LAKE WALES CONNECTED:
The Downtown Revitalization Plan

10.02.19

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The Downtown Revitalization Plan

Credits:

Dover, Kohl & Partners
town planning & urban design

Hall Planning & Engineering
multi-modal transportation planning

Partners for Economic Solutions
market analysis & implementation strategy

Parlier + Crews Architects
architects & local liaison

Lake Wales Community Redevelopment Agency

Main Street Lake Wales

Lake Wales Connected *was created with the contributions and input of hundreds of participants from the Lake Wales community!*

Contents:

Introduction

Lake Wales Connected

People need the towns they call home to be practical and economical, but they also want them to be inspiring. A century ago, the Olmsted Brothers and William Lyman Phillips, the best landscape architects and urban designers of their generation, had high aspirations for what the new settlements of Florida should become: living, growing, vital, beautiful, motivating works of art. Glimpses of those aspirations are visible in their work at Bok Tower Gardens, at Mountain Lake, and Lake Wailes Park. Their design vision for the core of Lake Wales was also boldly green: ***a city as a garden****, its gleaming downtown on a hill, rising as if from the Garden of Eden. The Lake Wales Connected plans for Downtown and Northwest Lake Wales resume work realizing that Olmsted/Phillips vision, restoring the trees that were lost, upgrading the streets and public spaces, and drawing people back to these neighborhoods for their uniquely green, historic sense of place.*

Lake Wales Connected is more than just a plan for improvements to a single street, district or neighborhood; it is a strategy for revitalization of Lake Wales' historic Downtown and one of its most important close-in neighborhoods. Together, the Downtown and Northwest Redevelopment Area comprise the "Core of Lake Wales." Companion report documents detail a community-based vision for the future, as well as unique strategies and plan recommendations for each area. This report contains recommendations for the revitalization of Downtown Lake Wales.

The City of Lake Wales has a long, rich history, incorporated in 1917, with historic buildings that reflect a proud heritage. Planning and quality urban design were a priority for the town's founders; the experience of walking along the city's historic streets or enjoying the area's lakes and parks is the result of their decisions. The nationally-renowned Olmsted Brothers did important work for the City and surrounding region, including plans for the City's street network as well as Bok Tower Gardens and the Mountain Lake neighborhood.

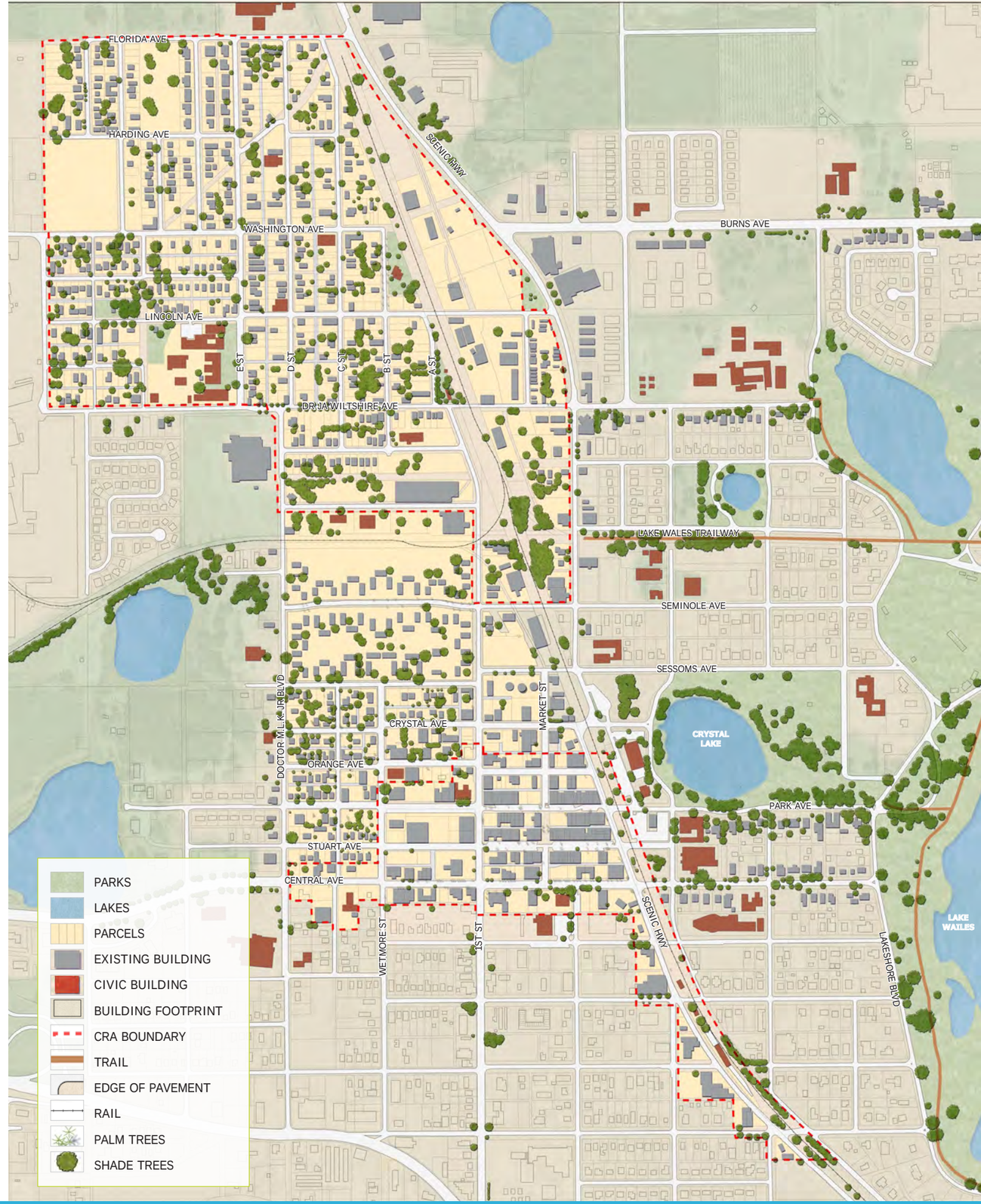
Over the years, Downtown and the Northwest Neighborhood began to experience challenges similar to those experienced in many peer communities, with a movement of jobs, activities, and households to surrounding suburban areas. Vacant buildings and lots became more prevalent. Recently, there has been recognition of the natural and built assets present in Lake Wales, and some recent successes have seen events and activity return. This plan seeks to build upon this momentum, and provide a strategy that builds upon the City's legacy of quality design, using a community- based vision to direct future improvements, growth, preservation, and economic vitality. A consultant team including urban designers, town planners, and architects, as well as an economist and traffic engineer worked with Main Street Lake Wales, the Community Redevelopment Agency (CRA), City officials and staff, and hundreds of local stakeholders to define a common vision. This report summarizes that planning process and the resulting recommendations for Downtown. It also includes a strategy for near-term and long-term improvements to realize the vision. The Lake Wales Connected Plan can be used by the City, community leaders, business and property owners, and city residents as a roadmap to guide future change and improvements.

Assets to build on:

- Natural beauty, parks, open space
- Bok Tower
- Built environment & historic architecture
- Polk State College
- Local entrepreneurship & industry

Recent Successes:

- Main Street Organization's new events (Hops, Shop & Stroll)
- Recently rehabilitated Downtown buildings with apartments, restaurant
- Partnership of Main Street & CRA organizations on this plan

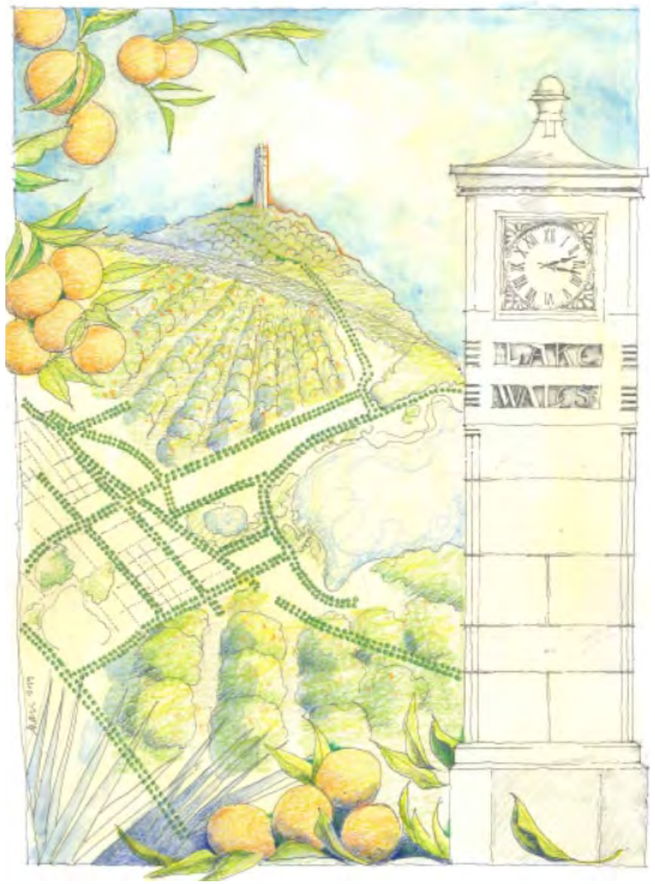


Right: Core of Lake Wales, existing conditions Illustrative Plan.
(Compare to Proposed Illustrative Plan in The Big Ideas.)

City History and the Olmsted Legacy

The first settlers arrived to Lake Wales in 1911; the town was incorporated in 1917. The center of commercial and civic life was the area that now comprises the Lake Wales Downtown Historic Business District, which includes properties on both sides of Park Avenue and Stuart Avenue, from Scenic Highway to the west side of 1st Street (including the Walesbilt Hotel site). A collection of historic buildings that remain in this core area provides a unique resource that sets the City apart from others in the region.

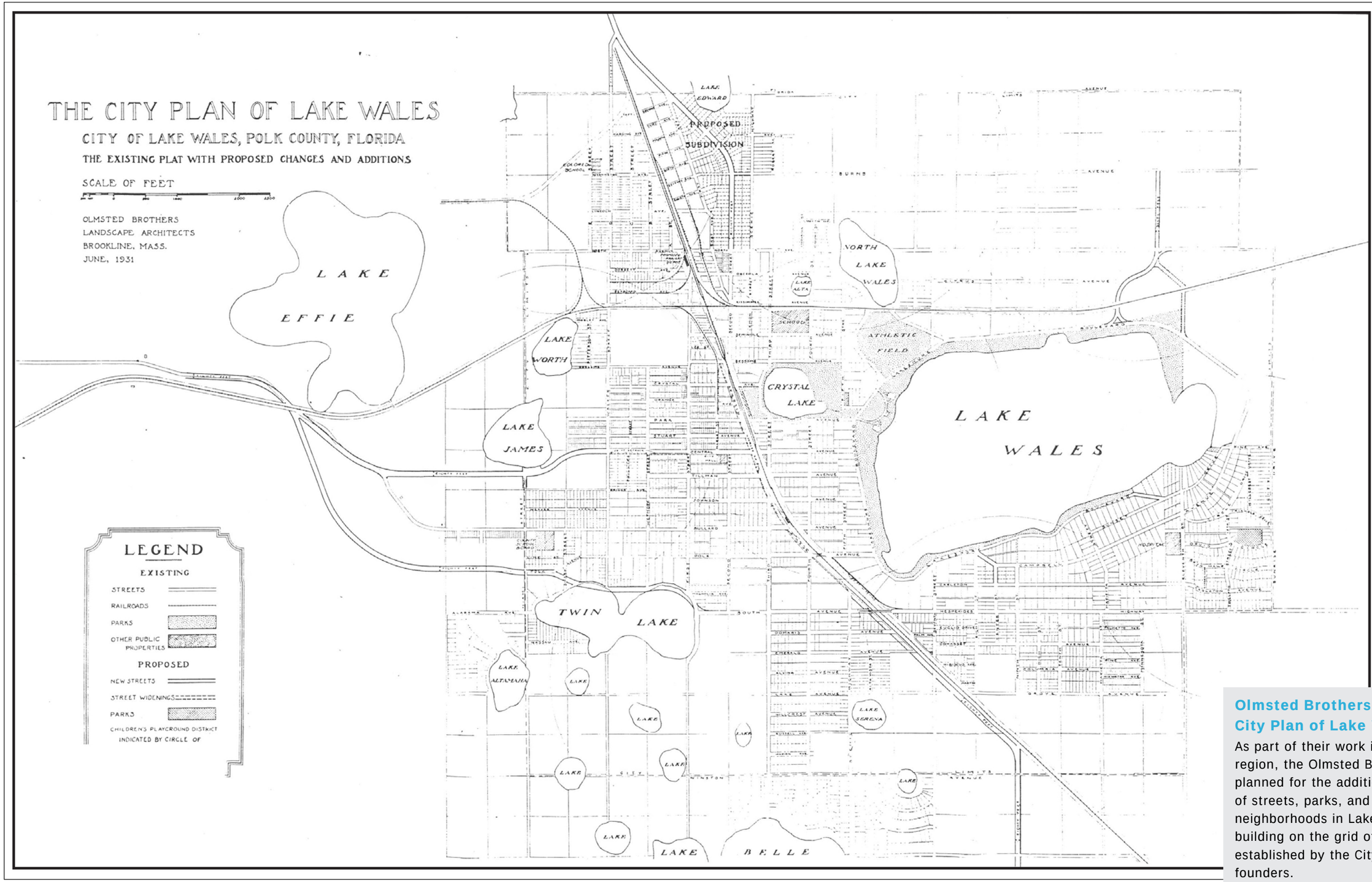
The design expertise of the Olmsted Brothers in the 1920s left a permanent imprint on the region, evident in the master planning and landscapes of Bok Tower Gardens and Mountain Lake. They also planned for the addition of streets and new neighborhoods in Lake Wales, building on the grid of streets established by the founders. Most of the new streets were implemented; however, the planting of streets documented in their drawings was left largely undone. The City streets, together with parks and lakes, were meant to join together in a connected “green-and-blue” network. The City now has an opportunity to pick back up on the Olmsted legacy and realize their vision, to connect the missing linkages in the open space network, and make public space landscapes a spectacular and defining feature of Lake Wales.



Left: This watercolor painting, created during the charrette week, highlights the connectivity of Lake Wales and its immediate neighbors. Downtown, the Northwest Neighborhood, Mountain Lake, and Bok Tower were all designed to be part of one cohesive environment. Psychological connections exist between Bok Tower and the City’s clock tower. City founders had a vision for garden city planning, as if the city was rising out of a garden. Stronger physical connections through tree-lined streets and landscaping throughout the area will reinforce this vision.

Right (top two rows): Historic photos of Lake Wales

Right (bottom two rows): The Olmsted Brothers legacy in the region is evident in the design of Bok Tower Gardens and Mountain Lake.



Olmsted Brothers City Plan of Lake Wales

As part of their work in the region, the Olmsted Brothers planned for the addition of streets, parks, and new neighborhoods in Lake Wales, building on the grid of streets established by the City's founders.

Downtown Current Conditions

Design mattered a lot to the founders of Lake Wales, and it shows in the built environment they left behind. Community character is formed not just by buildings, but by they places they shape – street scenes, parks and other civic spaces. The streets of Downtown were once the focal community gathering place, the center of commerce, and essential parts of daily life.

Over time, as activities moved out from the center of town, vacant buildings began to mix into City street scenes, and less activity was found on area sidewalks, particularly after the end of the workday.

The design of the urban environment and quality of physical conditions contributes to feelings of disconnectedness felt today. Wide vehicular lanes on streets between Downtown, the Northwest Neighborhood, and surroundings produce fast through-moving vehicles, making streets and intersections uncomfortable for pedestrians and cyclists. Crumbling, disconnected sidewalks make it uncomfortable to cross the railroad tracks, producing a barrier between Downtown and the parks, lakes, and parking supply found east of the tracks. A sparse tree canopy fails to provide adequate shade on area sidewalks.

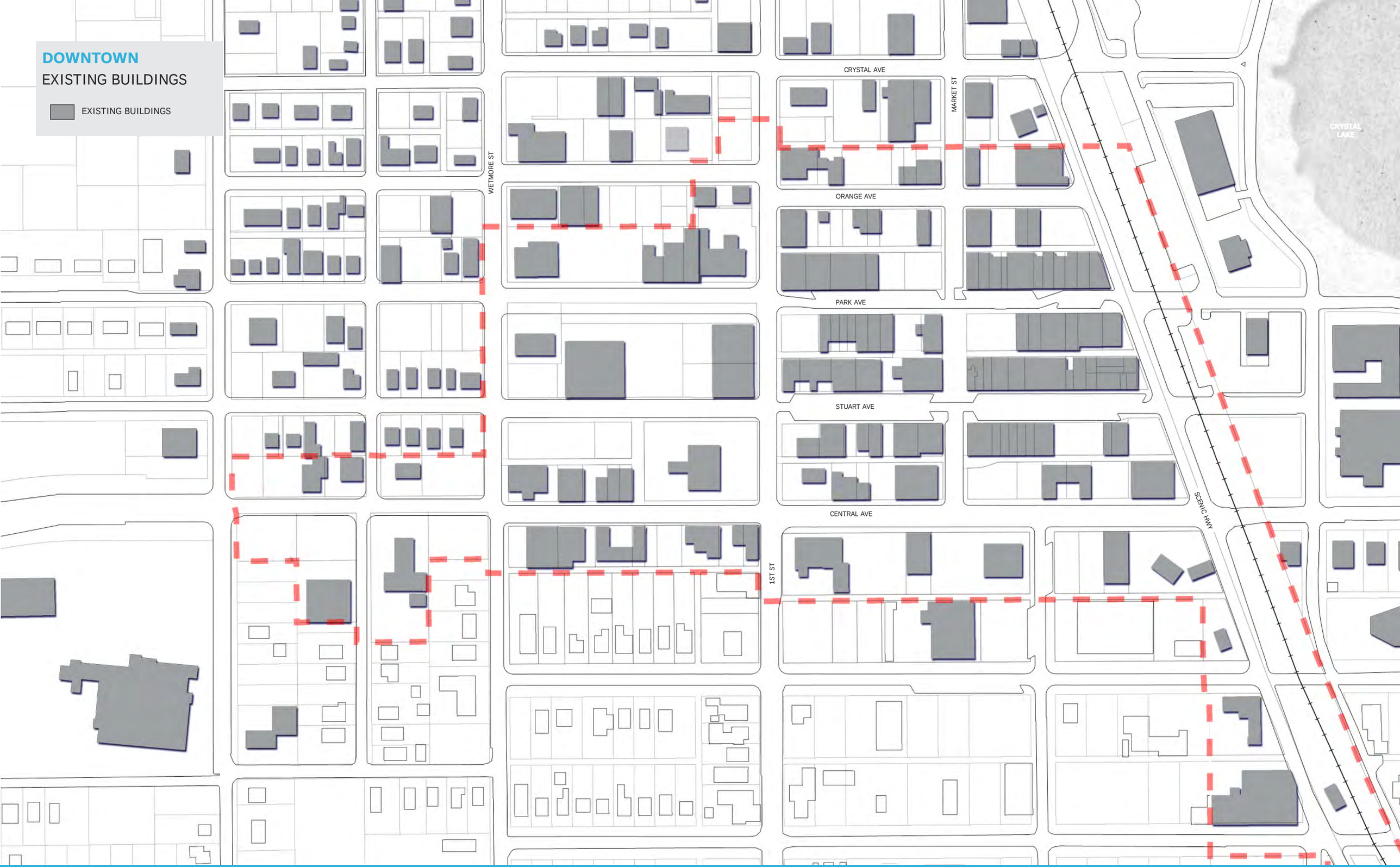
Despite this, the strong “bones” of a traditional town, with historic street-oriented buildings lining streets and sidewalks, remain in the physical environment found today. The essential tasks of the Lake Wales Connected plan are to repopulate the core area neighborhoods, re-inhabit vacant buildings, and fill area streets with activity.

