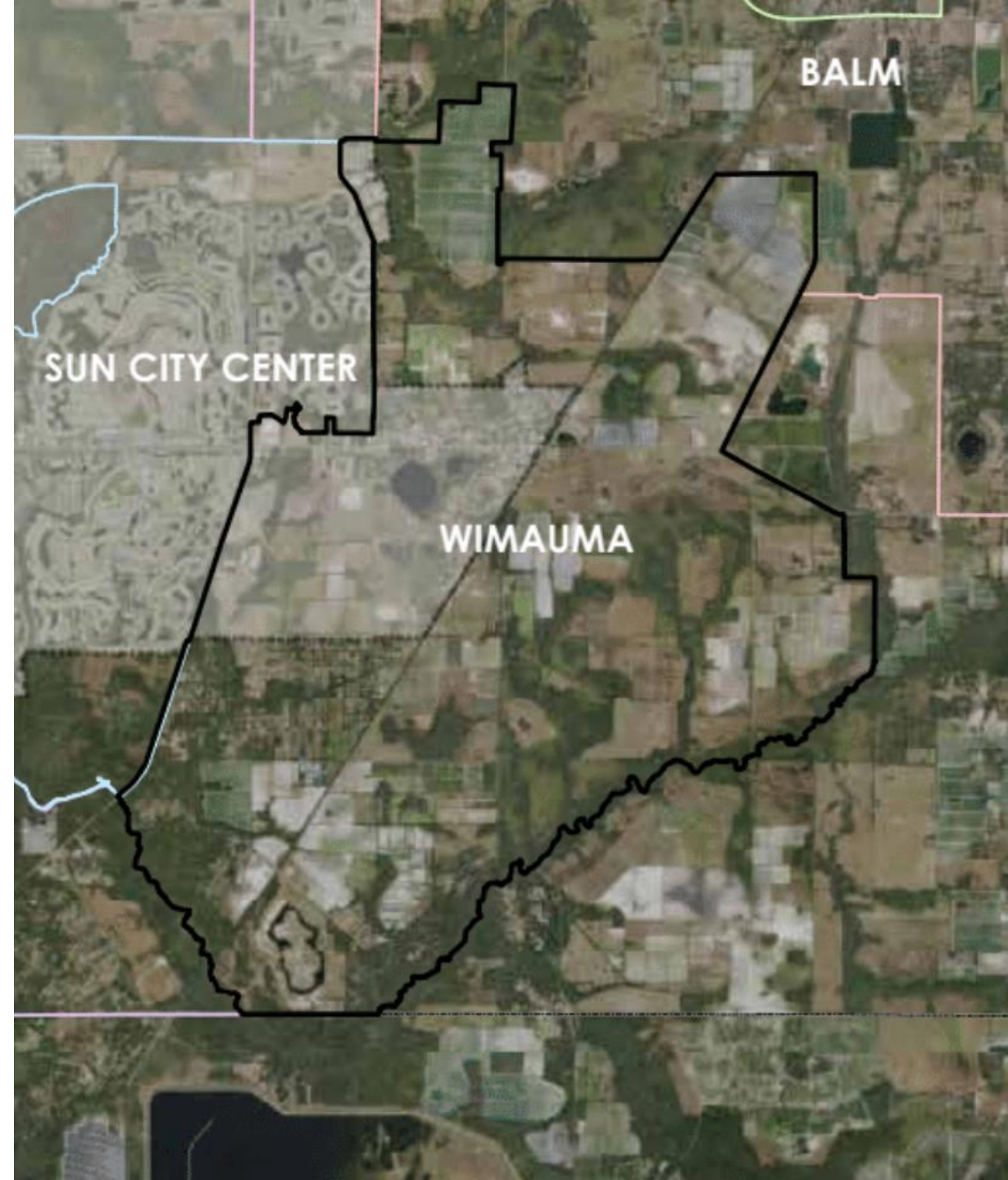


WIMAUMA

Community Plan Update

Board of County Commissioners
Presentation

July 2020



Hillsborough
County Florida



Hillsborough County
City-County
Planning Commission

fccd+r

florida center for community design & research

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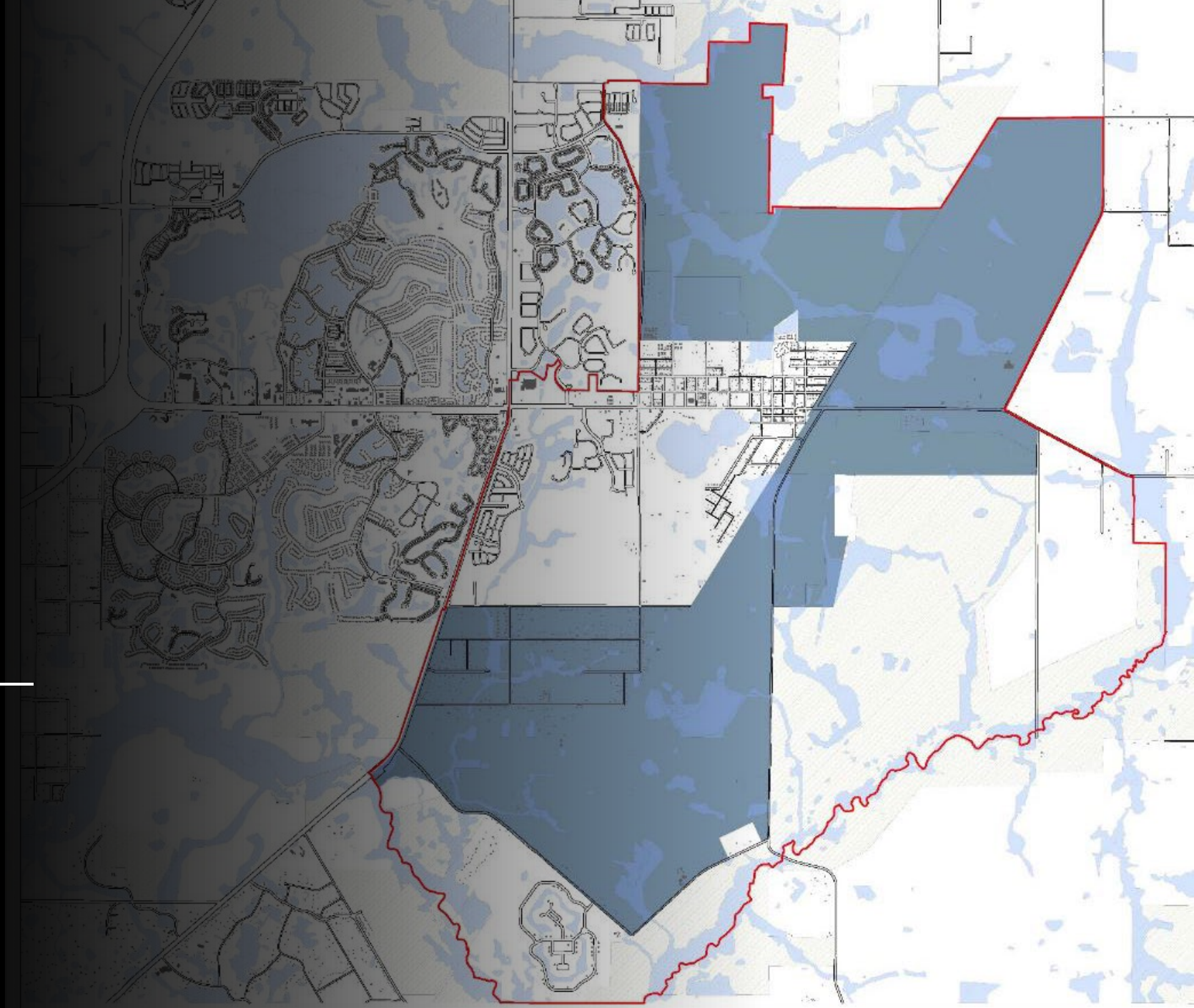


Community Plan Update

