.
15. Boys + Girls Club and Senior Center	--	Indoor and outdoor facility for neighborhood youth.
16. Bullfrog Creek Mitigation	--	TDR conservation sending zone.
17. District 1	--	Approved for ELAPP purchase. Recommend agricultural cooperative.
18. ELAPP Bullfrog Creek	--	Watershed and significant ecological conservation area.



While most of Wimauma is currently undeveloped, much of it is publicly inaccessible. Residents have expressed a desire for safe play areas and natural areas that families can utilize for recreation, specifically sports fields and shaded areas for outdoor gathering. New planned developments are required to construct open space, but this is generally not seen as a community-wide benefit. Dedicated space is a public good for healthy living, social cohesion, and community development. The development areas within the WVR-2 are required to maintain 40% as open space with 10% of that space located internal to new development as parks or trails. The remaining 30% is intended to be contiguous to preserve Wimauma's rural character.

New schools and other civic buildings or properties can provide important community resources and amenities. Joint use agreements for outdoor recreation will make the most out of public and investments.

# Environment



## Open Space and Parks

Park spaces and plazas throughout Wimauma support both passive and active recreation for residents and visitors. **These parks and recreational areas are part of the public realm strategy for Wimauma. As green spaces within the built and natural environments, they should be productive in storm water collection and filtration, and contribute as low-impact design (LID) for water management.**

Lake Wimauma Point: The majority of land around the lake is privately owned. A small parcel of land on SR 674 is owned by Hillsborough County. Acquiring adjacent parcels which are also non-conforming would allow the County to maximize community opportunity for waterfront access. Providing public access along SR 674, where land is mostly unbuildable, is part of a larger recommendation to develop civic open space within Downtown Wimauma. **Lake Wimauma Point is a community boardwalk which stretches out into Lake Wimauma across the street from the Market Paseo and is connected to the bike network via SR 674.**



# Environment



## Agriculture

### KEY INSIGHT

New and young farmers are interested in farming, but they often face barriers, including a lack of affordable farmland and access to capital. The HRC in Wimauma expressed that there are a number of farm workers interested in operating or owning farms in the Wimauma area, but that they do not have access or opportunity to do so.

### FARM SIZE (CO-OP)

#### Less than five acres (2 ha)

- Farms can work leanly and be highly engaging for residents and communities
- Small farms require one to two full-time staff members (depending on production systems, the type of food produced, and amount of programming).
- They are typically more focused on education, experiences, and events with small-scale intensive production.