Above: Walking across the train tracks east of Downtown.

Right: Existing conditions in Downtown Lake Wales.

DOWNTOWN
EXISTING BUILDINGS

EXISTING BUILDINGS



Market Overview

Prior to the charrette, a Market Profile was prepared that compiled basic demographic and market information to identify opportunities and factors that could affect the feasibility of proposed plan concepts. The complete Market Profile is included in Appendix A; a brief summary of conclusions follows:

- In its current condition, the Core Area's market opportunities are relatively limited. Current market trends do not support development of new Core Area buildings to serve the Lake Wales office or retail market. Prevailing rents would not support the cost of new construction. The potential rents would not give an investor a competitive return on investment given the cost of construction materials and labor.
- Reaching the community's vision for a vibrant, active, connected Core Area will require transformative efforts that together will change the market trajectory. Historic buildings have inherent charm, but they need to become part of great places that attract people to spend time socializing and enjoying the physical setting and activities.
- Downtown's opportunities lie in renovation of existing buildings to provide quality space at a rent that the market can support. Attracting new investment will require a series of actions to reinvigorate Downtown, thereby increasing potential sales and supportable rents. Business as usual will not work. Market trends need to change in order to achieve the desired vision of a vibrant, revitalized Downtown.
- The required changes have begun, and conditions are improving incrementally in the Downtown as private investors buy buildings, recruit new retailers and fund tenant improvements to fill vacancies and expand Downtown's retail offerings. The revived Main Street effort is organizing merchants, businesses, property owners and other supporters to help activate and improve the Downtown. Expanded programming is bringing area residents Downtown somewhat more frequently. The owner of the Walesbilt Hotel has painted and secured the structure in preparation for interior renovations.
- The long-term revitalization strategies need to include populating the Core Area with more residents, employees and visitors who will be customers for local retailers and other businesses. Programming and events can help in the short term. Food and art can be powerful draws, offering opportunities to socialize and enjoy unique experiences not available online or in chain restaurants and strip shopping centers.

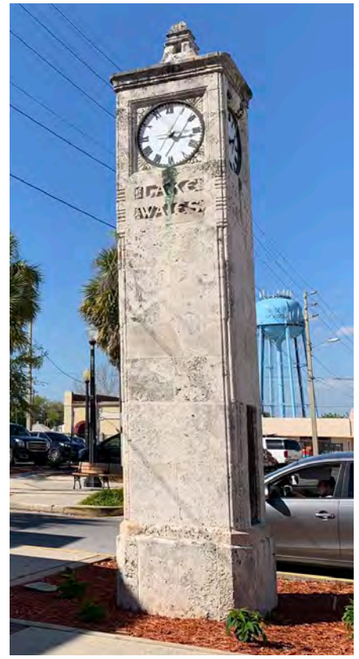
Downtown Lake Wales

Strengths

- Historic character
- Walkable Downtown
- Active Main Street organization
- Programming
- Private reinvestment
- Available infill sites
- Polk State College
- Walesbilt Hotel

Weaknesses

- Lack of critical mass
- Short store hours
- No nighttime activity
- Minimal housing
- Modest incomes
- Dispersed retail



Planning Process

Designing in Public

The Lake Wales Connected planning process was designed to seek input from many perspectives, and engage public and private stakeholders in defining a vision for the future of downtown. Business and property owners, City staff, and interested residents were among the many participants that contributed their input and ideas. The centerpiece of public involvement was an open "Designing in Public" charrette week in April 2019, which focused on both the Downtown and Northwest plan areas. Preparations and initial meetings began in the preceding months.

On January 24, 2019, the Lake Wales Main Street Board of Directors held an evening Main Street Mixer. The Mixer was part of Main Street's annual meeting and provided an opportunity for community members to gather in the Lake Wales Market Street Plaza, meet the Board of Directors and members of the Dover-Kohl team, and get up to date on the upcoming opportunities to take part in defining a future vision for downtown.

In March 2019, planning team members conducted a site visit in Lake Wales. Team members toured and photographed the study area, and met with local stakeholders and community leaders, including the newly-formed Northwest Redevelopment Area Advisory Committee. The purpose for the visit was for the team to get more familiar with Downtown and its Northwest Neighborhood, including unique assets, opportunities and challenges for the plan to address, and prepare the team for the upcoming charrette.

Project Timeline

MAIN STREET MIXER (JANUARY 2019)

SITE VISIT (MARCH 2019)

CHARRETTE WEEK: (APRIL 2019)

REFINE PLAN CONCEPTS

DRAFT PLAN FOR REVIEW (AUGUST 2019)

PLAN REVISIONS

PLAN ADOPTED (ANTICIPATED OCTOBER 2019)

Top row: Main Street Mixer held on January 24, 2019.
Bottom row: Planning team members tour the study area and learn from local experts during the site visit.

Charrette Week

On April 1, 2019, a Kick-off and Hands-on Design Session was held. Following a brief introductory presentation, participants gathered around maps of existing conditions in Lake Wales and discussed their vision for future land uses, housing, street design, and public space improvements. Over 100 people attended the session, providing their ideas for the future form and character of this historic Downtown and Northwest Neighborhood. At the end of the event, one person from each table presented their “big ideas” to the assembly.

From April 2-4, 2019, the planning team set up an on-site design studio at 218 Park Avenue. Over 90 people dropped in to the studio, which was open from 10 am to 6 pm each day. The planning team began to sketch ideas for public improvements and opportunity sites, based on feedback at the hands-on session. Meetings were held with stakeholders including City staff, public officials, and local property owners. Members of the community that stopped by the studio could sit in on the ongoing discussions and talk with members of the planning team to give feedback on draft concepts in-progress.

On April 3rd, a walking tour of the Northwest Neighborhood was conducted. Led by neighborhood leaders, the planning team and community participants walked the area together. The group discussed what used to be on vacant lots, what the neighborhood was like in the past, what it was like to grow up there, and what it needs for the future.

On Friday, April 5th, a Work-In-Progress Presentation was held where the planning team presented the draft concepts produced during the week. This meeting was an opportunity to assess all of the information gathered to date and new drawings produced during the week, and to ask if the work was on the right track. Keypad polling questions gathered reactions to the ideas from those in attendance; the team also distributed a written survey, and remained in the room around exhibit boards to gather additional feedback from attendees. Input from this meeting was used to refine the plan ideas presented in this report.

Charrette Events

1. **CHARRETTE KICK-OFF AND HANDS-ON DESIGN SESSION**
   MONDAY, APRIL 1, 6 PM, AUSTIN CENTER
2. **OPEN DESIGN STUDIO**
   TUESDAY APRIL 2 – THURSDAY APRIL 4, 10 AM – 6 PM, 218 PARK AVENUE
3. **NW NEIGHBORHOOD TOUR**
   WEDNESDAY APRIL 3 – 10 AM – 11 AM, B STREET COMMUNITY CENTER
4. **WORK-IN-PROGRESS PRESENTATION**
   FRIDAY, APRIL 5, 6 PM, GFWC WOMAN’S CLUB








Photos from the Planning Charrette, April 2019. Top two rows: Kick-off and Hands-on Design Session.
Bottom row: The open planning studio during the charrette week.

Big Ideas

At the end of the Hands-on Design Session, a representative from each table presented their "big ideas" for the future of downtown Lake Wales and its Northwest Neighborhood:

Table 1:

- Aesthetics: facades & streetscapes
- Single and multi-family housing in Northwest section
- Ease of transportation to business

Table 2:

- Brewery & restaurants with outdoor seating
- Large park/rec area to serve as connector between Downtown & Northwest
- Olmsted Design with native plants & Bok Tower input

Table 3:

- Connecting Lake Wailes to Downtown, gateways at 27 & 60
- Apartments above stores
- Pedestrian light and safer to cross Scenic Highway

Table 4:

- Connection - incorporating Downtown instead of bypassing
- Housing, one thing feeds another
- Park
- Lighting

Table 5:

- Catching Bok Tower visitors, entry/ exit through downtown
- Housing (multi-family) and jobs
- Fresh look (plants, more welcoming, park or bandshell); maintain, maintain, maintain

Table 6:

- Businesses that are accessible by walking from home
- Connectivity to lake
- Connectivity between Northwest and Downtown

Table 7:

- Establish a unified identity
- Develop nightlife, residential
- Connection of Downtown with Northwest Neighborhood

Table 8:

- Connect Northwest to Downtown, walking trail/trolley
- Outdoor dining/lighting, Olmsted, parking that's easily accessible
- Large entryways feeding Downtown & Northwest

Table 9:

- Art/Murals
- Outdoor & Indoor Event Space
- More diverse shopping/eateries in Downtown & Northwest Neighborhood
- More bike paths and make easier to cross Scenic Highway

Table 11:

- Have a small water park near market street plaza area
- Have a beautiful welcoming way to get from Northwest to Downtown, make the cityscape look the same throughout
- Opening something in the middle that would bring them together, like community center or breweries

Table 12:

- Housing infill, rebuild public housing
- Extend/ connect existing trails
- Redevelop warehouse/ manufacturing buildings and create gathering places

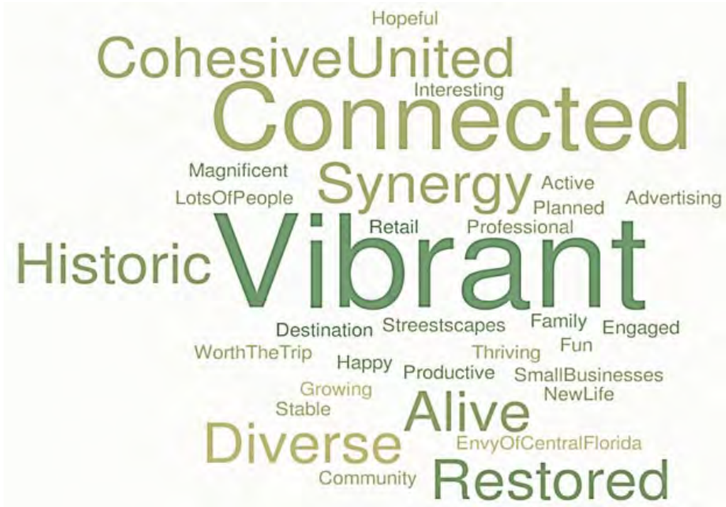
"One Word" that describes the CORE of LAKE WALES

In addition to the table maps and group presentations, community participants were also asked to write down one word that came to mind about the Core of Lake Wales "Now" and "In the Future."

Word clouds were created from the responses, which graphically reveal how participants see the area evolving in the future. The more respondents that used a word, the larger that word appears.

ONE WORD that comes to mind about the CORE of LAKE WALES **NOW**:

ONE WORD that comes to mind about the CORE of LAKE WALES **IN THE FUTURE:**

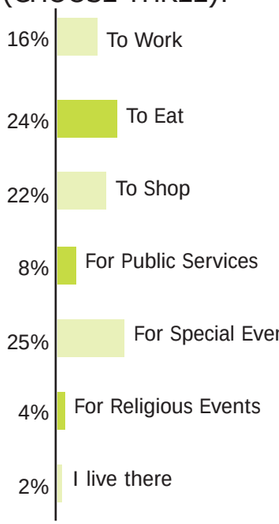


Hands-on Session: Keypad Polling

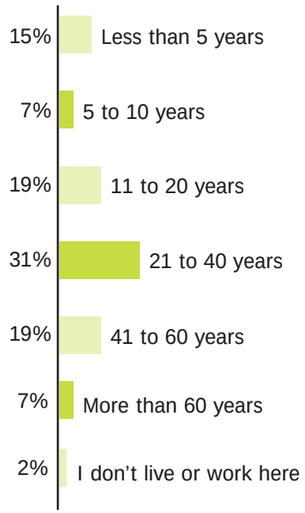
During the Kick-off and Hands-on Design Session on April 1st, keypad polling questions gathered information from participants in attendance, including how long they have lived in the area, why they go downtown, and how they move around today.

97 % THE PRIMARY WAY I GET AROUND IS BY **PERSONAL CAR**

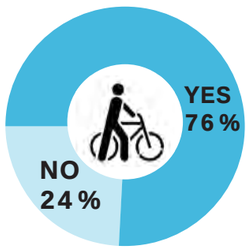
PRIMARY REASONS TO GO **DOWNTOWN** (CHOOSE THREE)?



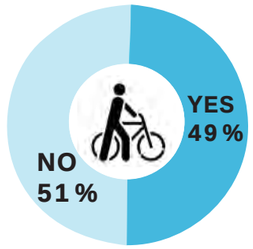
HOW LONG HAVE YOU **LIVED OR WORKED** IN THE AREA?



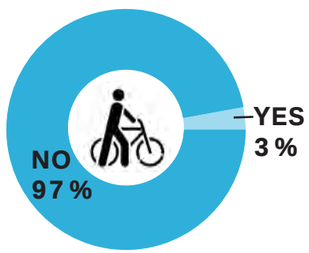
DID YOUR PARENTS **WALK OR BIKE TO SCHOOL**?



DID YOU **WALK OR BIKE TO SCHOOL**?



DO YOUR KIDS OR GRANDKIDS **WALK OR BIKE TO SCHOOL**?

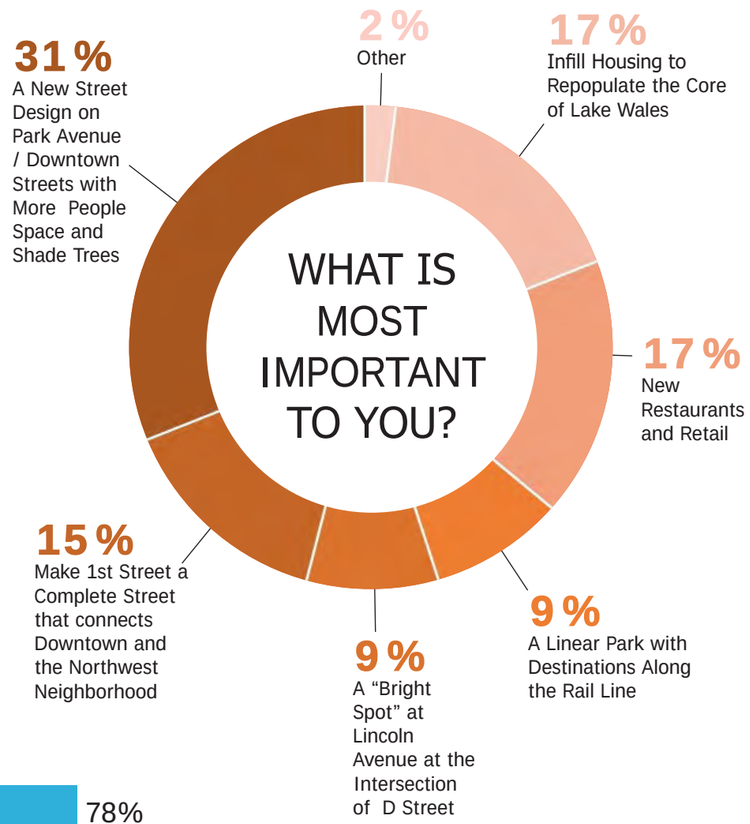


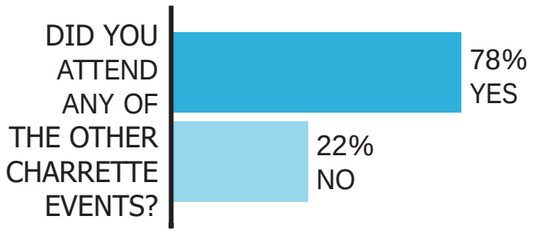
Photos from the Planning Charrette, April 2019. Top: Meeting at the Open Studio
Bottom two rows: Work-In-Progress Presentation

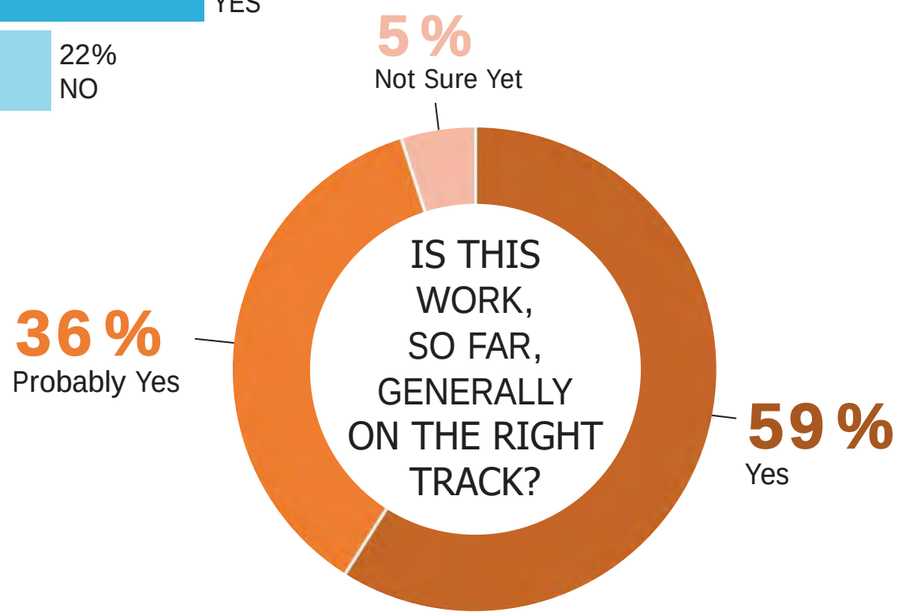
Work-In-Progress Review:
Keypad Polling

At the Work-In-Progress Presentation (April 5th), participants were asked which of the ideas presented that night were most important to them. Although all are important, 31% of attendees thought new street designs for Park Avenue and other downtown streets that provide more people space and shade trees were most critical for Lake Wales.

When asked if the ideas so far were on the right track, 95% of participants responded yes or probably yes.







OF THE MANY IDEAS YOU HEARD TONIGHT, WHICH ONES SEEM MOST EXCITING TO YOU?