Update to the existing Wimauma Community Plan 2007

WVR-2 Policy Update

Downtown Vision and Strategic Action Plan



Key Objectives:

- ❑ **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

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)

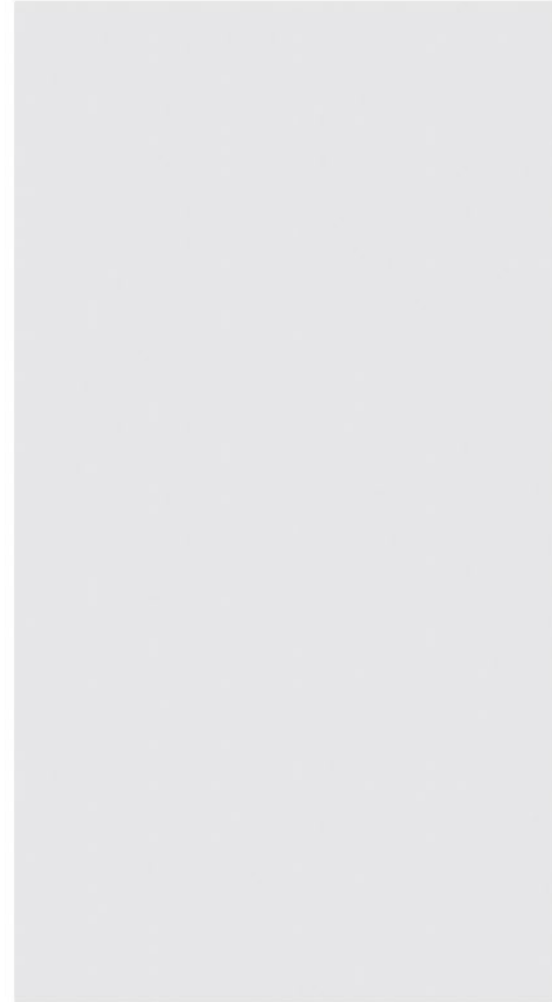
RESILIENCE is Wimauma's capacity to change, absorb shock and reorganize, in order to sustain community identity (adapted from: Folke, 2016).