#### 5 - 20 acres (2 to 8.1 ha)

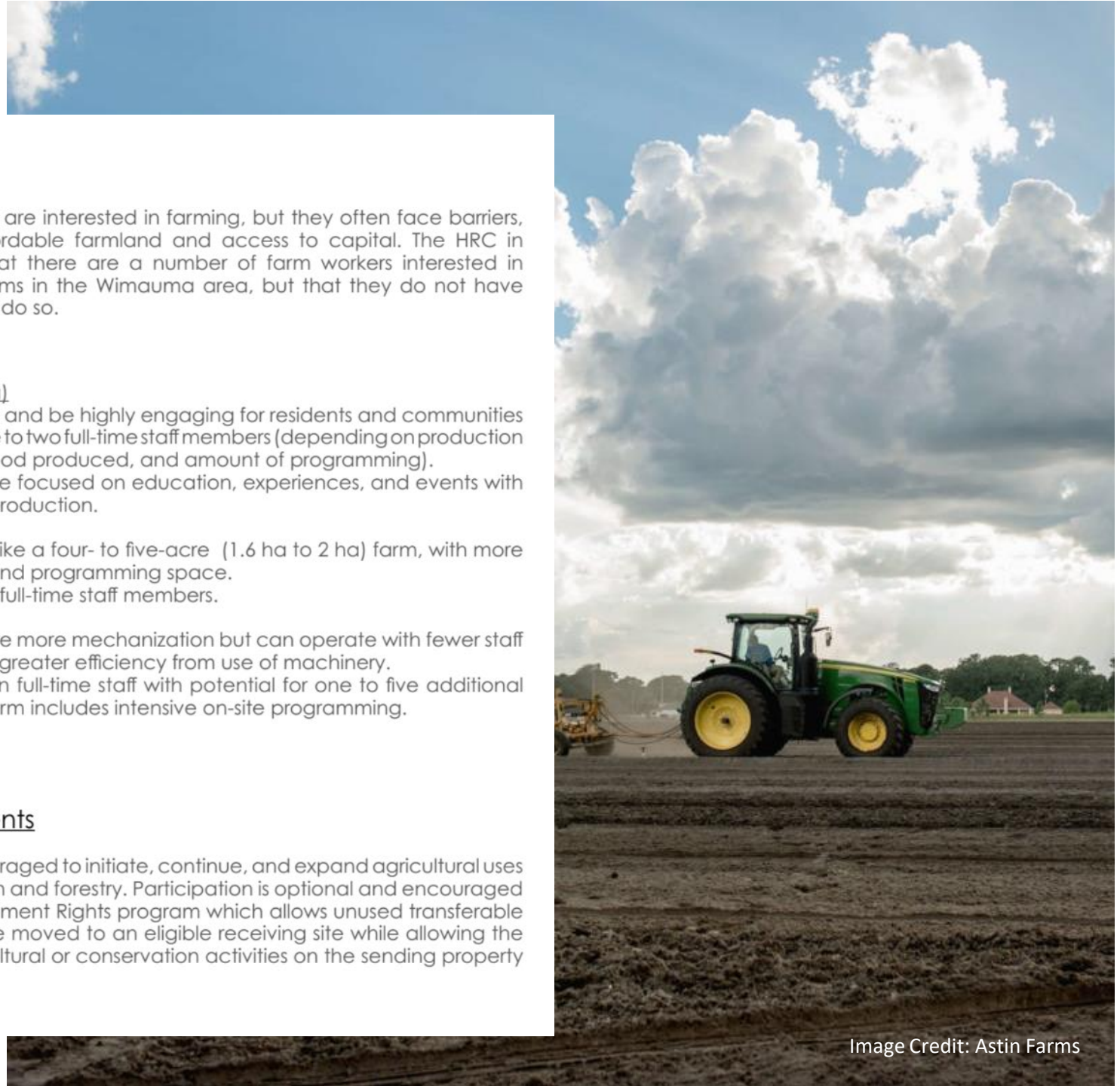
- Such farms run much like a four- to five-acre (1.6 ha to 2 ha) farm, with more room for production and programming space.
- They require ten to 20 full-time staff members.

#### >20 acres (8.1 ha)

- Farms of this size require more mechanization but can operate with fewer staff members because of greater efficiency from use of machinery.
- They require about ten full-time staff with potential for one to five additional staff members if the farm includes intensive on-site programming.

### Agricultural Easements

Owners of land are encouraged to initiate, continue, and expand agricultural uses including food production and forestry. Participation is optional and encouraged in the Transfer of Development Rights program which allows unused transferable development value to be moved to an eligible receiving site while allowing the owner to continue agricultural or conservation activities on the sending property (Section ---).