- *"Olmsted Plan Reactivated"*
- *"Town Square north of Park Avenue"*
- *"Redoing Park Street"*
- *"2 lanes on Park and Stuart"*
- *"Restaurants and retail downtown"*
- *"Filling in the Core of Lake Wales is so important! I would love to be able to live in the downtown district"*
- *"Connected bike paths"*
- *"1st Street remodel and connections"*
- *"The new downtown connecting Northwest to downtown"*
- *"Redevelopment of Grove Manor to mixed housing/townhomes"*
- *"Crosswalks, sidewalks, trees"*
- *"Linking Bok Towers to downtown"*
- *"Bike trails are amazing"*
- *"More greenery and storefronts"*
- *"City in a garden"*
- *"Roundabouts"*
- *"The prospect of a connected community, more retail, and better walking areas. I love all the ideas."*
- *"Infill housing"*
- *"Restore historic facades"*
- *"Gardening ideas"*
- *"Making crosswalks safer"*
- *"Biking/walking ideas"*

WHAT IS YOUR VISION FOR THE FUTURE OF THE CORE OF LAKE WALES?

- *"Accessible/biking/fun/joyful space after 5 pm"*
- *"Connection, alive, destination"*
- *"To come alive"*
- *"Putting Lake Wales on the map"*
- *"Restored with an eye for the historic architecture"*
- *"Inviting and inclusive for small business owners"*
- *"Variety of small businesses and different types of restaurants"*
- *"Diverse, vibrant, usable, 5 am to midnight!"*
- *"More flowers and trees"*
- *"Vibrant"*
- *"Becoming a destination for food, cultural activities, special events, shopping."*
- *"Family friendly activities and shops"*
- *"My vision would be the connection of the major Lake Wales sites (Bok Tower, Arts Center, and downtown)."*
- *"Of course housing in downtown!"*
- *"Accessible areas for young adults. Housing, retail, and nightlife. I see a downtown like other cities that is vibrant and inviting. I would like to see unique retailers."*
- *"Active, vibrant, people friendly"*
- *"Connecting Northwest and downtown a reality"*
- *"Gardening"*
- *"Housing for combination of incomes"*
- *"More business, more inviting"*
- *"Unity"*

Work-In-Progress Review:
Exit Surveys

Community members were also given a written survey at the Work-In-Progress Review. This page includes a sampling of responses received.

The Big Ideas

A Vision for the Core of Lake Wales

Through the charrette process, 5 Big Ideas emerged to guide future improvements in the Core of Lake Wales:

1. DESIGN Lake Wales has a history of design excellence, established as a classic American small town and influenced by the Olmsted legacy. Excellent design adds value to real estate and adds to community quality of life. Making design a top priority means taking a close look at all of the things between buildings – streets, parks, plazas – and making them more pleasant and usable and inviting. It means bringing an attitude and rigor to the restoration of buildings, and standards for the design of new ones. It means adding what is missing, primarily housing and gathering places; and greening everything. Implementation of this idea will include some private development activity and some public improvement projects.

2. ACTIVATE In the future, Downtown can re-emerge as a hub of activity and be the social center of the community, with activity after 5 pm and lights on after dark, outdoor dining on area sidewalks, community events in the streets, parks and open spaces, nightlife opportunities, and family-friendly destinations. In the Northwest Neighborhood, Lincoln Avenue can once again be the active neighborhood center, as vacant lots are rebuilt and empty buildings reused.

3. CONNECT This plan proposes improved street design, trails, gateways, and other public realm improvements to create stronger physical and psychological connections between the Town and Bok Tower, between Downtown and the Northwest Neighborhood, and between Lake Wailes and the Downtown.

4. POPULATE Downtown Lake Wales has potential that few other spots in the region can offer for small Downtown living, where you can live within walking distance of a cup of coffee or your office. Neighborhood infill on large and small lots in the Northwest will create a vibrant urban core. New housing, over shops, and in a variety of new infill types (cottages, townhouse, duplex, apartments) is a crucial component of revitalization.

5. EMPOWER The final idea is for economic and community empowerment to make it easier for people to take part in Downtown's revitalization. This includes starting a small business, building on a vacant lot, or carrying out adaptive reuse of an existing building.

The Illustrative Master Plan serves as a bulletin board for the project, showing how detailed ideas described on the following pages fit in to the larger picture. It shows major public infrastructure improvements, including re-planting of the tree canopy, new trail connections, and intersections that can be converted to roundabouts to improve flow and placemaking; and as well as locations for potential private development of infill buildings on underutilized lots (such as parking lots or vacant parcels). As small amounts of the parking are gradually displaced for street design or new building opportunities, the Illustrative Plan also locates potential future parking garage locations.

Design

Activate

Connect

Populate

Empower

CORE OF LAKE WALES ILLUSTRATIVE PLAN CONCEPTS:

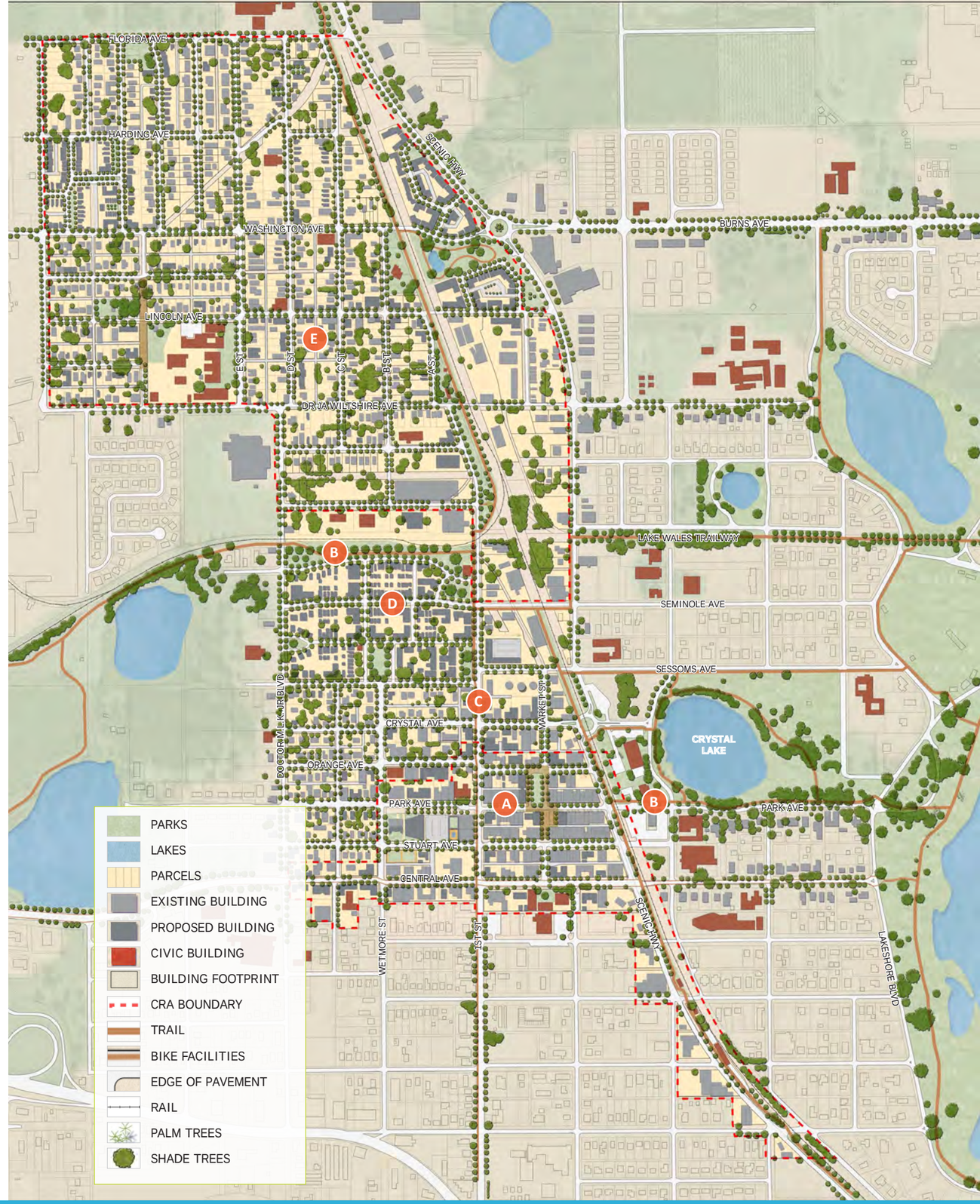
A In Downtown and its surroundings, streets and public spaces are designed to maximize pedestrian experiences, gaps in the tree canopy are filled to complete the Olmsted vision, and new buildings occupy underutilized space (see detail pages 66-67)

B The trail network is more robust, connecting Downtown and the Northwest Neighborhood to surrounding destinations, including Crystal Lake and Lake Wailes

C 1st Street can be a better connector between Downtown and the Northwest Neighborhood with street trees and landscaping, a cycle track, and right-sized vehicular lanes

D Grove Manor is redeveloped as a mixed-income neighborhood that connects Downtown and the Northwest Neighborhood

E The 5 Big Ideas also apply in the Northwest Neighborhood (see *Lake Wales Connected: The Northwest Neighborhood Plan*)



Downtown Lake Wales

EXISTING CONDITIONS

WETMORE ST

PARK AVE

CRYSTAL AVE

ORANGE AVE

SCENIC HWY

1ST ST

STUART AVE

MARKET ST

CENTRAL AVE

PROPOSED FUTURE CONDITIONS

Applying the 5 Big Ideas to Downtown

Idea #1: DESIGN

Moving Quality Design to Top Priority

The first big idea for revitalizing the core of Lake Wales is to maximize the potential established by the city founders and envisioned by the Olmsted Brothers, and re-establish design as a top priority in future improvements. Investing in quality design creates value for the city, for property owners, and to the community through improved quality of life.

During the planning process, the team examined a number of peer communities for inspiration, including:

- Fairhope, Alabama: “gardening the city” is a signature idea, and also an economic development tool. City streets lined by abundant plantings that change seasonally are a tourist draw. The city receives technical assistance from America in Bloom, an independent non-profit organization that promotes community enhancement programs through the use of flowers, plants, and trees.
- Winter Park, Florida: a revitalization plan and street re-design for Park Avenue in the 1990s has matured into a vibrant city center. Planting details for the avenue’s large oak trees demonstrate proof of concept for utilizing structural soil solutions to promote tree health.
- Tallahassee, Florida’s Cascades Park is a stormwater facility that doubles as an urban park and knits together surrounding neighborhoods. The park was built through the use of a one-cent local option sales tax.
- Southside Chattanooga, Tennessee: the neighborhood has experienced a resurgence over the past 20 years. The formerly mostly-vacant retail street is now a lively neighborhood center. New life in this part of Downtown is credited in large part to an active artist community and new Downtown housing.

Implementing quality design in Lake Wales will include public improvement projects, such as changes to existing street designs to make Downtown more walkable and bikable, building gateways and new community gathering places, and planting more street trees. Implementing quality design will also include decisions made by private investors to restore historic buildings, build new mixed-use Main Street buildings, and construct a variety of new housing types. The following pages describe urban design guidelines for each of these key elements of the public realm, and specific recommendations for public realm improvements. These guidelines can guide future public and private improvements during plan implementation.

Public realm: pleasant places for people

Streets: walkable and bikable

Fulfill the Olmsted vision

Main Street buildings: restore, infill with engaging storefronts

Housing types: apartments, rowhouse, duplex, cottage

Civic buildings, public gathering spaces, gateways

Green: street trees, parks, sustainable by design









Right: Precedent imagery

Top two rows: Landscaping in Fairhope, AL

Third row: Park Avenue in Winter Park, FL, a recent streetscape retrofit that includes healthy shade trees.

Fourth row: New housing and public art in Southside Chattanooga, TN

The Streets

Walkable, tree-lined streets with comfortable sidewalks and slower-moving vehicles in narrow lanes provide a hospitable Downtown environment for living, shopping, working, and entertaining. Lake Wales' primary Downtown streets, centered around the area from Central Avenue to Orange Avenue, and between Scenic Highway and Wetmore Street, once served as the center of community life. Today, these streets are often empty, particularly after business hours; this is a fundamental problem for Downtown that this plan seeks to remedy. These key Downtown streets must be designed to accommodate and encourage community life; plan ideas to activate and populate the Downtown can then take advantage of the newly accommodating physical environment. Urban design basics for key Downtown streets include:

- **Increase people space, and decrease vehicle space**. Today, many Downtown streets have overly-wide vehicle lanes, which does not leave adequate space for people to congregate. Wide lanes also invite drivers to travel at faster speeds, which further reduces pedestrian comfort. By right-sizing vehicle lanes to an appropriate width for a Downtown environment, extra street space can be reclaimed for other functions that do support outdoor activity, including wider sidewalks, street trees, parklets, plazas, and outdoor dining. Specific proposals for key Downtown streets are described on the following pages.

- **Include space for cyclists, transit, micromobility, and ride share.** Some reclaimed street space can be used for cycle tracks, buffered bike/scooter lanes, or transit accommodations. Making it more comfortable to use and easier to choose alternative mobility options provides more ways for people to arrive Downtown that do not require parking spaces. (Specific mobility ideas are described in the "Connect" section of this report.)

- **Plant street trees, and "garden the city"**. Planting a continuous Downtown shade tree canopy, with trees between 30 to 50 feet apart, can greatly improve the pedestrian experience. Attention needs to be given to street planting details, using best practices such as structural soil solutions to ensure tree health by providing space for roots to grow without damage to streets and sidewalks. Although more expensive at installation, this investment can pay off over time with mature, large trees, less maintenance, stormwater functionality, and increased property values. "Garden the city" means making the street plantings in Lake Wales exceptional, a true source of community pride. This strategy can differentiate Downtown from its peers. A commitment to professional landscape design and maintenance will be required.

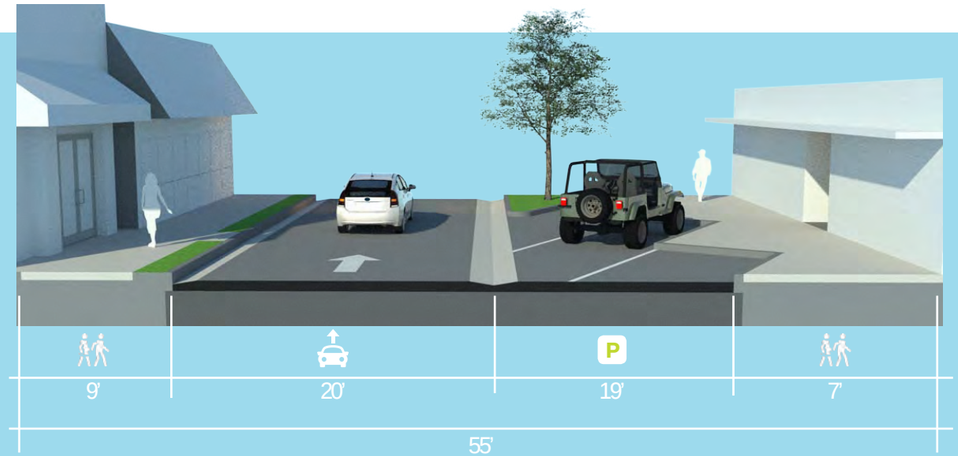
- **Include pedestrian-scaled lighting and pedestrian-oriented signage.** Street light fixtures should be kept low (generally not taller than 15 feet) to promote a pedestrian scale to the public realm. Fixtures should be closely spaced, generally not more than 30 feet on center, and placed in alignment with street trees, to reduce sidewalk clutter. Light poles can include armature that allows for banners, hanging flower baskets, or artwork. In addition, including lighting on the building facade to highlight architectural details, such as entrances, archways, cornices, and columns, should be encouraged to call attention to the uniqueness of a building and contribute to safety. Similarly, signage in the Downtown should be pedestrian-oriented, attached to the facade of buildings (flat against the facade, or mounted projecting or hanging from the facade), and lit from the front. Free standing monument signs and panelized back lighting of signs are typically used to capture attention from drive-by customers in suburban centers, but are not desirable in Downtown areas.

Top: Street trees on Main Street in Greenville, SC

Middle: Example of soil cell installation for new street trees in Thomasville, GA

Bottom: Pedestrian-scaled lighting and signage in Winter Garden, FL

EXISTING CONDITIONS



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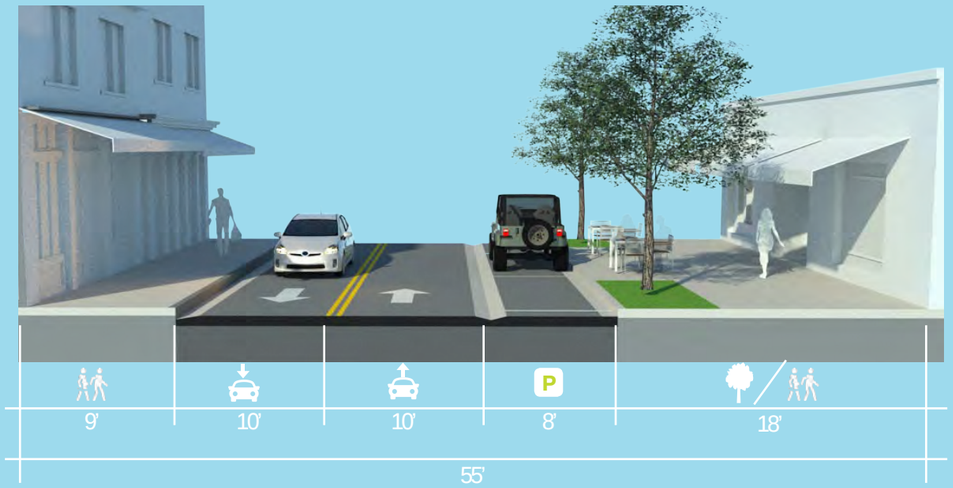


Existing: Park Avenue is an east to west connector that leads to Crystal Lake and Lake Wailes. It has one-way vehicular travel and is Downtown's primary retail and office street, with on-street angled parking on one side.

Proposed: The proposed design changes the one-way street to two-way, and converts the angled parking to parallel. These changes allow for improved wayfinding and wider sidewalks with large shade trees, creating a more robust pedestrian/retail environment and catering to businesses with outdoor dining spaces.

Park Avenue

PROPOSED

Park Avenue Street Redesign

The above drawing details the proposed redesign for Park Avenue in plan view. One oversized one-way lane is converted to two right-sized lanes. Diagonal spaces become parallel spaces, making room for a wider sidewalk and street trees. Because this is an east-west street, the north facades are baked in the sun, and the south facades are in shade for much of the day. This asymmetrical solution allows for large tree-planting areas in the north side.

The street still accommodates on-street parking, but parking is no longer a sole purpose. An important part of this street re-design is the proposed improved high-visibility crosswalk at Park Avenue's intersection with Scenic Highway. Today, the crosswalk is faded and hard to notice. In addition, left turn lanes create a wide crossing distance for pedestrians, yet handle very few vehicle turning movements. Removing the turn lanes can make the crossing distance shorter, which, combined with the crosswalk enhancement, puts a large parking supply on the east side of Scenic Highway in comfortable reach of Park Avenue shops and destinations.