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.

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 Small Town With a Lot





Mobility

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



Form + Character

- Town + Rural Landscape
- Zoning
- Infrastructure
- Scale (Parcels)
- Small Town
- Downtown Districts
- Main street
- WVR-2
- Housing / Building Types



Environment + Open Space

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



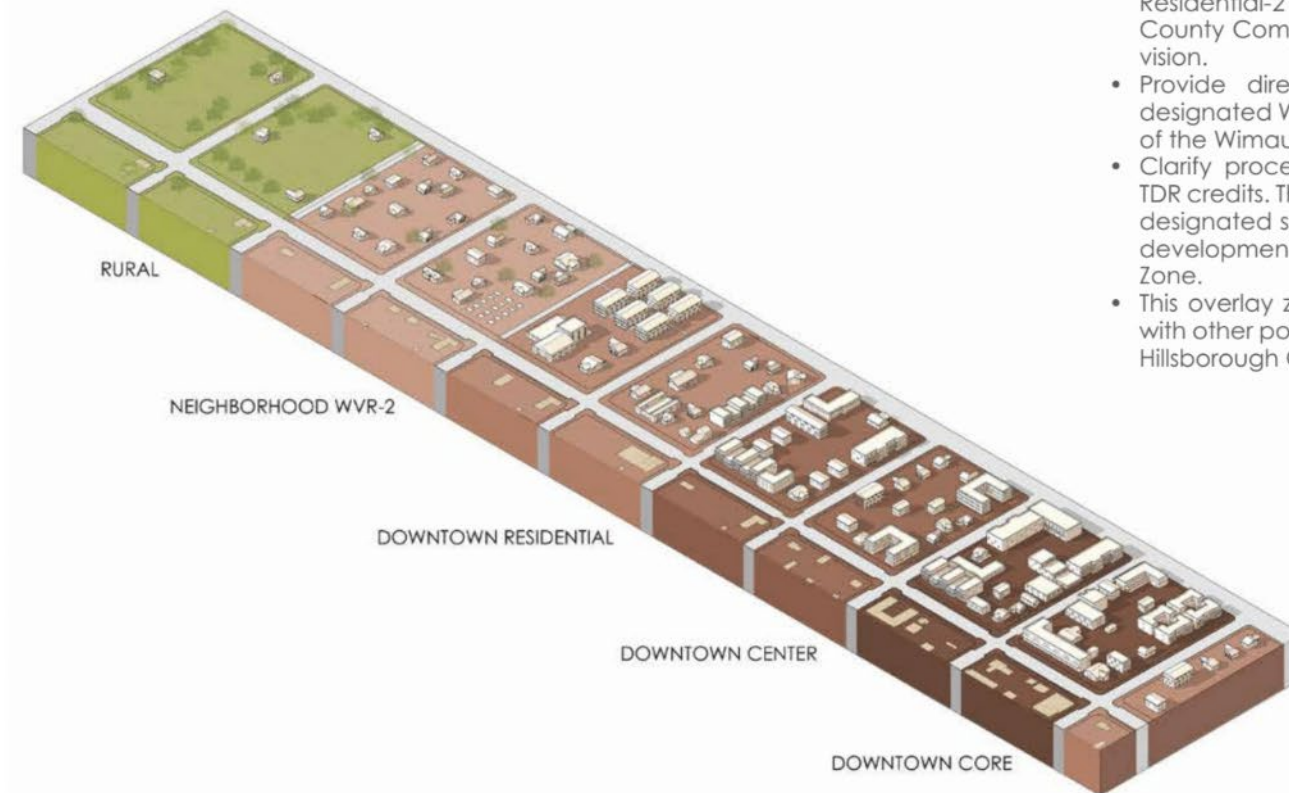
Cultural Capital + Community

- Create a gateway or welcome center to natural areas
- Schools
- Shared Resources
- Social network

Community Wide Approach

Urban Design Framework

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.

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.