# Environment



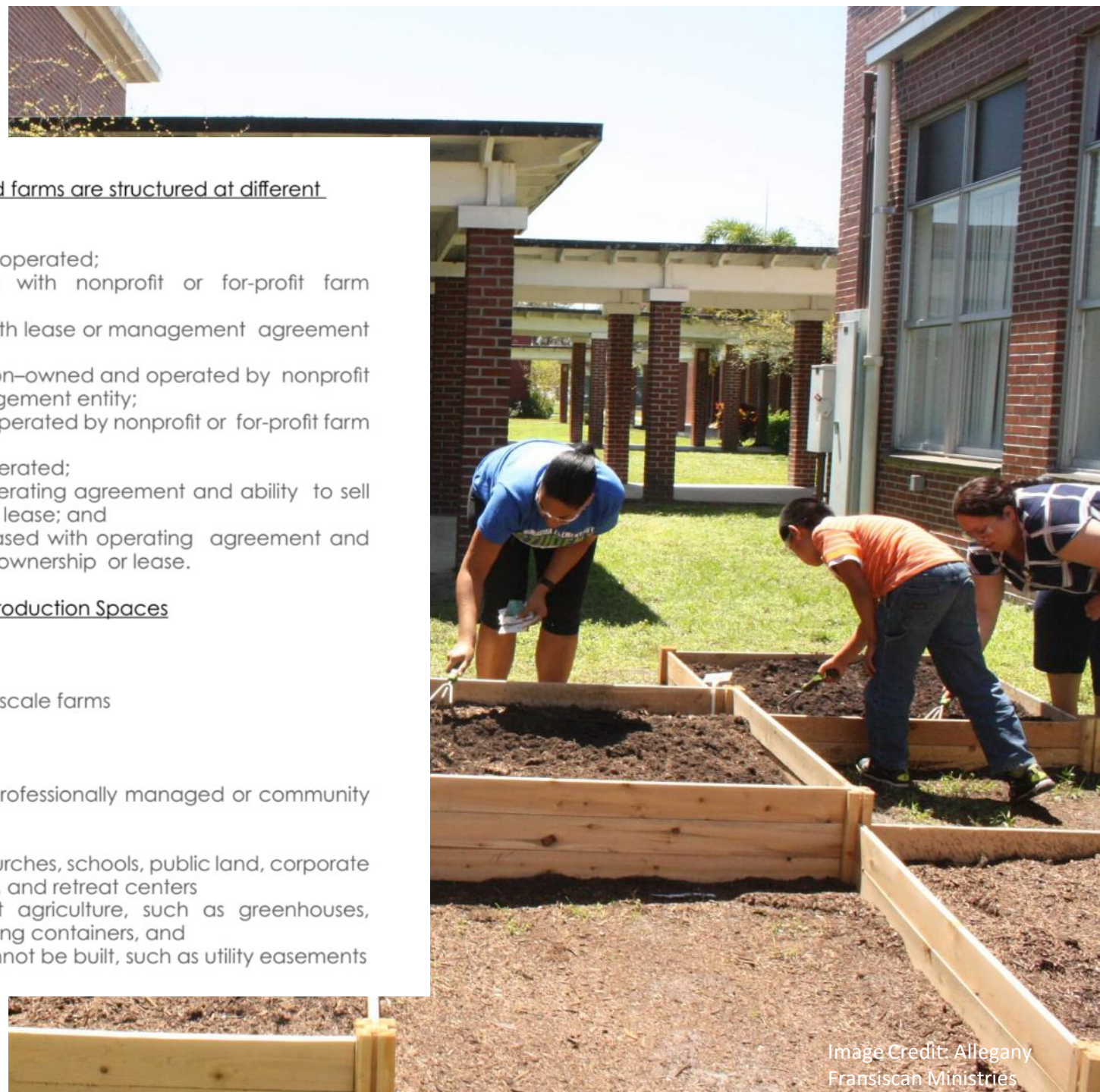
## Agriculture and Agrihoods

Examples of how agrihood farms are structured at different phases of a project:

- Developer owned and operated;
- Land trust ownership with nonprofit or for-profit farm management entity;
- Land trust ownership with lease or management agreement with farmer or farmers;
- Homeowners association–owned and operated by nonprofit or for-profit farm management entity;
- Public ownership and operated by nonprofit or for-profit farm management entity;
- Publicly owned and operated;
- Farmer-owned with operating agreement and ability to sell or transfer ownership or lease; and
- Nonprofit owned or leased with operating agreement and ability to sell or transfer ownership or lease.

Types of Agrihood Food-Production Spaces

- Community farms
- Demonstration farms
- Small-scale/accessible-scale farms
- Edible landscaping
- Vineyards
- Orchards/olive groves
- Community gardens (professionally managed or community managed)
- Rooftop farms
- Farms or gardens at churches, schools, public land, corporate campus, senior centers, and retreat centers
- Controlled-environment agriculture, such as greenhouses, warehouses, and shipping containers, and
- Land where homes cannot be built, such as utility easements