The intersection of Park Avenue and Market Street is the center of town, defined by the clock tower and Market Place Plaza. This redesign envisions that the plaza is extended over the street, and could link to a new community gathering space to the north.

EXISTING USE OF PUBLIC SPACE:

40 % people space
60 % vehicle space
42 on-street parking spaces

PROPOSED USE OF PUBLIC SPACE:

67 % people space
33 % vehicle space
18 on-street parking spaces
18 new shade trees

EXISTING CONDITIONS

Sidewalk Design Guide

Design for People

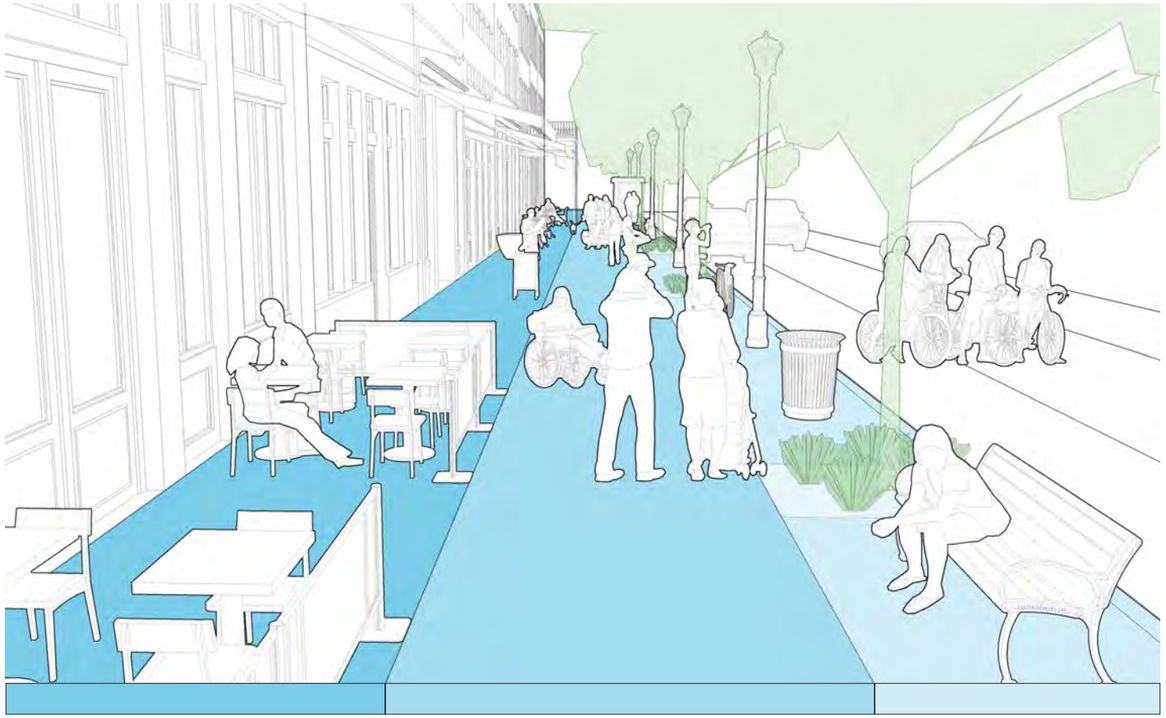
In the Core of Lake Wales, streets should be designed for people. A special focus should be placed on the design of sidewalks, both as a space for travel and as a place for social and economic activity.

Sidewalks in the Core of Lake Wales can be divided into three primary functional zones: the Frontage Zone; the Clear Path; and the Furnishing/Landscape Zone. The purpose of each zone remains the same across the entire area, but the actual design and dimensions will vary depending on the unique character of each street and block. This design guideline should be applied to Park Avenue and other Downtown streets.

"The design of cities begins with the design of streets. To make a good city, you need good streets, and that means streets where people want to be."

- John Massengale

Street Design: The Secret to Great Cities & Towns



Frontage Zone

This is the space between the building façade or property line and the clear path. This space supplements the buildings' activities and provides a buffer between pedestrians, building appurtenances, and opening doors. It is the location for seating, signs, retail displays, and landscaping.

Clear Path

This is the portion of the sidewalk dedicated to pedestrian travel. It must be accessible and free of physical obstructions to allow for the movement of people. It should be well-lit and functional.

Furnishing/Landscape Zone

This space serves many functions, varying greatly depending on the type of street. Its primary purpose is to separate the clear path from motorists and provide a location for street furniture and utilities. These may include street trees, benches, storm water elements, lighting, transit stops, bike racks, and signage, to name a few.

Street Trees & Landscaping

Street trees and landscaping provide many natural, physical, and psychological benefits. They bring nature into the city, add shade in the summer, help shape the street, add character, and provide an opportunity for green stormwater infrastructure.

Sidewalks

Sidewalks provide a space for people to travel, gather, relax, meet, and connect with others. They constitute a large portion of a city's public space and should be carefully designed to reflect this and to fit their context.

Pedestrian Ramps

All crossings should have pedestrian ramps to facilitate access to the sidewalk and street for all. Tactile paving strips on sidewalks, station edges, and pedestrian ramps should be provided to facilitate accessibility for people with vision impairment.

Street Furniture

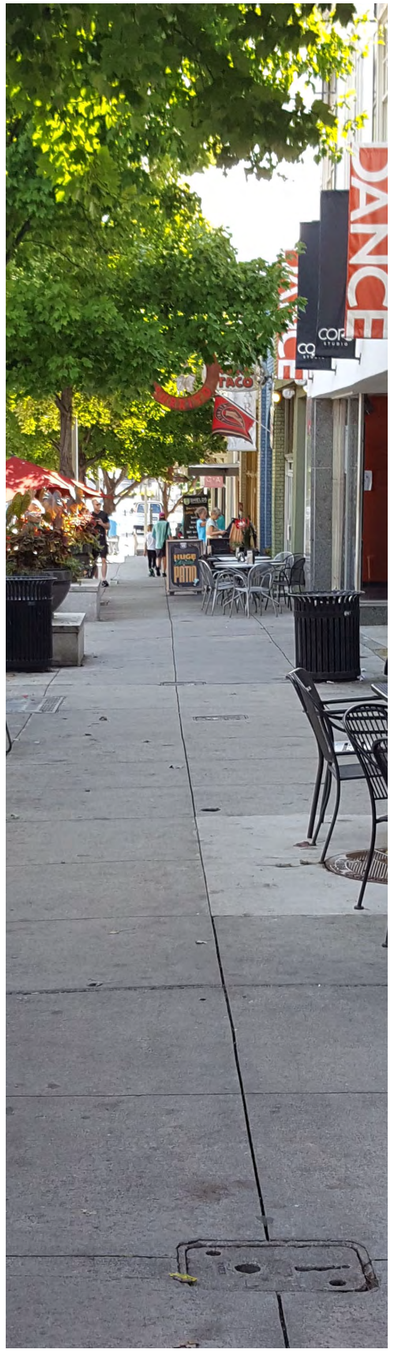
Public seating should be available for people to rest, linger, and watch the world go by. Private café seating can accompany adjacent businesses and add to the vitality of the street. Other amenities can include recycling and waste receptacles and bike racks.

Lighting

Lighting serves both safety and aesthetic purposes. It should be pedestrian-scaled and create a feeling of comfort without being overly bright and contributing to excess light pollution. The lighting type should be tied to the street's context.

Active Ground Floors

The relationship between a building façade and sidewalk is critical to creating a comfortable and inviting place. Building entrances should be frequent and the street-level façade designed to be human-scaled, transparent, and interesting to people traveling at a walking pace.



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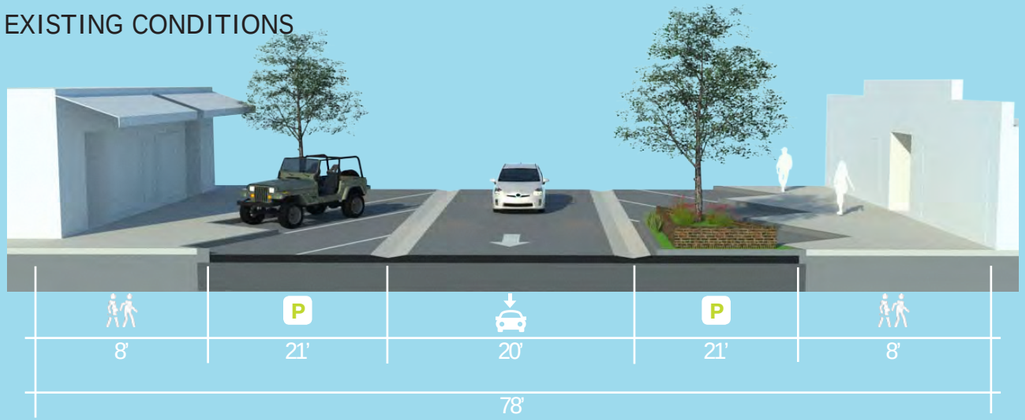

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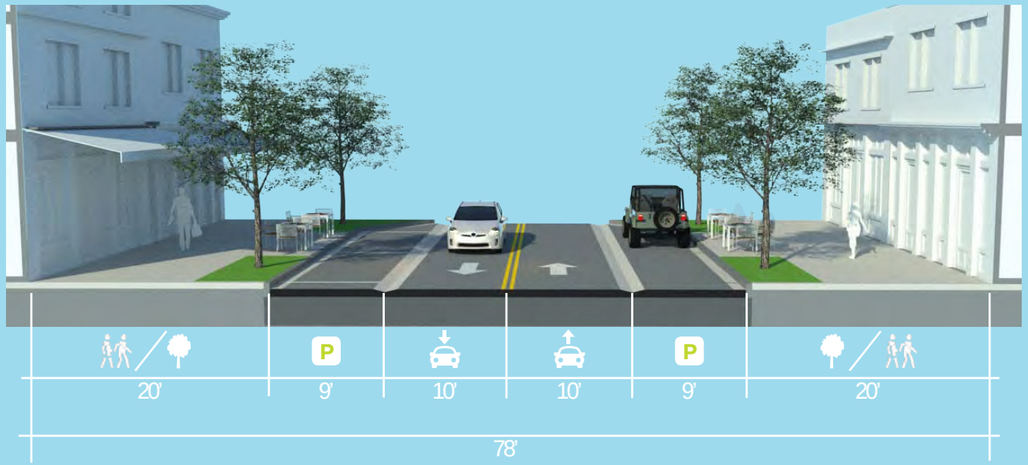
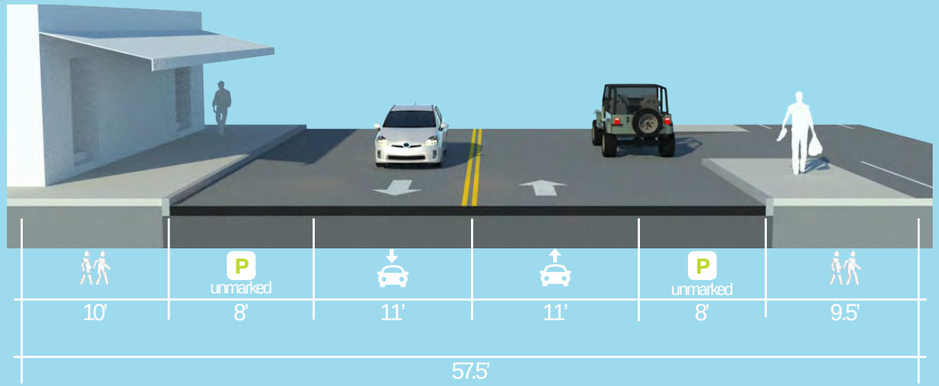


Stuart Avenue

Existing: Stuart Avenue is a one-way street that has angled parking on both sides. This street serves as one of Downtown's primary retail and business streets, with a design that prioritizes parking.

Proposed: Similar to the approach for Park Avenue, the proposed design converts the street into a two-way street and adding parallel on-street parking on both sides. Changing angled parking to parallel parking creates wide planting areas that allow for healthier landscape environments and wider pedestrian sidewalks. Breaks in the planting areas create additional space for outdoor dining and seating.

EXISTING CONDITIONS



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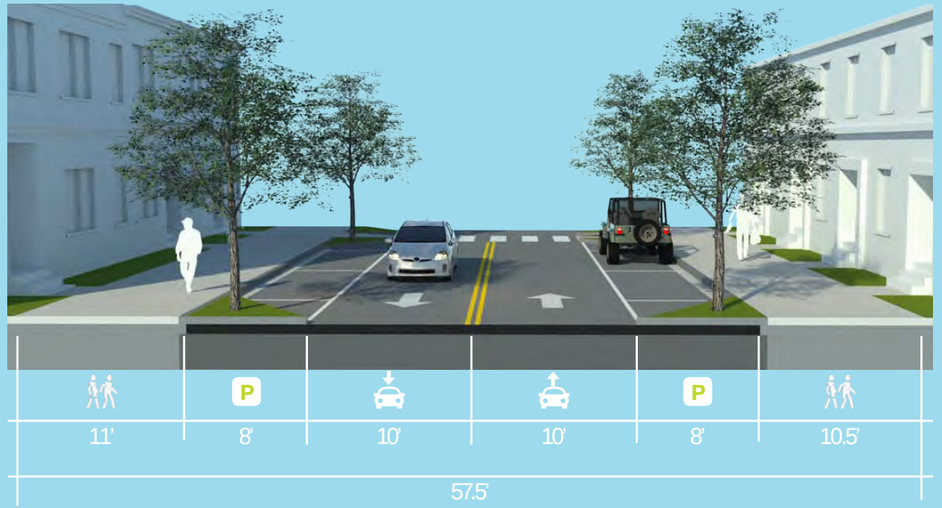


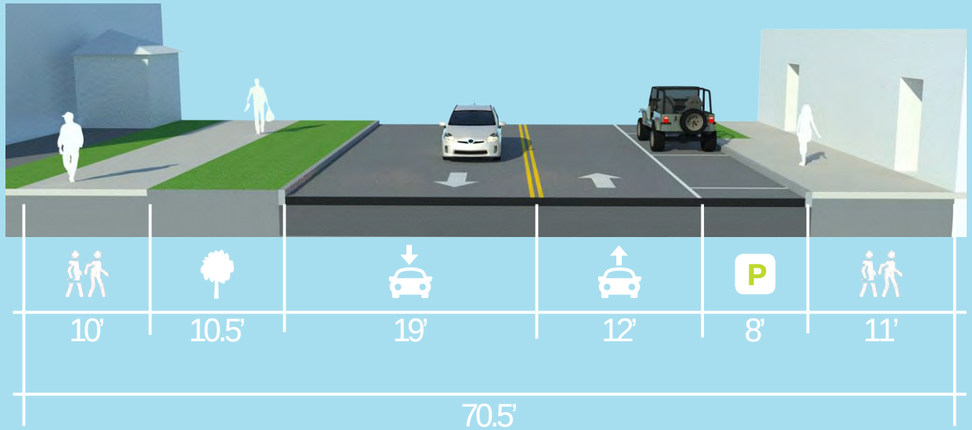
Orange Avenue

Existing: Orange Avenue connects single family homes to Downtown Lake Wales. The current conditions have on-street parking on both sides and wide lanes that encourage fast vehicular movements, which decrease pedestrian safety.

Proposed: The proposed design narrows lanes and adds marked parallel on-street parking on both sides. Sidewalks buffered by parallel parking surrounded by planting areas will increase safety for pedestrians and calm traffic. These changes set the stage for Orange Avenue to become one of Downtown's prestigious residential streets.

1st Street

EXISTING CONDITIONS

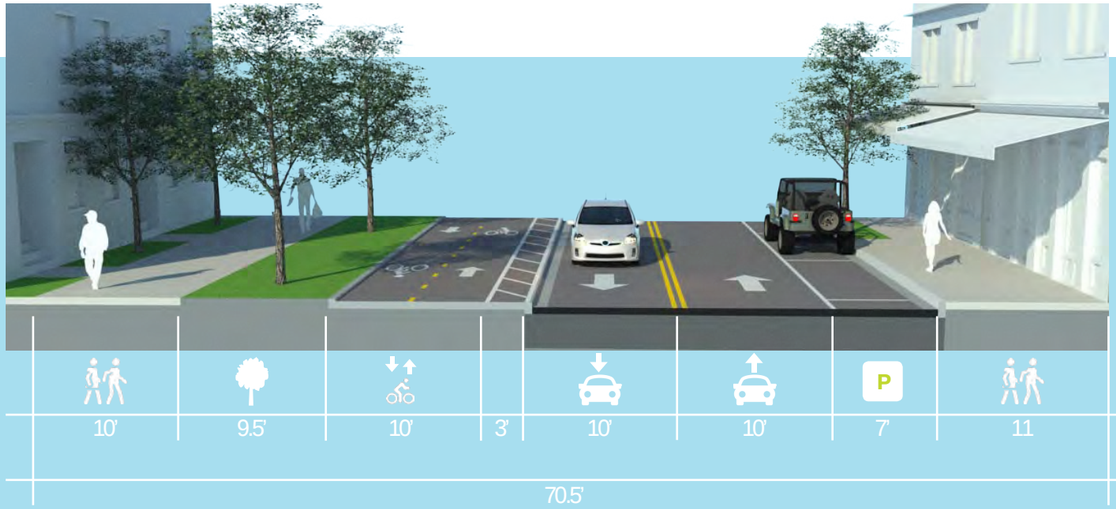


Existing: 1st Street connects the Northwest Neighborhood to Downtown, and is one of the longest streets in town, connecting all the way south to Highway 60. The current conditions have wide vehicular lanes with unmarked on-street parking. The wide lanes invite cars to move fast, making it dangerous for pedestrians to cross.

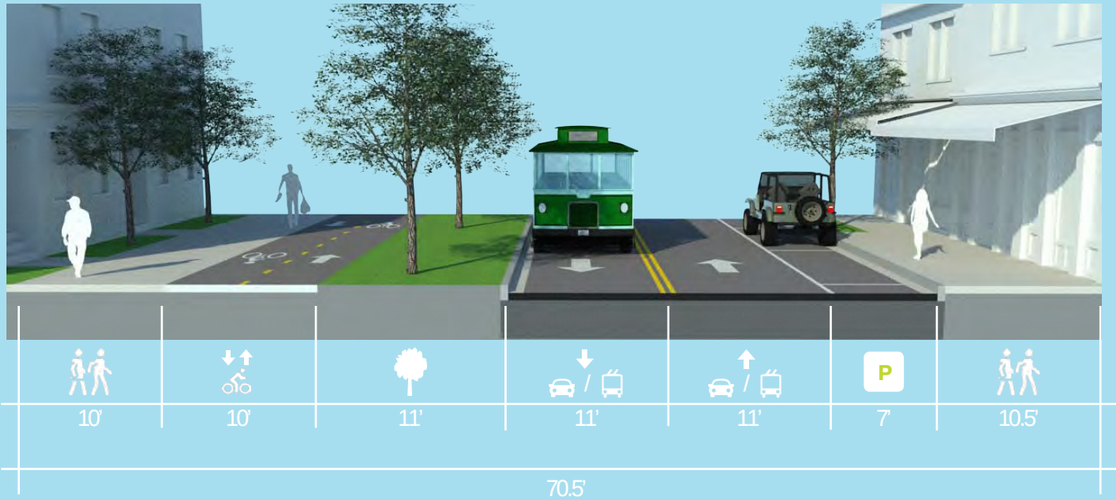
Proposed: Two alternatives are proposed that narrow the travel lanes while retaining parking on the east side, with street trees in the planting areas on the west, and a buffered cycle track.