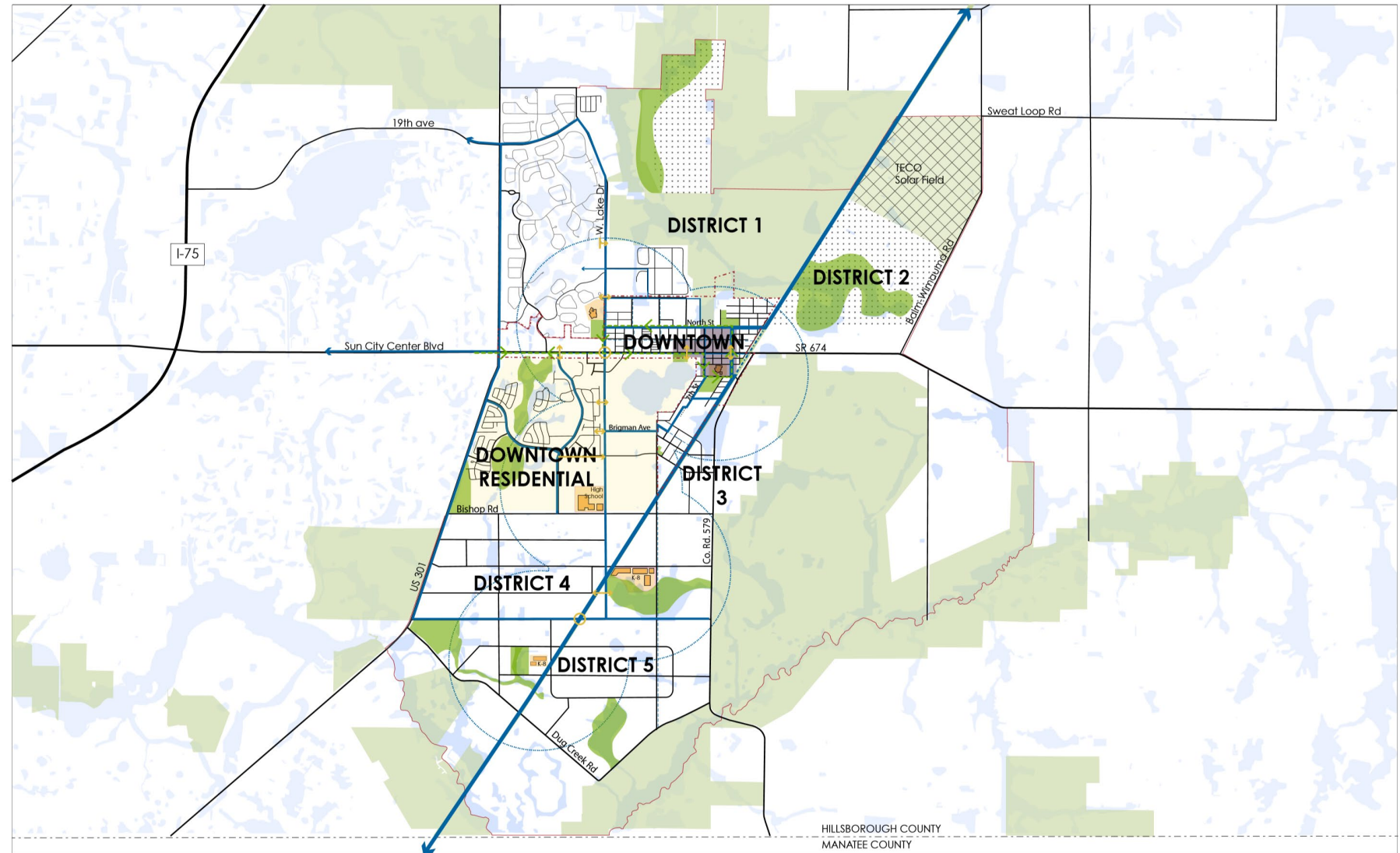
Form & Character



Wimauma Districts




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


The districts help identify opportunities and are not regulating.