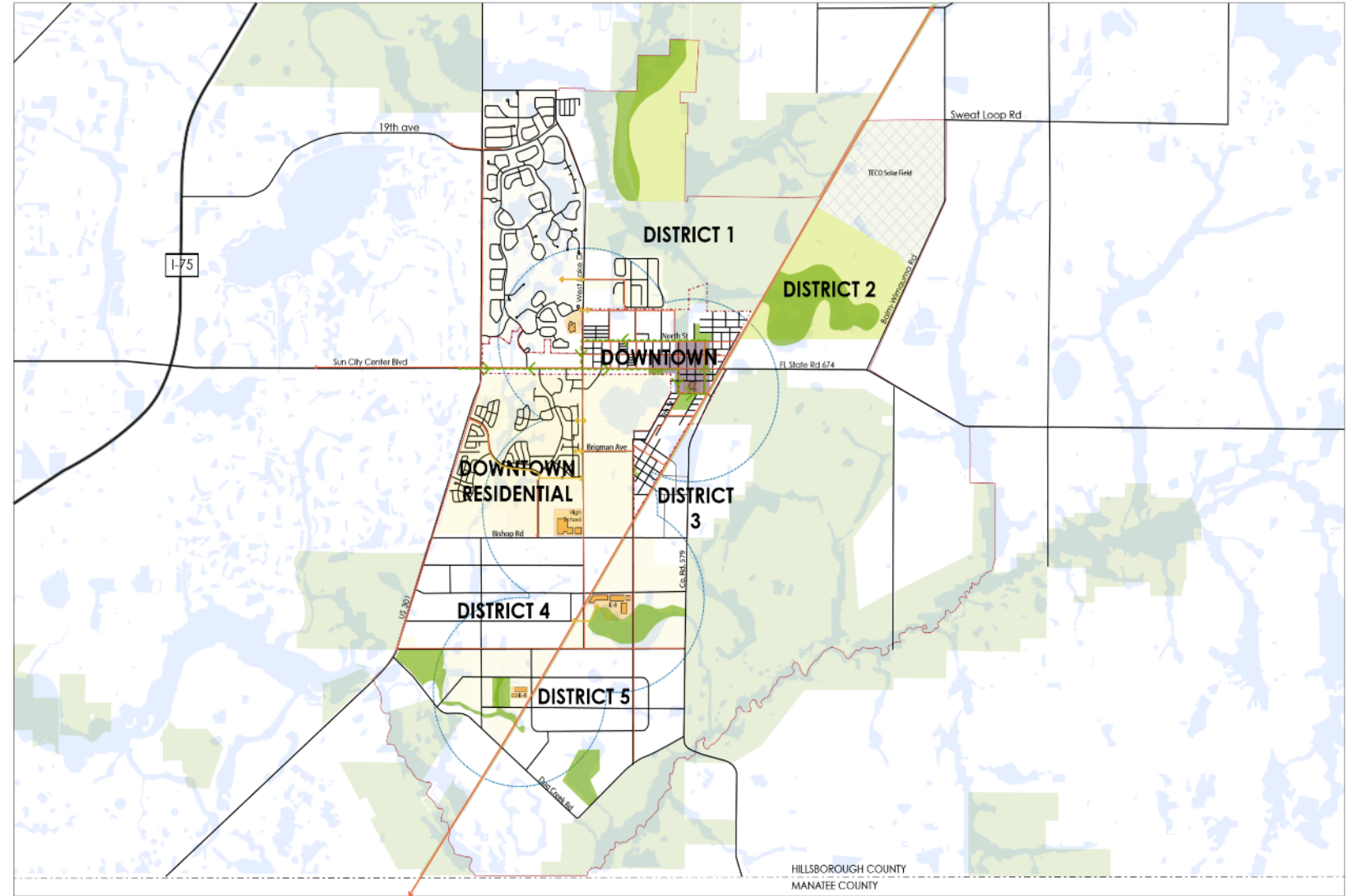
# Cultural Capital & Community



## Supporting Neighborhood Schools

Schools are essential elements to community development and readiness. In 1974, 66% of all children walked or rode a bike to school. By 2000, that number dropped to 13%, and childhood obesity had skyrocketed (Dr. Richard Jackson, Design Healthy Communities). Studies have shown that walking and biking to school has increased children’s concentration, improves mood and alertness, and enhances memory, creativity, and overall learning. Programs that promote safe routes to schools result in improvements to both academics and physical fitness. (Dr. Richard Jackson, Design Health Communities). For the children in Wimauma this is a key aspect to their readiness and future opportunity.