Option 1 could be implemented on a trial basis with paint, striping off the buffered cycle track within the existing curb-to-curb width. Over time, the street could be reconstructed (as drawn), with the cycle track raised above the travel lanes.

Option 2 requires reconstruction of the existing curbs, and locates the cycle track next to the sidewalk, providing a landscape buffer between moving cars and the pedestrian/bicycle areas. If the street is reconstructed, the new vehicle lanes should be sized at 11' wide to accommodate a trolley/circulator.

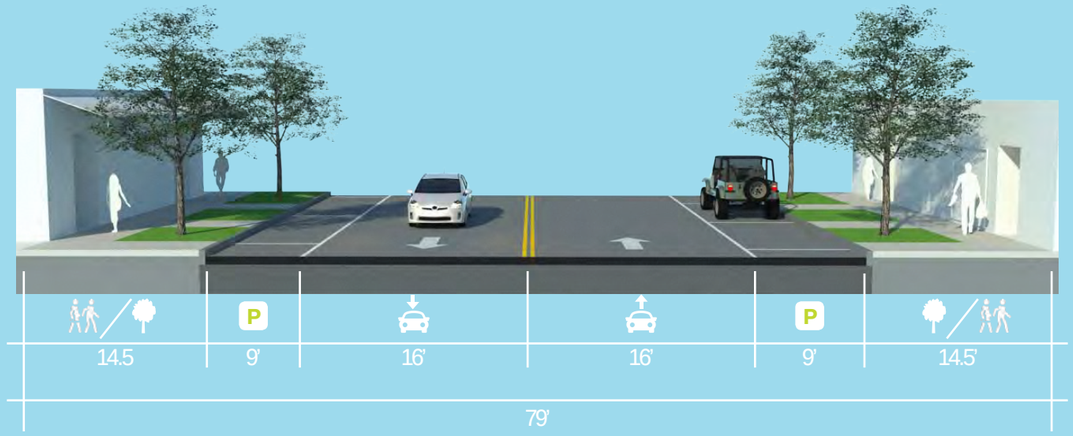


PROPOSED OPTION 1



PROPOSED OPTION 2

EXISTING CONDITIONS



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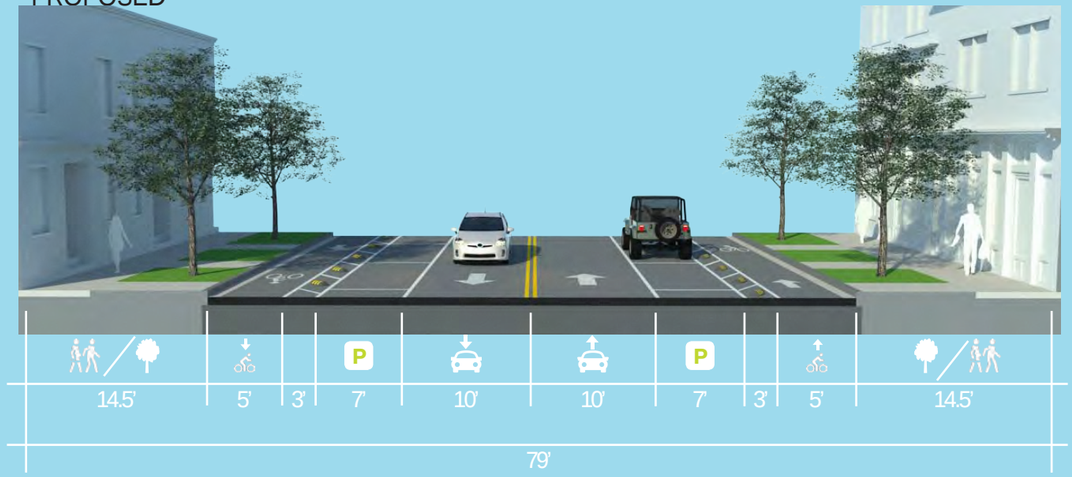


Central Avenue

Existing: Central Avenue is a connector street that serves Lake Wales east to west. The current condition has marked on-street parking on both sides and wide vehicle lanes. There are planting areas, although not all have trees.

Proposed: The proposed design narrows vehicle lanes and includes parallel on-street parking on both sides. Parking-protected bike lanes are on both sides, and a designated tree-lined planting area provides shade for pedestrians.

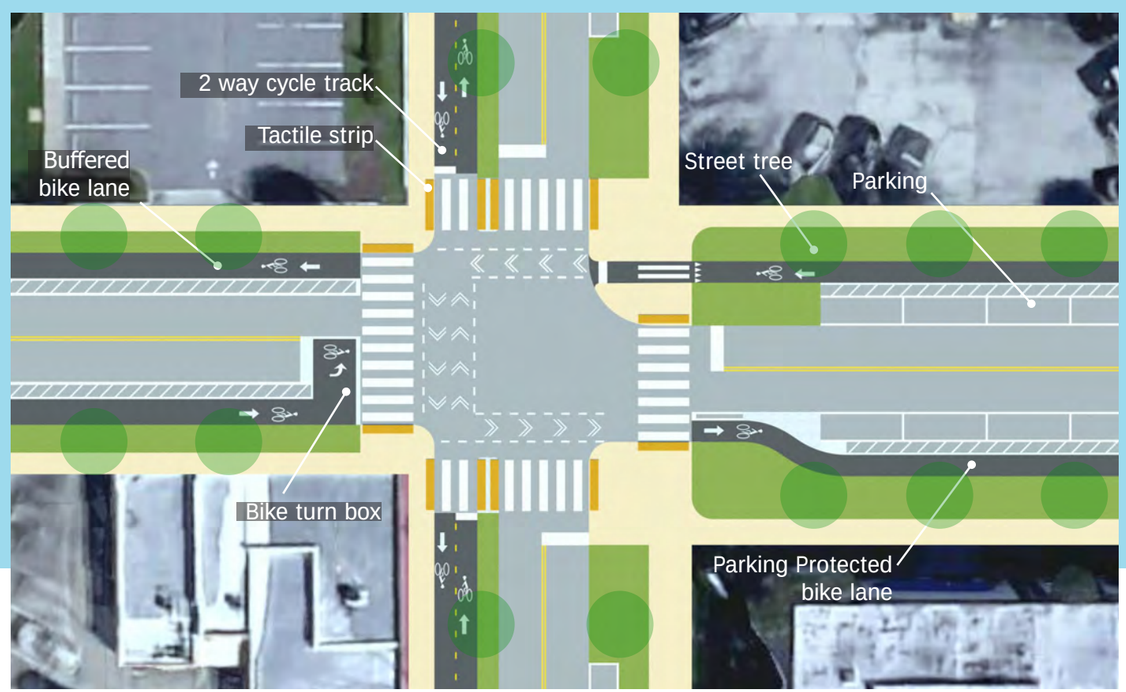
The intersection of 1st Street and Central Avenue is an important crossing of proposed bike infrastructure. 1st Street is a north-south connector street with a two-way cycle track proposed on the west side of the street. Central Avenue runs east-west to link Downtown to Lake Wales, with proposed buffered bike lanes on both sides.

The plan detail below illustrates design treatments that can reduce vehicle-bike and vehicle-pedestrian conflicts. The design removes unnecessary left turn lanes to shorten crossing distances. The narrowed width and high visibility crosswalks slow traffic and make drivers more conscious of the crossing of pedestrians and bikers.

The intersection should be optimized so that people on bikes feel safe when crossing the intersection or making turns. For example, painted chevrons should indicate the bike crossings alongside the pedestrian crosswalks. To facilitate those on bikes making turns from the Central bike lanes to the 1st Street cycle track, at least one Bike Box should be included adjacent to the crosswalk and the stop bar on the western leg of the intersection. Right turns on red should be eliminated on all legs of this intersection.

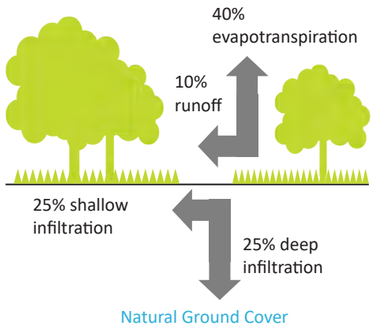
EXISTING CONDITIONS

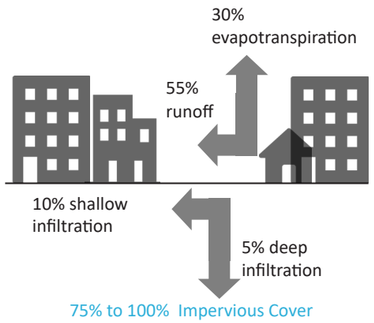
PROPOSED

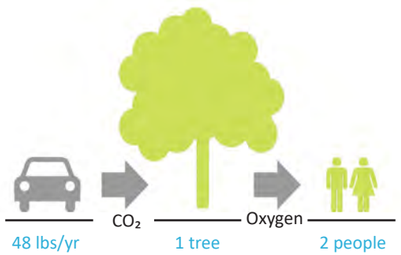


Intersection Detail: 1st Street & Central Avenue

The Value of Street Trees







A primary focus of this plan is to complete the street tree canopy conceived by the Olmsted Brothers for the Core of Lake Wales. Beyond design aesthetics, urban trees have numerous economic and environmental benefits.

Economic Value

Research has shown that trees positively affect both property values and office occupancy rates. National studies show that trees increase property values by 5 to 15 percent.

Human Health

Trees remove harmful pollutants from the air and soil and generate oxygen. Research has linked the presence of urban trees to reduced rates of cardiovascular disease, strokes and asthma due to improved air quality. Simply taking a walk down a tree-lined street, even in an urban setting can significantly reduce stress level by helping interrupt thought patterns that lead to anxiety and depression. Increased tree canopy can be directly correlated with wellness and social equity.

Reduce Stormwater Runoff and Pollution

Trees decrease the amount of stormwater runoff and pollutants that eventually reach local waterways. Trees perform this important service through evapotranspiration and retention. The leaves and branches of trees intercept rain and prevent a portion of it from reaching the ground. The root structure of trees improves conditions for the infiltration of stormwater into the soil, further reducing the amount of runoff. Trees are also capable of absorbing certain pollutants.

Carbon Storage and Sequestration

Carbon dioxide (CO_2) is commonly known as a type of greenhouse gas associated with climate change. The photosynthesis process of trees helps to reduce concentrations of CO_2 in the air by sequestering and storing carbon. Carbon sequestration varies based on tree species and age. Mature large trees store the most carbon.

The Seven Roles of the Urban Street Tree

1 Define the space of the street

This particularly applies to streets that are too wide for the height of the buildings, streets with holes in the street wall, or suburban streets with buildings too far apart to contain the space of the street. Mature trees provide a canopy.

2 Define the pedestrian space

A mature canopy hides the tops of tall buildings, giving the sidewalk a consistent human scale.

3 Calm traffic and protect pedestrians

The tree is aided in this by on-street parking.

4 Filter the sunlight

Deciduous trees, unlike evergreen or palm, serve different functions in the summer and winter. Trees also lower city temperatures in the summer and change carbon dioxide into oxygen through photosynthesis.

5 Bring order to street

Trees should be laid out with regular geometries, repetition, consistent sizes, and alignment. On long, straight streets, trees that form canopies over the street limit the visual length of the street.

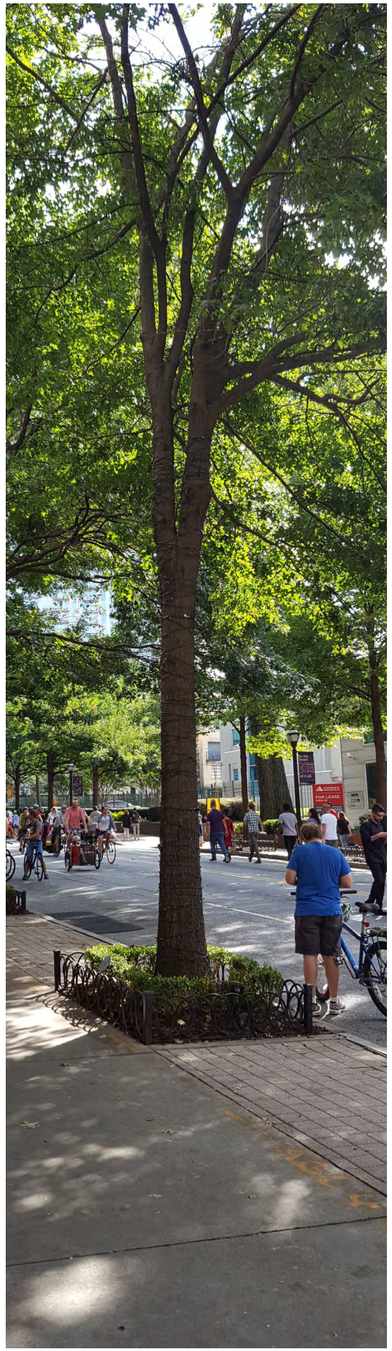
6 Visually soften streetscape

At some times of the day, the shadows are as beautiful as the trees.

7 Introduce the beauty of nature

Living plants contrast with the buildings and in many parts of the world introduce seasonal change, color, and fragrance.

Dover, V. and Massengale, J. (2014) The Seven Roles of The Urban Street Tree, *Street Design The Secret to Great Cities and Towns*.



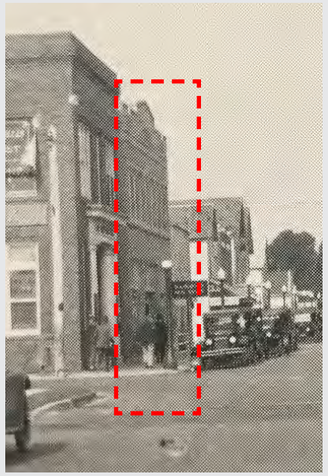
The Restored Buildings

One of the best ways to make design the #1 priority is with a renewed commitment to historic preservation and adaptive reuse of older buildings. Compared to bland suburbs, where everything seems to have been built at once, historic communities like Lake Wales gain their postcard qualities, their attraction, and their authenticity from the combination of older elements and newer ones. In the second half of the 20th Century, Downtown Lake Wales leaders were early proponents of the emerging historic preservation movement, and thankfully many fine buildings were kept, restored, and new uses were found for them. They form the basis of the strong emotional connection citizens of the city feel toward their Downtown.

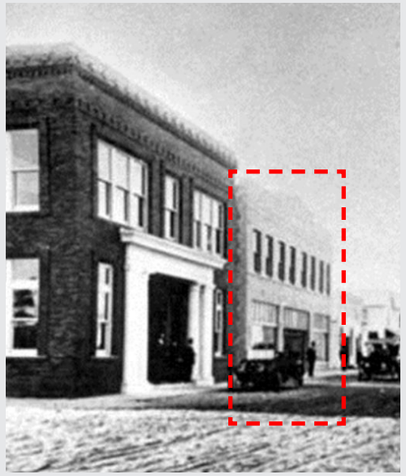
Now it is time to reinvigorate this movement and regain its momentum. This is not just a nostalgic idea, or a cultural one, or a regulatory one. It is a powerful economic development tool. Because most of the older buildings were constructed at a time when few (if any) of the City's citizens and visitors owned automobiles, they were built with strong building-to-street relationships. As a result, they offered pleasant experiences for people walking by on City streets. The experience of comfortable, happy pedestrians is the key to revitalization now. It's the thing that will set Downtown Lake Wales apart from its competitors.

Looking to the Past

Historic photos of Park Avenue reveal the original façade of the building, which is distinctly different from its current state. In the early 1900s, the first floor of the building had a commercial storefront. The three-bay façade was mostly transparent at the street level, which attracted people to look into the shop windows and potentially make a purchase. Each of the windows on the second floor had two panels, window frames, and extruded sills. The roof has an articulated traditional style parapet rather than the now straight, flat wall.



Park Avenue 1925



Park Avenue 1919

244 Park Avenue

The rendering shows the transformation of the current office building into a mixed used building. The façade is restored with additional enhancements such as awnings, lighting and signage. Ample lighting is important and provides peace of mind for people to feel safe at night. The storefront window creates a more interesting view for the pedestrians.

Right: Existing Conditions

Below: Potential Restoration of 244 Park Avenue

The New Main Street Buildings

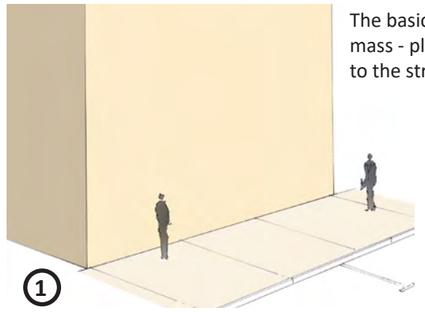
The first goal should be to re-inhabit the buildings that already exist in the Core. Then, underutilized properties and “lost spaces” such as surface parking lots should be evaluated; many will be good development sites as revitalization picks up momentum. Because the priority is to add to—not to destroy—the Downtown fabric to find places to build as growth returns, small scale infill buildings on these lost spaces will be a prime opportunity to add new buildings that fit with the historic character. Once confidence and development interest grows even more, eventually owners of existing, obsolete single-story buildings will start to view their properties as redevelopment sites, too.

The infill buildings are a great chance to showcase the Core’s renewed commitment to design. Locations such as the parking lots along Park Avenue are well suited to small-scale, incremental development. In the case of the parking lot next to Market Place Plaza, a new main-street format building plus trees will heal a major disruption in the pedestrian experience that exists today. Once that small building is added, the plaza and the Avenue will be faced with doors, windows and storefronts instead of a blank wall and parked cars. The plaza will then be more comfortable in its proportions, and can be utilized for outdoor dining when events permit. Most crucially, the gap in storefronts along Park Avenue will be shorter. The illustration depicts a building comparable in scale and architectural character to the best surrounding historic ones, yet its simple rectangular footprint and straightforward construction type should make it easier to build well, and as soon as possible.