 **WIMAUMA**

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

-  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
0 0.5 1 2 Miles

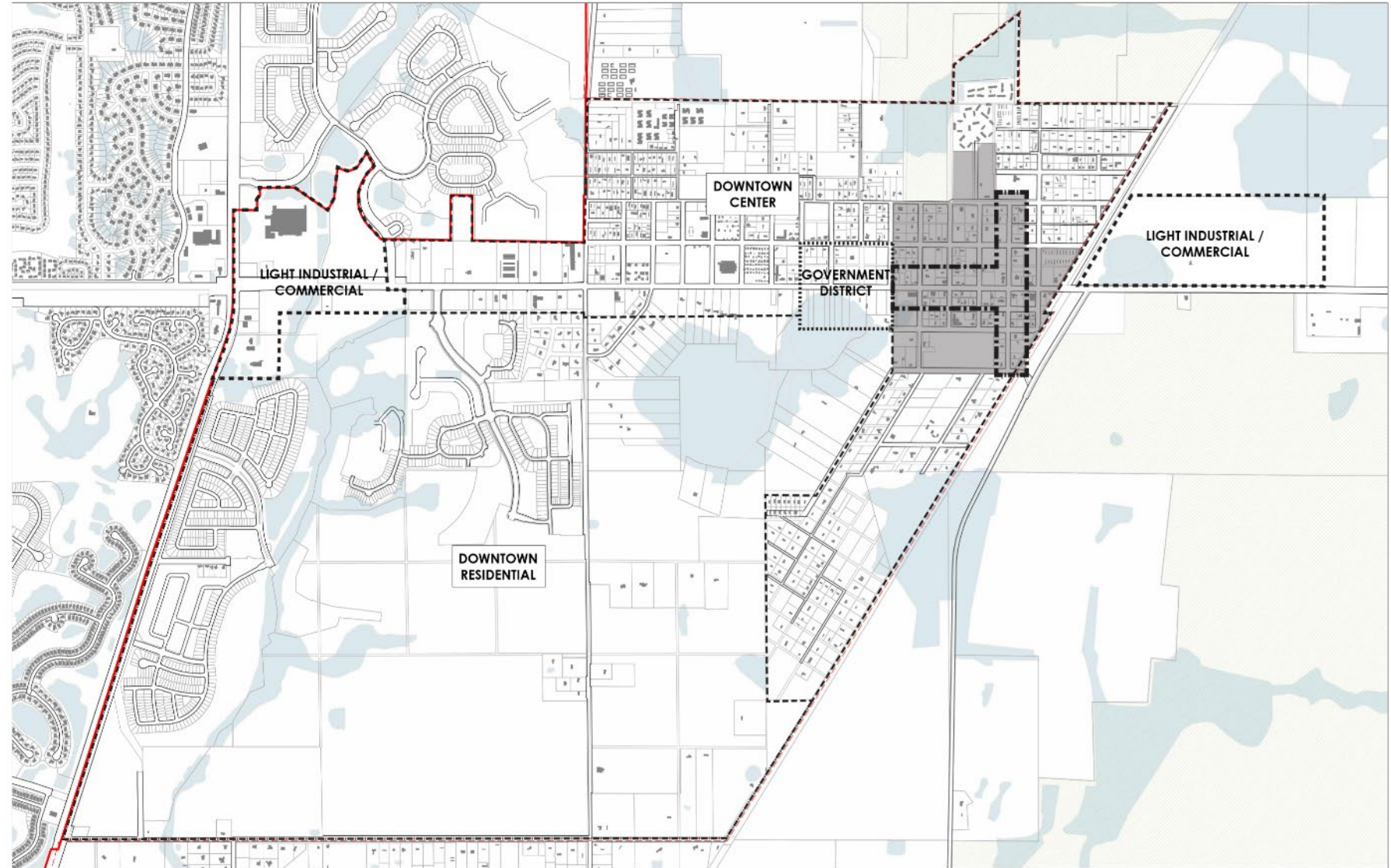
Form & Character



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

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 Strategic Initiatives



Development Opportunities