Wimauma Elementary School is located in Downtown Wimauma and will anchor the new Main Street. Residents have shared concerns about overcrowding and would like to create safe routes to school so that children can walk and bike to Wimauma Elementary and Reddick Elementary School which is located at the border of Downtown Wimauma.



**WIMAUMA**  
Regulating Plan

Wimauma	Downtown District	Proposed School Location with 1 mile radius	Bike and Pedestrian Safety Network
Protected / Conservation Land (ELAPP)	P.D. (in progress)	Proposed Conservation Set Aside Min.	Pedestrian Connections
LULC Wetlands		Approved Agrihood/Cooperative	Transit Circulator

0 0.5 1 2 Miles  
Data Source: Hillsborough County



# Cultural Capital & Community



## Sustainable Local Business



Wimauma currently has 108 active businesses according to WTL.

For every \$100 you spend at local businesses, \$68 will stay in the community. **Independent retailers return more than three times as much money per dollar of sales to the community in which they operate than chain competitors.** Independent restaurants return more than two times as much money per dollar of sales than national restaurant chains. Small businesses employ 77 million Americans and accounted for 65% of all new jobs over the past 17 years.

**Local Character and Prosperity** - In increasingly homogenized places, communities that preserve their one-of-a-kind businesses and distinctive character have an economic advantage by extenuating local talent, culture, material, and history.

**Community Well-Being** - Locally owned businesses build strong communities by sustaining vibrant town centers, linking neighbors in a web of economic and social relationships.

**Entrepreneurship** - Entrepreneurship fuels America's economic innovation and prosperity, and serves as a key means for families to move out of low-wage jobs and into the middle class.

**Environmental Sustainability** - Local stores help to sustain vibrant, compact, walkable communities which in turn are essential to reducing sprawl, automobile use, habitat loss, and air pollution.

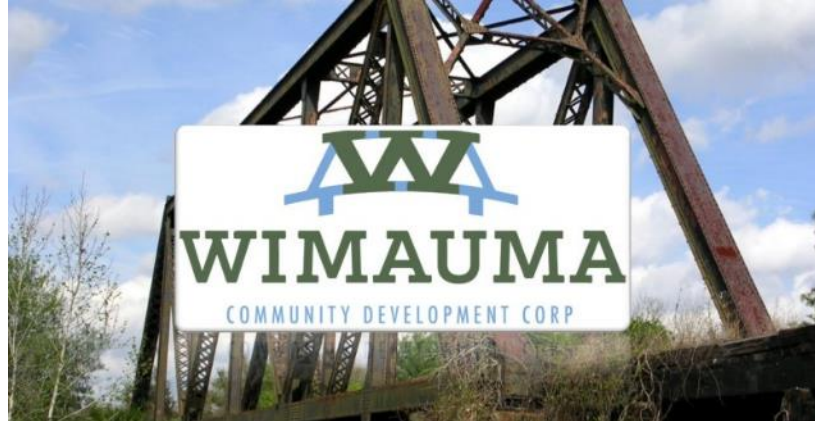
**Product Diversity** - A multitude of small businesses, each selecting products based on their own interests and the needs of their local customers, guarantees a much broader range of product choices.

*(source: ilsr.org)*

# Cultural Capital & Community



## Fostering Community Partnerships



Non-profit organizations provide both social and economic benefits to the communities they serve. These mission-driven organizations provide essential social investment and address a number of community issues. Wimauma's organizations have been front line responders to some of the community's most challenging issues including public health and healthcare, jobs training and business development, education, community development, civic engagement, and citizenship advocacy.

There are also a number of food banks and social services within Wimauma. There are many migrant workers within Wimauma associated with the agriculture industry. An official population count is unknown, but community non-profits have identified services which this population lacks including healthcare, adequate safe housing, banking, access to technology, economic opportunity, access to viable transportation, and access to education.