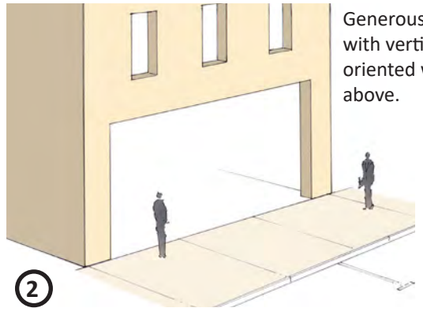
With mixed use buildings Downtown, great care should be given to the architectural components that make for a good building-to-street relationship that encourages pedestrians and improves sales per square foot. (See facing page.)

Left: A new Main Street Building on Park Avenue at Market Place Plaza

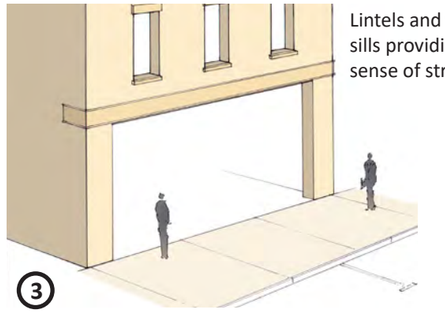
The Basic Components of Good Storefront Buildings



The basic building mass - placed close to the street.



Generous shopfront with vertically-oriented windows above.

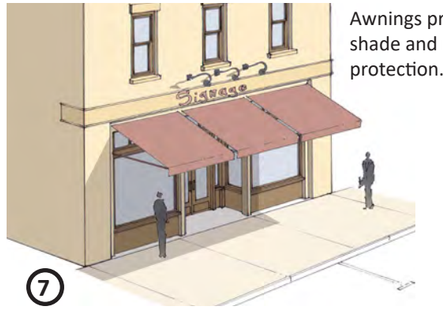


Lintels and window sills providing a sense of structure.

Columns sub-divide the shopfront opening and transoms to help achieve well-proportioned shopfront windows.

Cased windows sit atop knee-height bulkheads.

Pedestrian-oriented entrance, signage and lighting enhance the walkable experience.



Awnings provide shade and rain protection.

A gallery provides a second floor terrace.

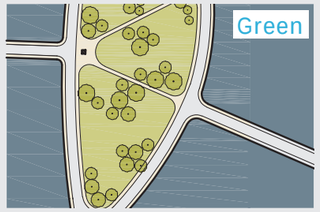
The Plaza / Square / Park

Public Space in the form of parks, greens, squares, plazas, playgrounds, pavilions, or recreational located in each neighborhood is crucial to the public realm. The following principles can be followed for the design of public space:

- All designated civic open spaces should be at grade level and accessible to the public.
- The landscape design should support and express environmental, cultural, and historical attributes unique to Lake Wales. The landscape design should also promote connection with nature, social interaction and mental restoration.
- Views of natural features should be preserved or maximized.
- The landscape design should promote connection to surrounding neighborhood resources, amenities and services, and provide for optimum accessibility, safety and way-finding.
- Stormwater management improvements should be integrated with the final landscape design as aesthetically and visually pleasing design elements.
- Whenever appropriate, landscape design should promote sustainability awareness and education through interpretive signs, demonstrations and other forms of interpretation.

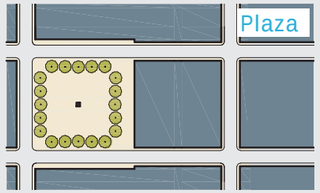
The appropriate arrangements for varying types of civic open spaces are described below. The types of open space could be applied to different parts of Downtown depending on the character of the neighborhood.

Park: A natural preserve available for unstructured recreation. A park does not need to be fronted by buildings. Its landscape shall consist of paths and trails, meadows, waterbodies, woodland, recreational fields, and open shelters, all naturalistically disposed. Parks may be lineal, following the trajectories of natural corridors.

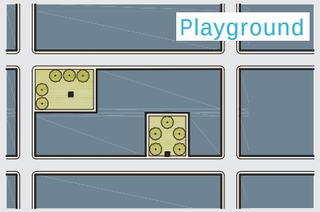


Green: Open space available for unstructured recreation. A green may be spatially defined by landscaping rather than buildings fronting it along the edges. Its landscape shall consist of lawn and trees, naturalistically disposed.

Square: Available for unstructured recreation and public gatherings. A square is spatially defined by building frontages. Its landscape shall consist of paths, lawns and trees, formally disposed. Squares shall be densely shaded and provide seating. Trees and shrubs shall be located as to define a specific geometry of open space and shall promote security by allowing visibility through all areas.



Plaza: Available for public gatherings and outdoor markets. A Plaza shall be spatially defined by building frontages. Its landscape shall consist primarily of pavement. Plazas should use pervious pavers, where feasible. Trees are optional.



Playground: Designed and equipped for the recreation of children. A playground should be fenced and may include an open shelter. Playgrounds may be interspersed within residential areas and may be placed within a Block. Playgrounds may be included within parks, greens, and squares.

Market Place Plaza

Market Place Plaza is the segment of Market Street that has been converted to a pedestrian plaza, and currently hosts many Downtown gatherings and events. As Park Avenue is reconfigured to create space for people to walk, dine, and activate the heart of Downtown, this important civic space can also be redesigned to better accommodate daily activity as well as host large community gatherings. Key ideas include:

A. Shade trees define the plaza space, creating a comfortable atmosphere for pedestrians and outdoor dining.

B. Market Place Plaza can extend across Park Avenue; the raised, curbless intersection will connect pedestrians on both sidewalks. Over time, the plaza will lead to a new Town Square that replaces parking lots to the north.

C. An existing parking lot east of Market Place Plaza can be reused for an infill Main Street building, and an extension of Market Place. Buildings that front Market Place should have active ground floor facades; cafe seating can extend into the plaza under shade trees.

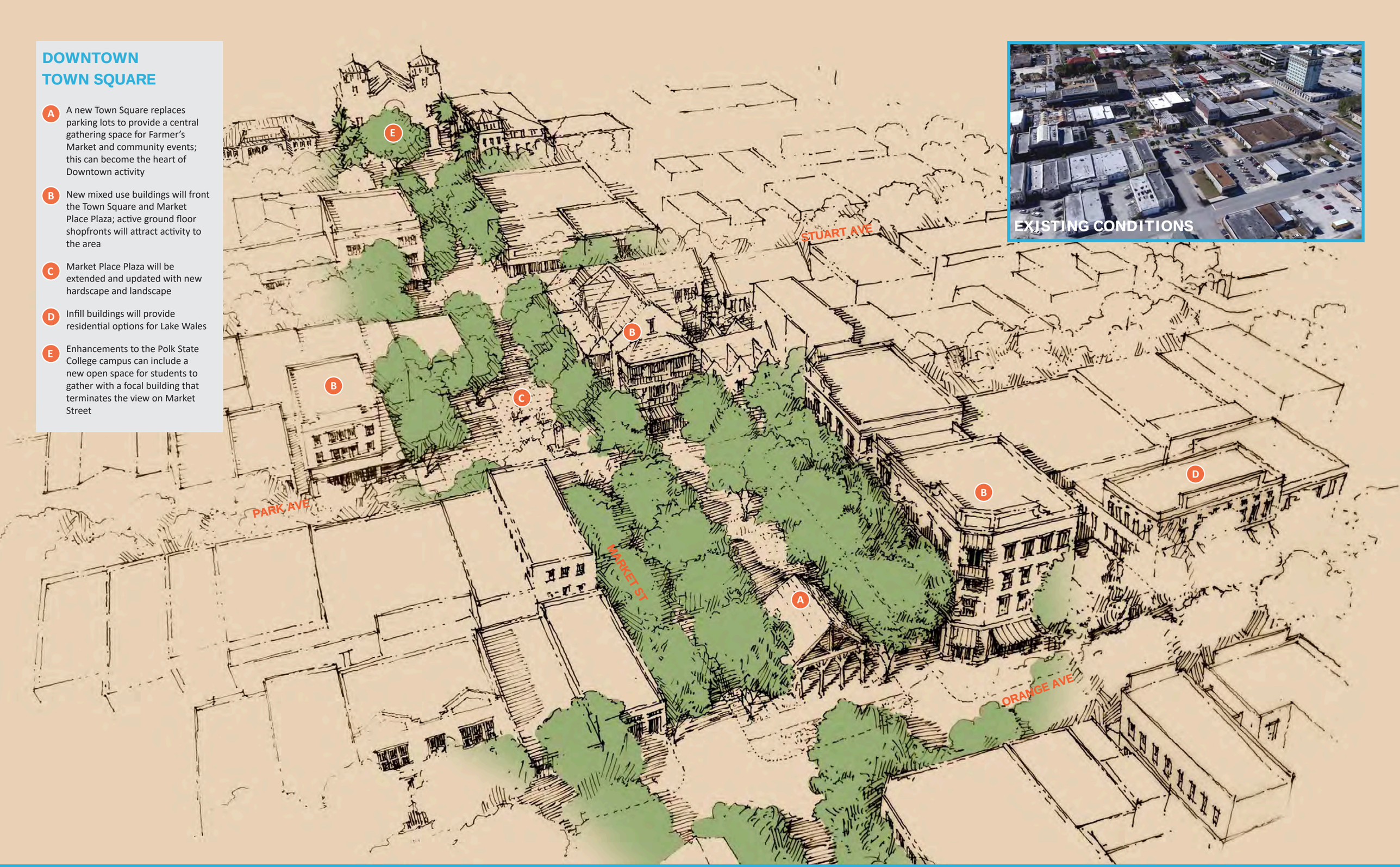
D. The new Market Place extension could be designed for a number of purposes. The City and Main Street should work together to define priorities for how the space will be used, to guide the final design. Alternatives shown here include *Option 1*: a flexible open hardscape area that can be used for larger community events; and *Option 2*: a formal landscaped area with additional shade trees and seating areas.

Market Place Plaza
Option 1

Market Place Plaza
Option 2

DOWNTOWN TOWN SQUARE

- **A** A new Town Square replaces parking lots to provide a central gathering space for Farmer's Market and community events; this can become the heart of Downtown activity
- **B** New mixed use buildings will front the Town Square and Market Place Plaza; active ground floor shopfronts will attract activity to the area
- **C** Market Place Plaza will be extended and updated with new hardscape and landscape
- **D** Infill buildings will provide residential options for Lake Wales
- **E** Enhancements to the Polk State College campus can include a new open space for students to gather with a focal building that terminates the view on Market Street



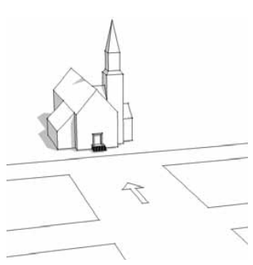
The Civic Building

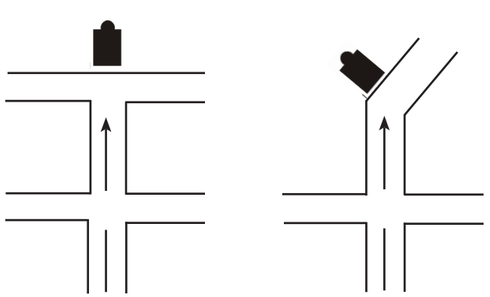
Civic buildings should be placed prominently and should have grander proportions and materials than their surrounding urban fabric. Approaches include locating public buildings at the ends of streets, across greens, or at the center of greens. Public buildings can be relatively small if placed strategically in the public view. Sites for civic purposes can be reserved even before there is a need for them to be constructed. The uses of these buildings may change over time as the needs of the community evolve.

Lake Wales has a lot of significant civic buildings. However, the site layout of some civic buildings can be improved. Many of the Downtown civic institutions, such as churches, are surrounded by and own surface parking lots. Future civic buildings should strive to enhance the public realm and be properly sited to have the prominence in the community that they deserve. Opening up these parking areas for public good can benefit all users Downtown. New development should build up to the street edges and create a more friendly street frontage.

Even small civic buildings have a dominant presence when properly sited.

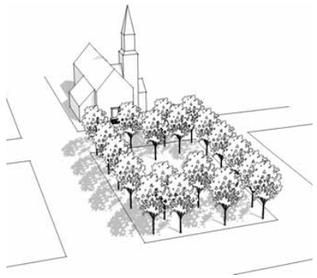
As a Terminated Vista

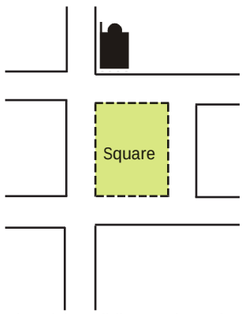




The Civic Building terminates the view of a street.

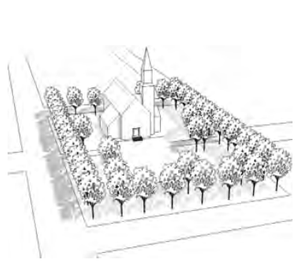
Across a Green

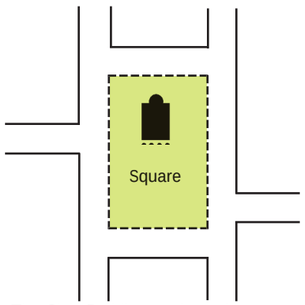




The Civic Building anchors the square at a prominent corner.

At the Center of a Square





The Civic Building anchors the space from within the square.

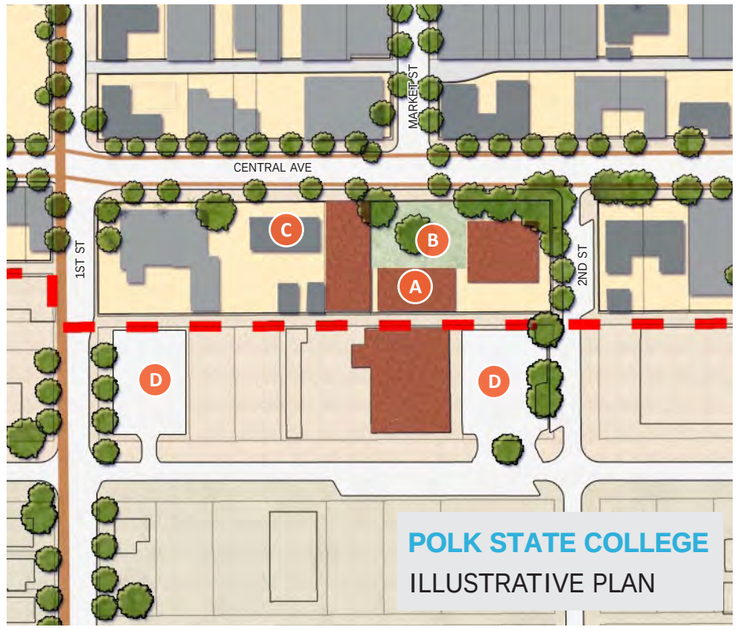
Polk State College

The Polk State College campus on Central Avenue can be redesigned to be visually and functionally united with the civic heart of Downtown.

Today, a parking lot sits at the terminus of Market Street. In the future, a new green quadrangle can be formed, framed by existing and new campus buildings. These campus enhancements will more directly connect students and faculty with activities in Downtown central gathering spaces at Market Place Plaza and the new Town Square. Key ideas include:

- **A** A new campus building terminates the view on Market Street.
- **B** New and existing buildings define a new quadrangle at the terminus of Market street that can be used for student gatherings.
- **C** New buildings line sidewalks on Central Avenue.
- **D** Parking can be relocated to an easily accessible, but less central location.

Above: Existing conditions at Polk State College



The Gateways

Lake Wales has many opportunities to identify itself as a community; one way to strengthen identity is through the use of gateways. Gateways can contribute to wayfinding as well as creating character and a sense of place. There is currently no definitive entrance to Lake Wales on Scenic Highway or Central Avenue, which serve as the primary entrances for vehicular traffic. Potential gateway locations were chosen based on mobility patterns and gateway improvement opportunities:

1. The intersection of **Central Avenue and Wetmore Street** is the edge of the historic Downtown, and an opportunity for an architectural gateway that welcomes people as they enter from the west.
2. **Central Avenue and 1st Street** is where key north/south and east/west connectors meet. A sidewalk gateway feature could reflect the character of the “garden city” with a live green wall structure or a trellis with flowering vines.
3. A proposed roundabout at **Crystal Avenue and Scenic Highway** slows traffic and simplifies the railroad crossing, to mark entrance to the pedestrian-friendly Downtown.
4. A gateway to Crystal Lake Park on **Park Avenue** can be at the transition between Downtown and the City parks/trails network.

Top: Example of gateway to Rollins College, Winter Park, FL

Bottom: Example of historic gateway in Coral Gables, FL

Top: A trellis over the sidewalk forms an urban gateway.

Bottom: A monument sign in a park setting has a “living wall”.

Gateway Design

Gateway elements for Downtown Lake Wales can incorporate vegetation and plantings. The sketches on this page show contrasting ideas for how the “city in a garden” concept could translate to gateway elements in either an urban sidewalk condition or within a City park space. The final design could be subject to a competition or commissioned to an artist or designer.

The Alleys

Alleys were originally designed to provide utilitarian space for service and delivery access, utilities, and trash storage and collection. Today, many cities have been reevaluating Downtown alleys, both in terms of their functional role in pedestrian networks, but also with an eye to their placemaking potential, retrofitting alleys as enhanced public places. Lake Wales' Downtown alleys have great potential. Cleaning up and repairing alleys along with opening up rear doorways and windows can tap into potential economic opportunities, such as subdividing ground floor leases to allow "micro-retail" businesses to occupy part of the floor area. Some bars, coffee shops and restaurants may desire outdoor seating and patio space that is not possible on the front-side sidewalks.

Alley upgrade strategies that can be pursued are described below. One or more pilot "tactical urbanism" projects can temporarily test some of the below measures and evaluate public interest and acceptance.

Basic Alleys are those that provide rear access to commercial and residential buildings. They meet the needs for delivery access, trash collection, and access to parking. Improvements to basic alleys may include:

- Pavement repair, resurfacing or reconstruction;
- Storm water drainage, including "green/permeability" measures;
- Trash bin consolidation and/or enclosure (corrals, etc.);
- Wall and overhead lighting;
- Overhead utility updates, potentially including burial; and
- Building walls and alley infrastructure can be a canvas for local art.

Circulation Alleys are those that meet or have the potential to meet additional circulation objectives, including pedestrian and bicycle connectivity, vehicular circulation during special events, and so forth. These alleys may also offer potential for new business entrances from alleys. Improvements for circulation alleys may include the basic measures above, plus:

- Upgraded pavement surfaces, decorative pavers, etc.;
- Temporary and/or permanent art;
- Rails, bollards or other measures to delineate pedestrian space;
- Store entry features, including façades and doorways; and
- Directional signs, pavement markings and wayfinding.

Destination Alleys have the most potential, because of their location and the nature of adjacent buildings and businesses, to become places where outdoor dining, bar or coffee patios, art events and other activities take place. Improvements for destination alleys may include the basic and circulation measures above, plus:

- Periodic or permanent alley closure to motor vehicles;
- Special effect and holiday-style lighting;
- Seating area/patio railings and barriers;
- Arcades and awnings;
- Alley place names and signs; and
- Programming, outreach and advertising.