Affordable Housing
Opportunities



Multi-modal Opportunities



Infrastructure and Public
Realm Opportunities



Business Development
Opportunities



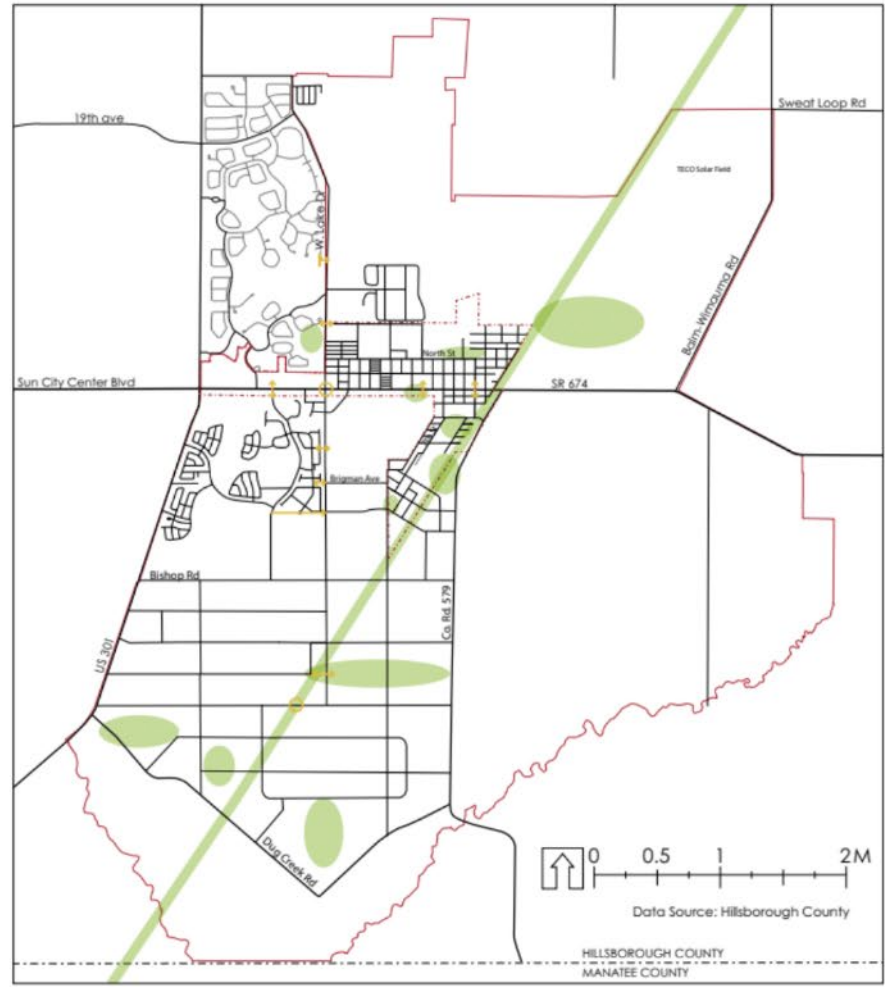
Educational Opportunities



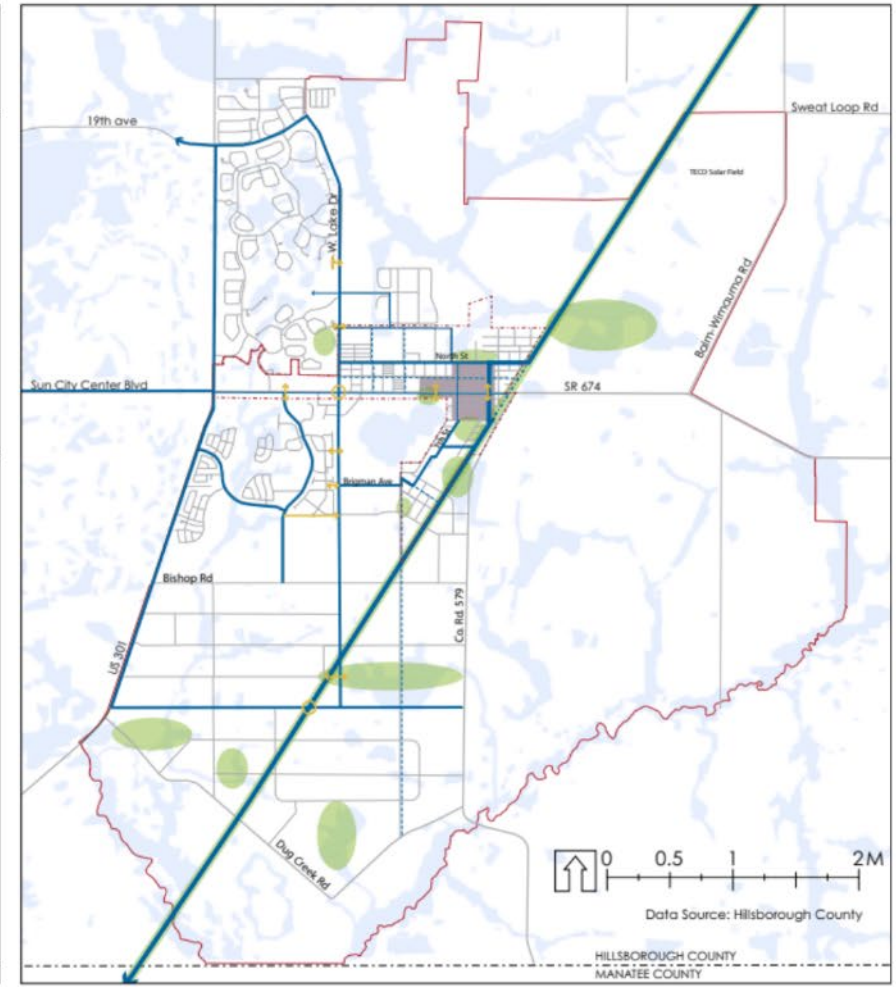
Health and Wellness
Opportunities

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

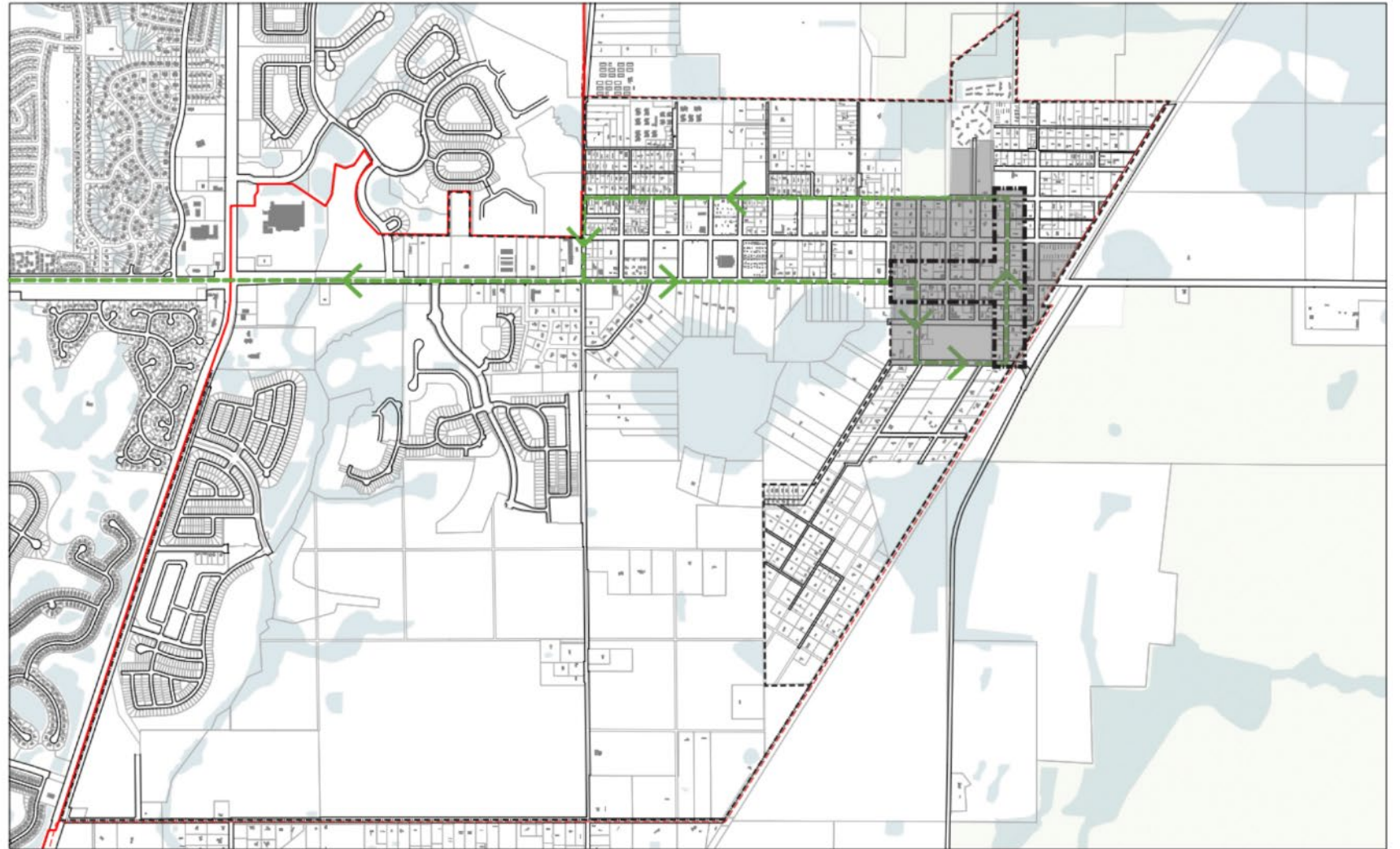
can be designed for various classifications, but must consider context-sensitive approaches to serving diverse users and modes of transportation regardless of their age, ability, or mode of transportation. Performance measures include safety for pedestrians and capacity to move high volumes of traffic.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