# Wimauma Downtown

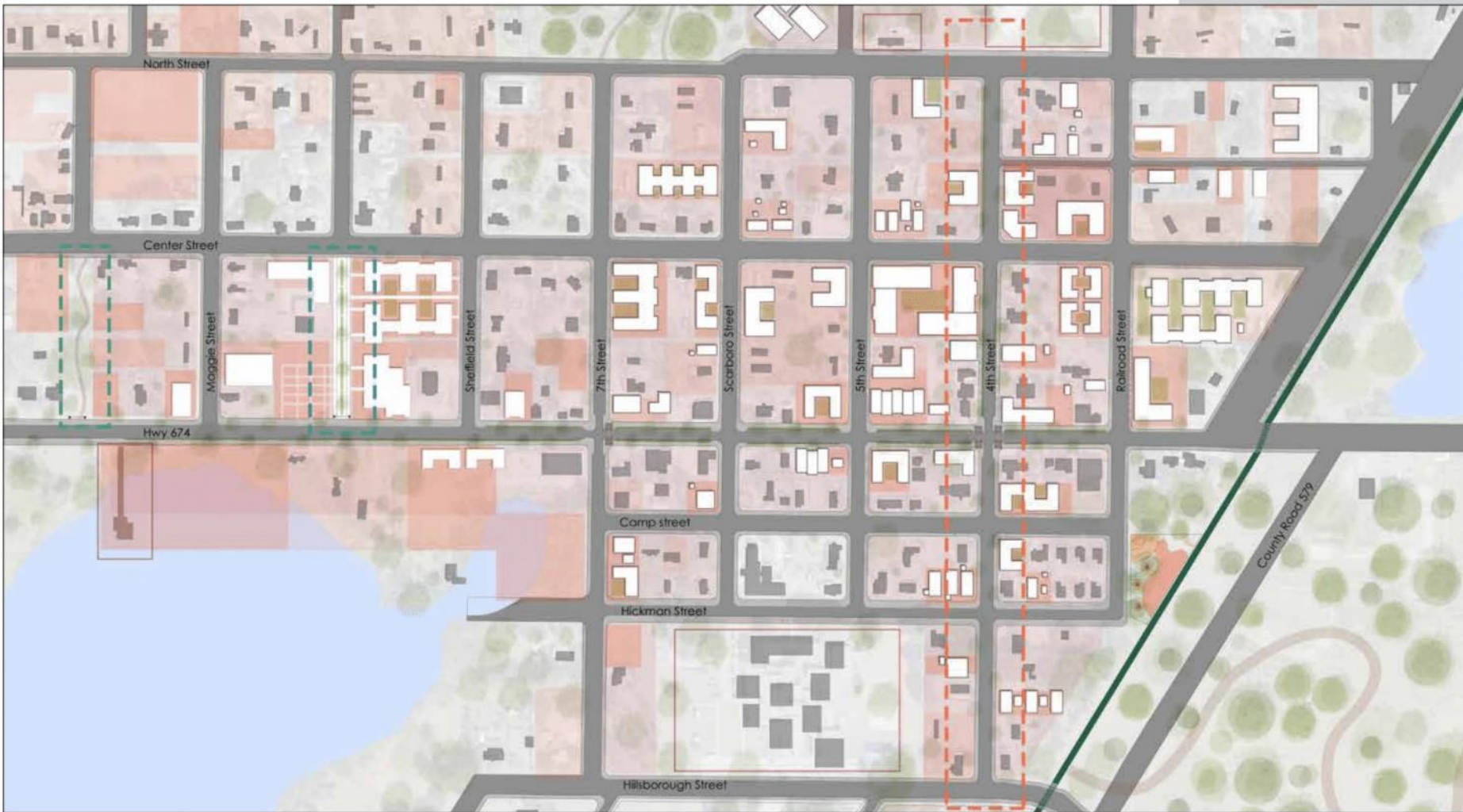
## Strategic Plan



- Walkable
- Mix of Uses
- Connection to Transit
- Bike Network
- Small Businesses / Local
- Small town feel with active local businesses and vibrant community spaces.
- Small scale buildings
- Compact setting along Main Street to support continuous storefront.
- Porch-like store fronts frame the street room.
- Create housing and mixed-use development that leverage the advantages of farm-adjacent locations.
- The number of farmers markets in the United States grew by 395 percent between 1994 and 2017.
- Many studies find as much as a 15 to 30 percent increase in the value of properties adjacent to parks and open spaces, which can include working farms and community gardens.
- Clustered development generally results in lower infrastructure capital expenditures and lower maintenance costs for local jurisdictions.
- Agrihoods can include clustered development around preserved farmland.