Top: Old Firehouse Alley in Fort Collins, CO

Middle: Destination Alley in Montgomery, AL

Bottom: Outdoor seating and temporary furniture activate an alley in Fort Wayne, Indiana (photo by Dan Baisden)

Above: Potential alley improvements (paving, lights, furniture, art) near Market Place reclaim a portion of this alley for use as an additional public gathering spot

Left: Existing conditions

Idea #2: ACTIVATE

Attract the Community back to the Core

The Lake Wales Connected plan proposes to use the power of great urban places to attract the community back to its core. Public spaces framed by quality buildings, landscaped streets and green spaces, and pedestrian-oriented design create desirable places for people to be.

The Illustrative Plan in this section highlights potential physical improvements to accommodate community life that activates Downtown Lake Wales. Before-and-after visuals describe potential for an improved town center at Park Avenue and Market Street, and an enhanced retail environment on Stuart Avenue.

To take full advantage of these great places, Downtown needs to be activated with both day-to-day uses as well as special events that draw area residents and visitors to enjoy interacting with each other, extending Downtown activity beyond the work day. Actions and strategies to achieve this are described on the facing page; additional recommendations can be found in the *Empower* section of this report.

Bring nightlife and a variety of family-friendly destinations to town (brewery, outdoor dining, shops, parks)

Bring special events back to Downtown

Retail Mix

Given today's retail climate, Downtown's retail mix should emphasize food, services and unique destination boutique retail that can attract shoppers from around the region. Food is the most reliable generator of foot traffic, combining opportunities to socialize and connect with meeting basic daily needs. Many of Downtown's potential shoppers do not currently live or work in or near Downtown. They are most available to come Downtown in the evening or on weekends. Priority recruitment targets should include a brewpub, a sports bar and grill, clubs with live music, ethnic restaurants and unique specialty foods that will attract patrons from the larger market. As Downtown investments improve the environment and attract more visitors, it may be possible to attract some Bok Tower Gardens visitors for lunch and/or dinner to complement the local residents' demand. With the reopening of the Walesbilt Hotel, the opportunities will expand with the provision of a steady flow of visitors to Downtown restaurants, cafes and shops.

Local entrepreneurs will be the prime drivers for new retail shops. Home furnishing and other boutiques that offer unusual, quality goods will be most likely to succeed, particularly if they develop a strong social media presence with e-commerce capabilities.

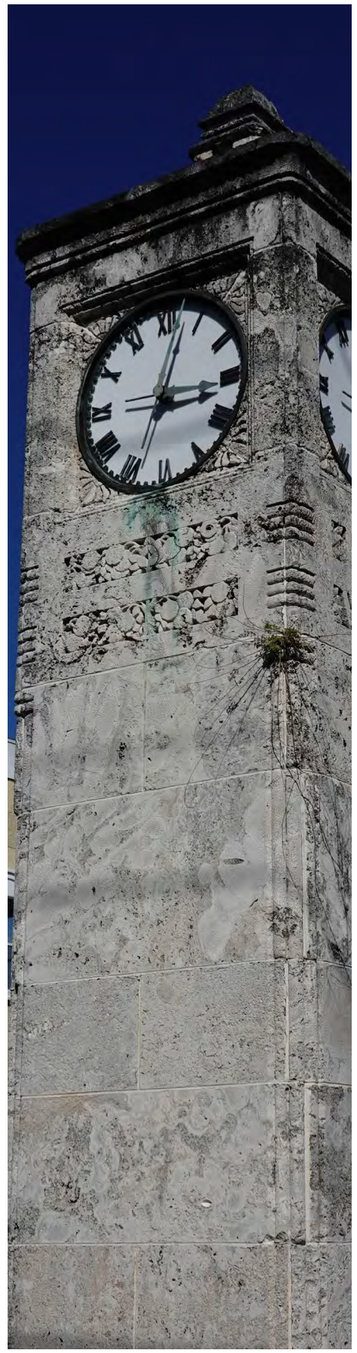
Continue to Activate the Core

The Main Street program supports a number of important activities, including the farmers market, food truck rodeos and periodic shopping promotions. The community's heritage of family-oriented events is a key part of its appeal, including Mardi Gras, a wine festival, an arts festival, and Halloween. Lake Wales Live hosts concerts near the Library.

Key to the revitalization effort will be restaurants, cafes and nightlife. Lake Wales' current policies related to alcoholic beverages can be revised to prevent blocking desirable venues for entertainment and nightlife essential to

Attract More Visitors

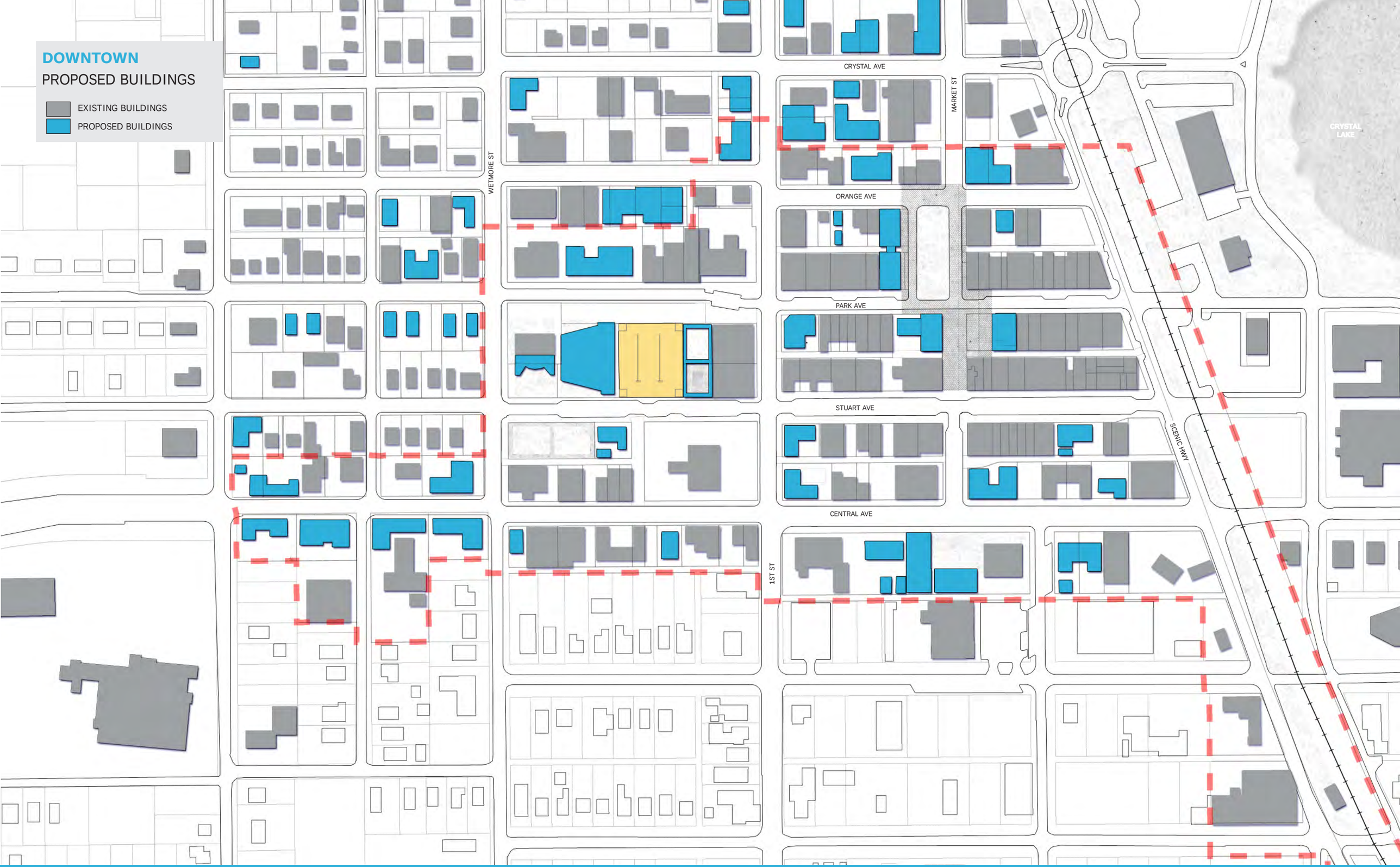
The first step in attracting more visitors is to develop places and activities that will appeal to area visitors. That means investing in great public spaces and more extensive event programming. Marketing works best when you have something to offer. The continuous flow of visitors to Bok Tower Gardens offers a unique opportunity, particularly as the Downtown improvements emphasize plantings and landscaping. Working with Bok Tower, new routes from the major access roads should be identified and included in Bok Tower materials and on its website. Gateway improvements and wayfinding signs can guide visitors along tree-lined routes past Downtown and Lake Wailes to give the visitors a picture of what is available elsewhere in the community when they are finished at the Gardens. Once the Walesbilt Hotel reopens, there may be opportunities for a shuttle between Downtown and Bok Tower.



DOWNTOWN

PROPOSED BUILDINGS

- EXISTING BUILDINGS
- PROPOSED BUILDINGS



DOWNTOWN

ILLUSTRATIVE PLAN

A Downtown's primary streets (Park, Stuart, Central and Orange Avenues, and 1st Street), are redesigned to maximize pedestrian space and tree canopy.

B A new town square creates a central gathering place north of Park Avenue and Market Street, on city-owned parking lots.

C A new building provides doors and windows that puts a public face on an expanded Market Place Plaza.

D A cycle track and tree-lined sidewalk on 1st Street creates a better connection from Downtown to the Northwest Neighborhood

E Infill buildings are encouraged on underutilized land (vacant parcels and/or parking lots) in Downtown to activate frontages.

F As parking lots and street design changes gradually and displace existing parking, new parking supplies can be utilized in Downtown garage, as well as lots east of Scenic Highway.

G Potential location for a new multi-purpose events center, which can draw additional patrons to Downtown. The facility could host plays, concerts, art installations, and private events, and could be managed by a third party.

H Left turn lanes are removed along Scenic Highway at its intersection with key Downtown Avenues, to narrow the crossing distance. New high-visibility crosswalks make it easier to utilize parking on the east side of the tracks.

I Trails provide connections to Crystal Lake and Lake Wailes, and the new linear park.

J A roundabout at Crystal Avenue and Scenic Highway simplifies traffic movement and improves pedestrian connections.

Visualizing Change

Reimagine Park Avenue and Create a Town Center

Today, Market Place Plaza is the center of the Downtown's historic core, yet it is faced by blank walls. The plaza could be expanded into an adjacent parking lot; a small remaining portion of the lot could be used as a development site. This infill building would have doors and windows to put a proper public face on this critical community space.

An upgraded, pedestrian-friendly Park Avenue could be elevated at the intersection with Market Street, creating a curbless area and opportunity to expand the plaza across the street. This connects to a City parking lot to the north, an ideal location for a new town square that accommodates larger gatherings.

Upgrading Stuart Avenue

Stuart Avenue is one of Lake Wales' primary retail streets; the physical environment can be refined to better support active shopfronts and community activity. In the future, one-way travel can become a two-way, better facilitating wayfinding and providing natural traffic calming. Angled parking can become parallel, to widen sidewalks and introduce space for outdoor dining. Ample space for landscaping will revive Downtown Lake Wales as a garden city. Existing raised planters that block storefront views from the street can be replaced with lower level plantings, hanging baskets, and shade trees.

Park Avenue & Market Street

EXISTING CONDITIONS

PROPOSED FUTURE CONDITIONS

Stuart Avenue


EXISTING CONDITIONS

PROPOSED FUTURE CONDITIONS

Idea #3: CONNECT

Joining Neighborhoods and Parks

While geographically close, Downtown, the Northwest Neighborhood and Lake Wailes feel disconnected. And while Bok Tower Gardens is just 4 miles by road (2.5 direct) from Downtown, there is little indication of the landscape treasure within the city itself. The disconnection between these places is a result of both the area's history and its physical design, with rail lines and inhospitable roads creating barriers. Through the strategic design interventions in this section, the connections between Downtown, the Northwest Neighborhood, Lake Wailes, and Bok Tower will be strengthened.

Expand Lake Wales' Trail System

Bicycle and pedestrian trails, also known as shared-use trails when the two share the same path, can be a critical piece of Lake Wales' transportation network and for creating connections across the City and region, especially when combined with on-street bicycle facilities (such as protected bike lanes and cycle tracks). This trail network can help reduce the number of trips taken by motor vehicles and allow people to more conveniently access Downtown without requiring a car trip. Convenient access to trails also has health implications for nearby residents with research showing that those living near trails tend to exercise more than those living further away.

In Lake Wales today, there are two trails - the Lake Wailes Trail and the Lake Wales Trailway. Additional trails are proposed in this plan to increase connectivity within the core of Lake Wales and to complement the existing and previously proposed trail networks, as shown in the figure on the following page. Incorporated with the regional multi-use trail network as outlined in the Momentum 2040 Long Range Transportation Plan (LRTP) prepared by the Polk County (described in more detail on the following pages), new trail facilities can provide a viable alternative for travel and be attractive for recreational use. The trails should connect Downtown to Lake Wailes Park, the Northwest Neighborhood and Bok Tower. The map at right illustrates general alignments to make these important connections and to utilize existing rail crossings to avoid conflicts with rail operations. More direct connections across the rail line should be pursued in the future, but not limit the shorter term implementation of a connected trail and cycle track network.

As a next step in implementation, the City should create a detailed map and design for priority trail connections. For walking and biking to be safe and comfortable, trails should generally be 12 feet wide, where possible, and no less than 8 feet. In areas of higher use, wider trails are recommended. Safety and comfort along the trails should also be improved through the addition of pedestrian-scaled lighting and the planting of native shade trees. For recreational purposes, loops of various lengths should be created to offer opportunities for people to select a route of their desired length.

A robust, high quality trail network can also help Lake Wales capture a piece of Central Florida's growing bicycle tourism boom and strengthen the connection between Downtown and Bok Tower. Careful design and implementation of bicycle and pedestrian facilities is therefore an important element for the overall continued revitalizing of Downtown and the Northwest Neighborhood.

Strengthen connections

Tie Northwest Neighborhood to Downtown

Redesign crossings to make getting across the tracks easy and safe

LAKE WALES

TRAILS & BIKEWAYS

- A Lake Wailes Trail
- B Lake Wales Trailway
- C Bartow - Lake Wales Trail
- D Ridge Scenic Highway Trail
- E Lake Wales Trailway Extension/ Ridge Scenic Highway Trail
- F 1st Street Cycle Track
- G Central Avenue Bike Lanes

Completing a Regional and Local Trail Network

The Momentum 2040 Long Range Transportation Plan (LRTP) prepared by the Polk County Planning Organization includes several hundred miles of proposed multi-use trails across the County. The Bartow - Lake Wales Trail, Lake Wales Trailway Extension, Lake to Tower Trail, and the Ridge Scenic Highway Trail are all included in the LRTP. The LRTP includes a map of general alignments. Trail segment lengths and estimated costs are also provided.

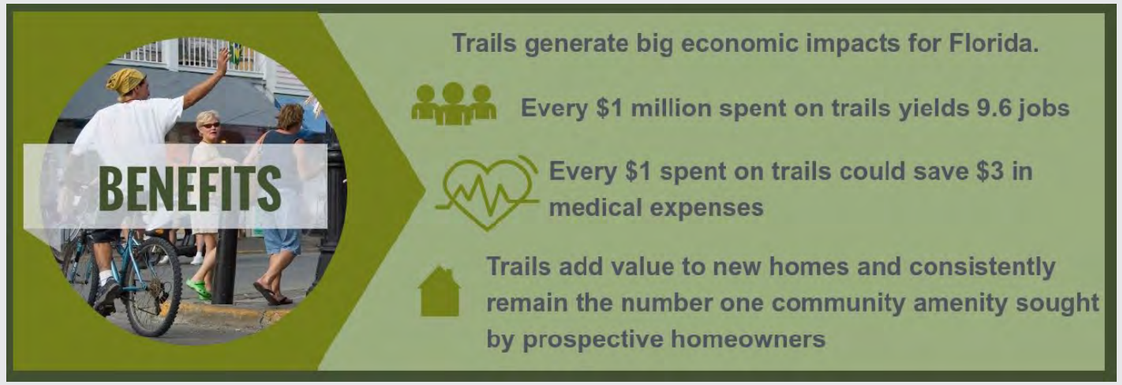
The Ridge Scenic Highway (SR 17) is a designated Florida Scenic Highway. The Corridor Management Plan (CMP) for it outlines the vision, policies and a plan by which to maintain, preserve, protect, and enhance the intrinsic resources located along the scenic highway. This includes pedestrian and bicycle facilities along the length of the corridor know as the Ridge Scenic Highway Trail. This proposed trail is detailed in FDOT's 2009 Bike/Pedestrian Master Plan for the corridor, which includes segments of existing and proposed multi-use trail, bike, and pedestrian facilities in the ROW. While much of the trail is proposed to be a 12-foot multi-use path, the 2009 Bike/Pedestrian Master Plan shows the trail consisting of existing 5-foot sidewalks, "planned trail," and proposed 5-foot sidewalks within the Core of Lake Wales.

Above: FHWA illustrations showing key dimensions for shared use path adjacent to motor vehicles (top) and for shared use path separate from vehicles (bottom)

The Florida Greenways & Trails System Plan 2019-2023 outlines the vision for the state's Greenways and Trails System. The Plan identifies the Bartow to Lake Wales Corridor as a land trail opportunity and identifies the Ridge Scenic Highway SR 17 Corridor as a land trail priority. Priority corridors are the focused vision for trails in the state. Priorities build on past investments, join multiple counties and population centers and demonstrate broad regional and community support.

The Lake Wales Connected trails and bikeways plan illustrates more detailed alignments, refined from those in the LRTP and the 2009 Ridge Scenic Highway Bike/Pedestrian Master Plan, to limit new rail crossings and to allow for wider (10-foot minimum) and more comfortable and functional multi-use trail design. Trails at Crystal Lake Park are based on the 2018 Crystal Lake Park Master Plan. Additional trails have been proposed to increase connectivity within the core of Lake Wales and to complement the existing and previously proposed trail networks. Following adoption of the Lake Wales Connected plan, a detailed trails map for priority segments, based on surveyed existing conditions, can confirm the location and design of these new trail connections.

The Federal Highway Administration (FHWA) provides guidance on the design of multi-use trails that can inform the next step of planning. Graphics from FHWA's Small Town and Rural Multimodal Networks (left) illustrate recommended minimum standards for trails that are separated from motorized traffic and trails that are adjacent to motorized traffic.



Above: Trail benefits and design standards from Florida Department of Environmental Protection, Office of Greenways and Trails. For more information, see https://floridadep.gov/Parks/OGT

Create On-Street Bicycle Facilities

In addition to the trail network, a complementary two-way cycle track is proposed for 1st Street, from Winston Avenue to Seminole Avenue, where it would connect with the proposed linear park and shared-use trail along the rail line. Two options are shown for this two-way facility, one that is buffered from adjacent traffic and a separated, raised facility. The benefits of a two-way cycle track are that they are attractive to a wider range of cyclists, they reduce the risk and fear of collisions, and they can have lower implementation costs. Buffered bike lanes are also proposed for Central Avenue to create a more complete bicycle network across the Core of Lake Wales.