Mobility



Transit



 **WIMAUMA**
Circulator Map

 Circulator

Data Source: Hillsborough County

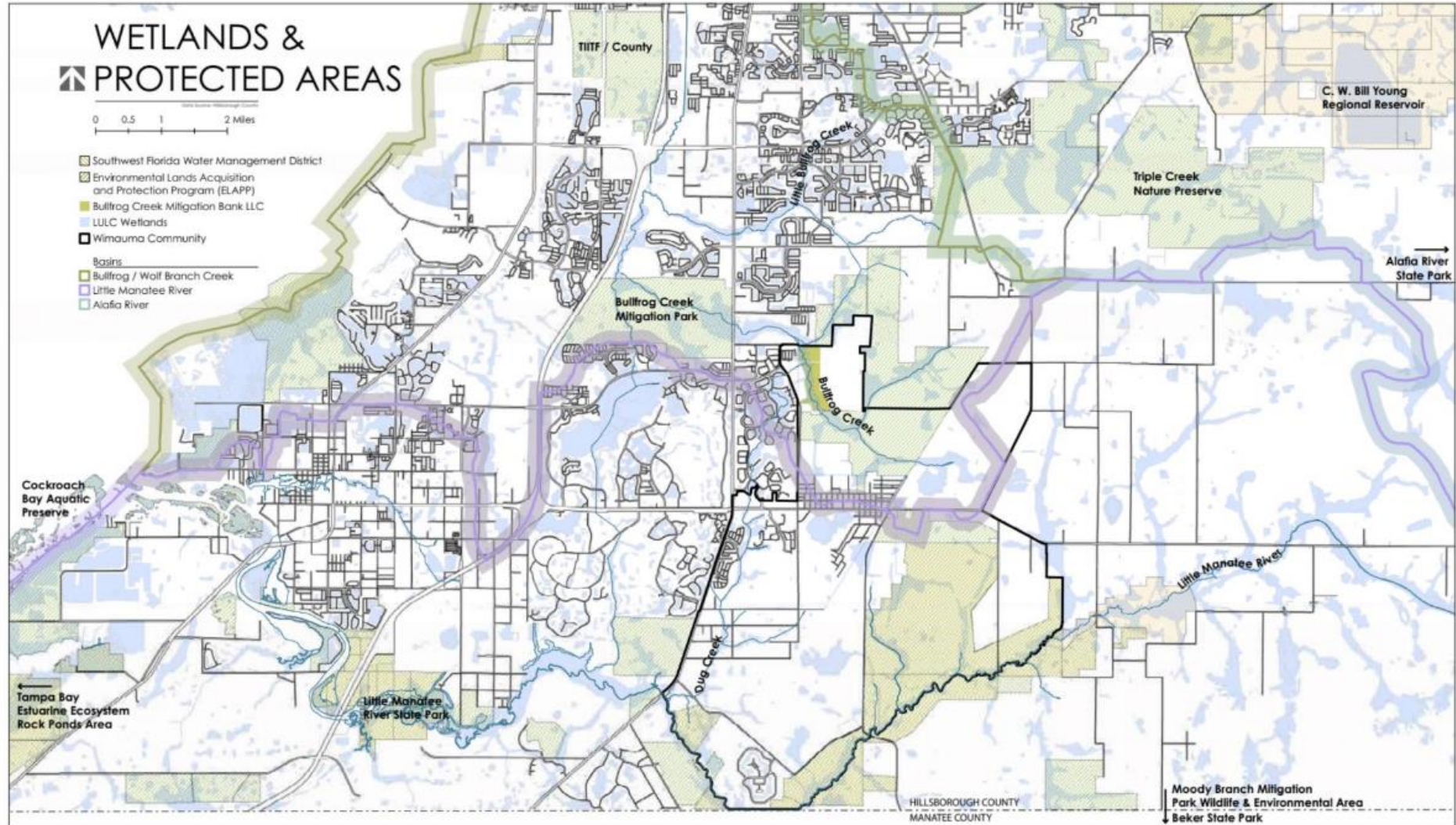


Environment



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



Agriculture and Agrihoods

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.

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



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.

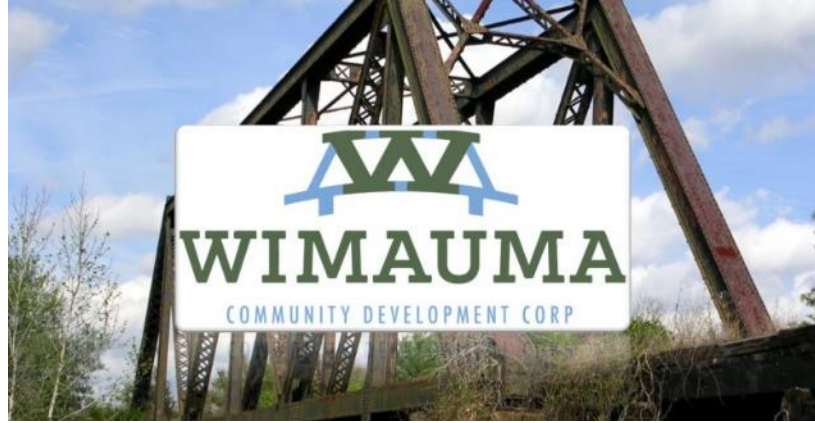
Product Diversity - A multitude of small businesses, each selecting products based on their own interests and the needs of their local customers, guarantees a much broader range of product choices.

(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.

Policy Updates

Future Land Use Element

Residential Gross Density

- Incentive to increase for Affordable and Workforce Housing

Employment and Service Requirements

- possible decrease in square footage as appropriate,
- mechanisms to encourage/provide economic development/employment through developer contribution

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: Wimauma Village Residential Neighborhood (Part 5 LDC)

Wimauma Downtown Overlay

Wimauma Downtown 1-5 year Actionable Strategies

- Farming Co-Op Incubator
- Community Land Trust for Affordable Housing
- Infrastructure Prioritization Plan
- Educational Partnerships and Shared Use
- Expand Health Care Access
- Small Business Development in partnership with the Hillsborough County Entrepreneurship Collaborative Center



Questions?

Thank You

For more information visit the project website:

www.bit.ly/wimaumavillage

Or contact:

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