# Wimauma Downtown

## Master Plan



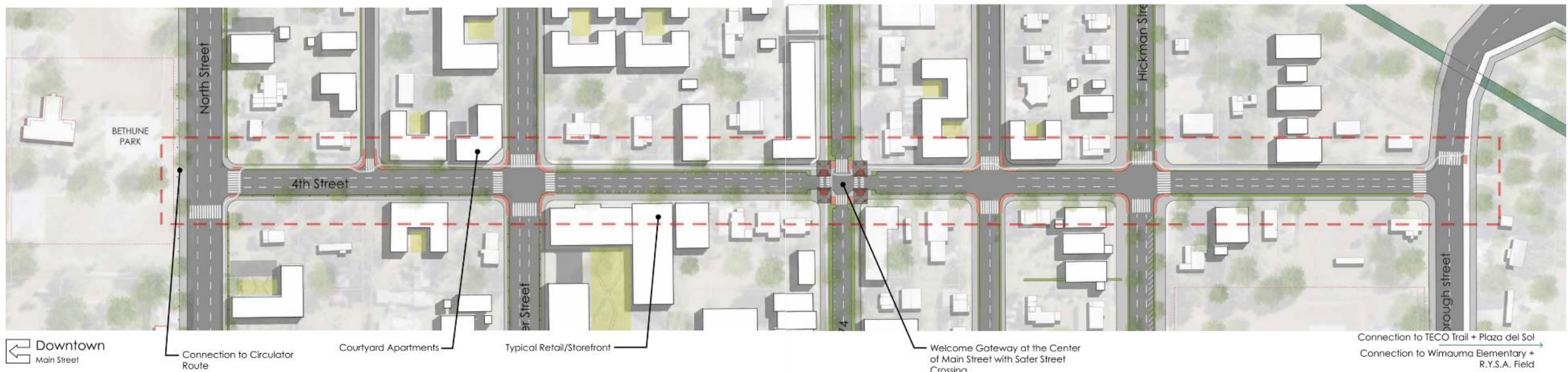
# Wimauma Downtown

## Master Plan: Programming



# Wimauma Downtown

## Master Plan: Main Street (4<sup>th</sup> Street)



# Wimauma Downtown

Rendering: Main Street (4<sup>th</sup> Street)



# Wimauma Downtown

Master Plan: SR 674 at Main Street





# Wimauma Downtown

Market Paseo: SR 674 at 8<sup>th</sup> Street near Strawberry Market

**The Market Paseo**, at 8th Street, would serve as an urban pocket park with a paved pathway lined by shade trees. This passageway is part of the public realm and serves pedestrian activities. The Market Paseo can host community farmers markets and other gatherings.



# Wimauma Downtown

Paseo Central: SR 674 at Post Office Square/Delia Street

**The Paseo Central** at Delia Street is a more formal paved plaza which can host daily activities and special community gatherings. The paseo borders the government district intended to cluster civic buildings and uses. This passageway and plaza serves an important part of the public realm in Downtown.



# Wimauma Downtown

## Wimauma Plaza del Sol: Former Train Station at Greenway Trail

Wimauma Plaza del Sol is designed as a floodable landscape and park space in the former train station location. Plaza del Sol sits between downtown Wimauma connecting the Main Street area with the Wimauma Greenway. It is easily accessible to residents living in downtown and the Lake Wimauma area, and to the new residential development planned for the WVR-2 area. and Shaded by trees with ample space for community events including concerts, presentations, and shows on the corner stage.





# Wimauma Downtown Strategic Initiatives

## **Strategic Initiatives:**

Infrastructure  
Affordable Housing  
Mobility  
Economic Opportunity

## **Strategic Plan Next Steps:**

Additional Community Input  
Completed Market Study  
Completed Community Surveys

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# Questions?

## Thank You

**For more information contact:**

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