A buffered cycle track offers some protection from moving traffic in the form of a buffer space between the edge of the bike lane and the edge of the vehicular travel lane. The buffer helps encourage more cyclists to use the facility. If the buffer is three feet or wider, the interior should have diagonal cross hatching or chevron markings. Narrower buffers can be marked with two solid white lines, which also helps discourage crossing.

Separated bicycle lanes offer significant improvements in safety performance over other on-street bicycle facilities, including buffered lanes. Separated bike lanes are protected from vehicular traffic by some type of physical barrier. This barrier can take the form of bollards, a curb or concrete barrier wall, planters, or parked cars. Parking-protected lanes are proposed for Central Avenue east of where it intersects with the 1st Street cycle track, connecting the network to Lake Wailes. Separated bike lanes may also be elevated a few inches above street grade.

Over the past decade, cities in North America have documented reductions in bicycle injury and fatality rates of up to 90 percent on separated bicycle lanes compared to previous striped lanes. Crash data further indicates that separated lanes improve safety, not just for bicyclists, but for all street users, including pedestrians and car occupants. A 20 percent decrease in multimodal injury and fatality rates is a typical result.

Separated bicycle lanes have been documented to offer other benefits as well, including increased rates of bicycling activity and increased storefront sales revenues. Some of these sales increases are associated with reduced vehicle speeds and improved street appearance, in addition to the effects related to increased cycling activity.

Numerous design features may also be applied to streets to increase the visibility and safety of existing and proposed bicycle and trail facilities. These include bicycle boxes, bicycle detection and signal heads, wayfinding and informational signs, and bicycle refuge islands.

Not Just Bike Planning | Low-Speed Mobility Modes

Urban transportation in the US has evolved rapidly over the past decade. Key emerging trends have included the arrival of bike share, followed by dockless bike share, affordable e-bikes, and rented electric scooters. These low-speed mobility modes have tapped into significant latent demand for local travel that, at up to 15 mph, exceeds walking speeds but does not require driving.

The development of low-speed, motorized mobility offers significant potential benefits for Lake Wales, but presents safety challenges as well. Scooters and e-bikes

Above: Examples of Trail-Oriented Development along the West Orange Trail, Winter Garden, FL

should not be allowed to operate on Downtown sidewalks, as they negatively impact pedestrian safety and convenience. However, they also present a safety challenge on higher-speed streets (like Scenic Highway and 1st Street) where they are too slow and vulnerable to mix safely with higher-speed vehicular traffic. In this way they echo the challenges of providing for safe bicycling and, in fact, are more compatible with bicycling than with any other travel modes. Downtown will plan for low-speed mobility modes by incorporating them into the planning for bicycle lanes and other bicycle facilities. Their arrival in Lake Wales adds urgency to the need to implement the bicycle corridor vision.

Trail-Oriented Development

A somewhat recent phenomenon across the country is new homes and businesses fronting and focusing along trails, something that can be called trail-oriented development. This is occurring in small towns, such as Winter Garden, Florida, medium sized cities including Madison, Wisconsin, and large cities like Atlanta. Businesses and residences in locations like these place a building frontage along the trail with the trail as the primary access and driving economic force for the development. The trail is the focal element of these developments, in which buildings engage the trail as they would a walkable street with shopfronts and residential entrances.

Reimagine 1st Street

1st Street is a critical north/south street that connects Lake Wales' historic Downtown with the Northwest Neighborhood. The current condition of 1st Street includes wide vehicular lanes with unmarked on-street parking. The wide lanes invite cars to move fast, making it dangerous for pedestrians to cross. This street provides an inadequate connection for pedestrians and cyclists, and leads to the disconnected nature of Lake Wales' core.

A proposed redesign, described in cross section earlier in the *Design* section, and visualized on the following pages, narrows the travel lanes while retaining parking on the east side, adds street trees in the planting strip on the west, and includes a cycle track.

There are two design options for the cycle track. One is a buffered facility, designed with a tactical approach that can be implemented with paint while maintaining the existing curb-to-curb width (re-stripe the street). The other option is a separated facility, requiring reconstruction of the existing curbs (reconstruct the street). In this option, the cycle track is raised above the pavement and located next to the sidewalk, providing a landscaped strip between the moving cars and pedestrian/bicycle areas.

The proposed public improvements not only provide better linkages between Downtown and the Northwest, they also set the stage for private sector investment on adjacent lots.

Restore the Seminole Hotel

The Seminole Hotel was first built in 1929 and is an anchor for the corner of 1st Street and Crystal Avenue. The building has its original floor plan yet has gone through significant decline over the past decades. The City condemned the hotel for code violations, and discussed demolishing the building due to safety concerns. However, the hotel has also drawn interest from preservationists, architects, and a developer who has an ongoing effort to restore the building instead.

The Reimagine 1st Street visuals include restoration of the Seminole Hotel building with new housing units that bring life to the area and enhance safety through "eyes on the street." Historical details of the building, currently covered in paint and grime, can be restored, providing visual interest and an authentic link to the past. The restoration of the Seminole Hotel can induce further revitalization of this section of Lake Wales and, along with the street improvements, rejuvenate the 1st Street corridor.

Above: Historic photo of the Seminole Hotel building

PROPOSED FUTURE CONDITIONS, OPTION 1 (RE-STRIPE THE STREET)

PROPOSED FUTURE CONDITIONS, OPTION 2 (RECONSTRUCT THE STREET)

Downtown Circulation

An Introduction to City Streets

Streets can be beautiful places. Buildings and street trees give the space a sense of enclosure. Proper proportions and details create a comfortable space to be in that operates harmoniously together.

Streets are also for mobility, providing a *right-of-way* to get from where we are coming from to where we are going. How a street functions should be based on a continuum, from pure mobility, such as an interstate highway, to a destination itself with strong economic and social functions, such as a pedestrian only shopping street, like Lincoln Road in Miami Beach, for example.

In Downtowns, streets must always provide a mix of mobility and placemaking. They need to be great addresses and provide access to businesses and residences. They must also be spaces for socializing, commerce, dining, gathering, vending, and celebrating. In a Downtown, the long-distance travel function of a street should take a backseat to its placemaking function with less focus on moving people through the city and more on being in the city.

Designing and building great streets can be a challenging task, balancing the priorities of many stakeholders and agencies. A great deal of this plan is devoted to designing streets as public spaces worthy of the landscape design heritage of Lake Wales. This section provides guidance on turning streets into spaces where people want to be. And getting it right largely depends on following a context-based design approach.

Context-Based Street Design

Context describes the physical form and characteristics of a place, interpreted on a block-by-block basis for thoroughfare design. What happens within the bounds of the right-of-way should largely be determined by the setting of private development laying outside of the right-of-way lines. Context is one of those fundamental solutions regarding development planning, infrastructure design and engineering. When places are well understood, treasured context can be preserved. Also, unacceptable places can be programmed for future changes — changes based on a better balance between public and private interests.

Context-based street design is critical to balance the multiple and sometimes competing demands placed on streets to create a transportation system that provides mobility and also functions as vibrant places of commerce and community. The context will help determine where streets should prioritize commerce and community and where mobility should be prioritized. In all cases, streets should be designed to safely and comfortably accommodate all modes of travel, although some modes are given more prioritization than others depending on the context.

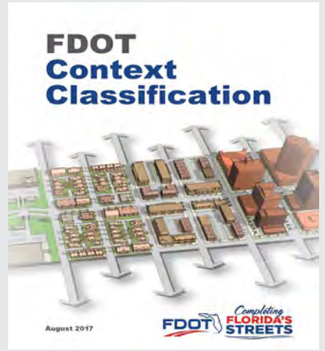
New, context-based awareness, such as through the development of the Lake Wales Connected plan, will result in careful planning and effective implementation of many of this document's goals, all based on clear and lean plans and regulations. Lake Wales' vision for redevelopment and new development can lead to successful places when transportation is designed in harmony with the future vision.

> It is not surprising that, given their multiple roles in urban life, streets require and use vast amounts of land. In the United States, from 25 to 35 percent of a city's developed land is likely to be in public right-of-way, mostly streets. If we can develop and design streets so that they are wonderful, fulfilling places to be, community building places, attractive public places for all people of cities and neighborhoods, then we will have successfully designed about 1/3 of the city directly and will have an immense impact on the rest.
>
> - Allan Jacobs, Great Streets

There are two dimensions to classifying streets, functional classification and context area type. Functional classification refers to typical engineering language such as highway, arterial, collector, and local roads. The context area type refers to the type of place in which the road traverses, such as identified in this chapter. Both aspects need to be considered when looking for the appropriate design of a street.

The Florida Department of Transportation (FDOT) has adopted a context classification system to plan and design state facilities in greater harmony with the surrounding land use characteristics and intended uses of the roadway. The context classification assigned to a roadway segment determines the key design criteria elements for arterial and collector roadways, including the ***design speed***, which informs lane width, street tree placement, on-street parking, and other elements necessary for good street design.

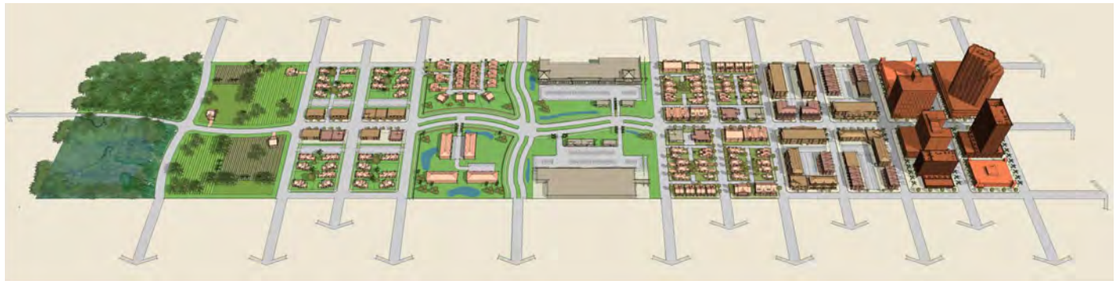
The City of Lake Wales should coordinate with FDOT District 1 to refine the context classifications for SR 17 (Scenic Highway) to ensure that its design can prioritize pedestrians and place through Downtown. Turning Scenic Highway into a safer and more comfortable street for pedestrians to walk along and cross is a vital component in connecting Downtown to Lake Wailes Park with an emphasis on Park Avenue. From the Market Place Plaza in Downtown, it is just a 5 minute walk to Crystal Lake Park and 10 minute walk to Lake Wailes Park. Yet today, this short walk is hampered by the need to cross both Scenic Highway and the railroad. With the appropriate context classification and through coordination with the railroad, the design of Scenic Highway can be modified with safer intersections, shortening the crossing distance for pedestrians, and the allocation of on-street parking. Sidewalks across the rail line will also need to be upgraded. The east side of the Scenic Highway is also the location of several parking lots, and an easier-to-cross Scenic Highway and railroad will make these lots more appealing to Downtown visitors and workers, helping to address the appetite for more parking in Downtown.



Refine Context Classification Designations

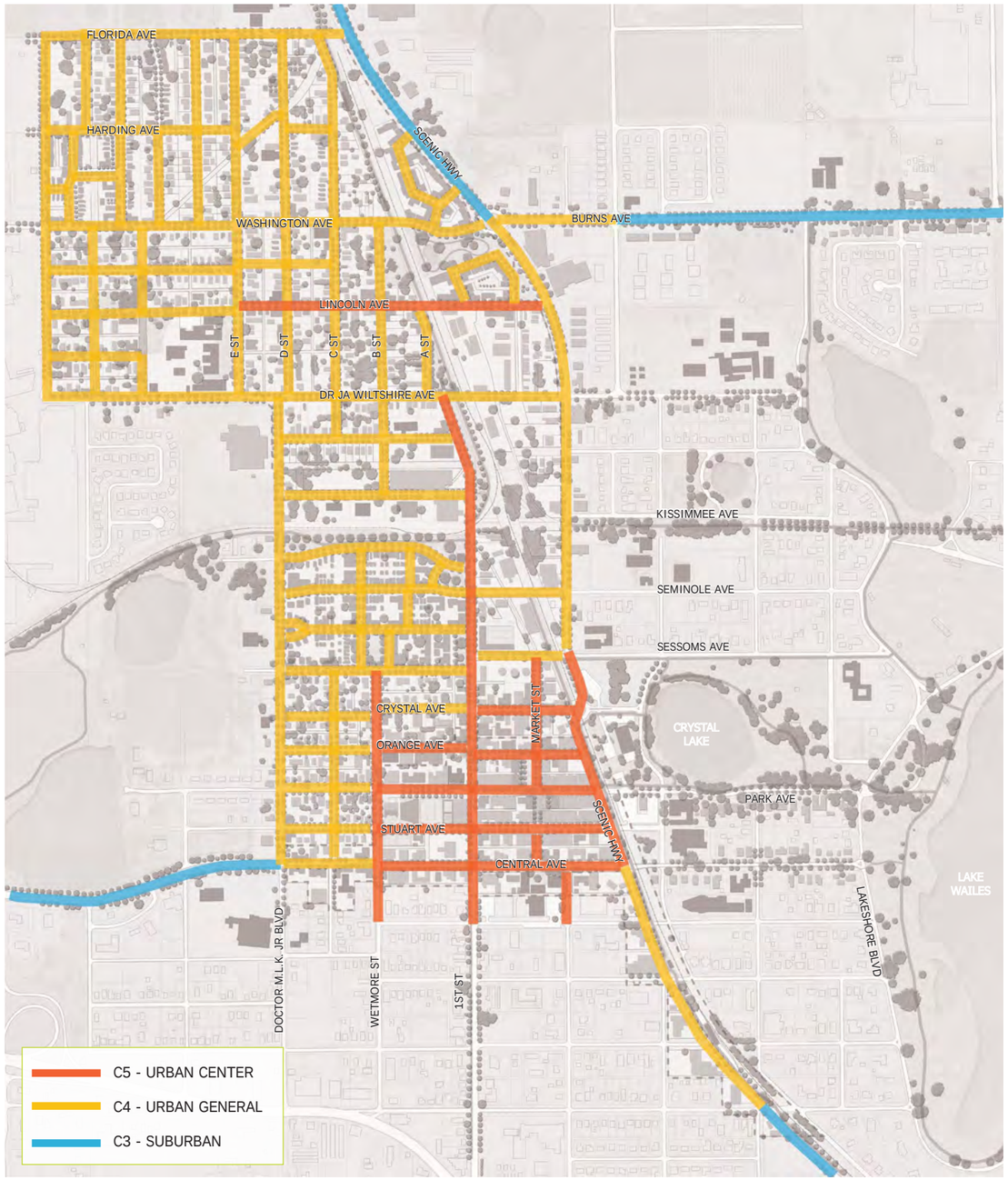
FDOT's context classification system incorporates eight context zones, or character areas, for the purpose of street design, ranging from natural to urban core. While the FDOT Context Classification guide and Design Manual were developed for state facilities, the same classifications can be applied to local streets across Downtown and the Northwest Neighborhood. The diagram on the following page recommends context classifications for both the state and local streets that reinforce the community vision. These context classifications allow for and support street designs that prioritize the pedestrian and a walkable neighborhood across the core of Lake Wales.

FDOT Context Classifications



C1 Natural | C2 Rural | C2T Rural Town | C3R Suburban Residential | C3C Suburban Commercial | C4 Urban General | C5 Urban Center | C6 Urban Core

Proposed Context Classifications



Two-Way Restoration

Downtown's main commercial streets, Park Avenue and Stuart Avenue, are currently designed and operated as one-way streets in a "couplet" configuration. Conversion of streets to one-way couplets was common in the middle of the 20th Century. The idea was to provide increased capacity for vehicular traffic, maximizing flow and travel speeds. But emphasizing the dominance of motor vehicles turned out to be harmful to commercial areas, especially in Downtowns.

Many cities of all sizes across the United States have been restoring their Downtown one-way streets back to two-way circulation, with significant economic, safety, and access benefits. Two-way restoration of Downtown commercial streets has resulted in significant improvements of Downtown economic vitality in many of these cities.

The Park Avenue and Stuart Avenue one-way couplet should be restored to two-way operations. This will involve revising the orientation of traffic signals and reconstructing intersections, including other design changes at the intersections with Scenic Highway, Market Street, and 1st Street.

A proposed design for the restoration of Park Avenue is shown in detail in the section on *Design*. The corresponding intersection improvements and reconstruction of Scenic Highway are shown on the following pages and are illustrative of the improvements that could occur at other intersections as Downtown's one-way streets are restored to two-way operations.

Downtown's avenues were historically two-way streets, as illustrated in this picture of Stuart Avenue from the 1920s

Benefits of Two-Way Restoration in Downtown

Improving Public Safety
One-way streets operate at higher speeds than two-way streets in the same locations (regardless of speed limits or rigorousness of enforcement). Vehicle speed is the most important variable determining crash severity, especially for pedestrians and bicyclists. One-way streets also tend to be plagued by wrong way driving. Drivers fail to notice one-way signs, or otherwise get confused, and drive the wrong way, increasing the potential for head-on collisions.

Improving Traffic Efficiency
One-way streets can result in longer average vehicle trip lengths as drivers circulate around the block(s) to reach destinations, creating "out-of-distance" travel. Overall, one-way streets benefit drivers who desire to pass through an area without stopping, but make access to local destinations more circuitous, difficult and time-consuming.

Improving Parking Access
A major source of traffic in Downtowns with one-way streets is caused by drivers searching for parking. Two-way street networks simplify the search for parking.

Enhance Economic Vitality
The lower speeds associated with two-way streets widen the "cone of vision" of drivers, improving the visibility of shopfronts and destinations. This, coupled with improved convenience of circulation and access to parking, strengthens the economic viability of Downtown.

Encouraging Visitors and Tourists
As Downtown Lake Wales seeks to capture a greater percentage of the visitors to Bok Tower Gardens, the current one-way system of Downtown streets increases navigation complexity, impacting visiting drivers even more than it does local drivers. Two-way circulation will reduce difficulty of Downtown driving, encouraging visitors and tourists to come to and spend time in Downtown.

Facilitating Bicycle Circulation
One-way streets present particular challenges for bicyclists. The significance of out-of-distance travel is greater for bicyclists than it is for drivers and the risks associated with higher vehicle speeds are much greater. Two-way operations will improve the convenience and safety of bicycling to and within Downtown.

Intersection Improvements

Modern Roundabouts

Modern Roundabout

A modern roundabout accommodates traffic flow and capacity while creating a greater sense of place and allowing safer conditions for pedestrians. Walkability at a roundabout is increased because traffic speeds are lower as vehicles approach and exit the roundabout, and pedestrians have fewer lanes of traffic to cross at one time. Roundabouts provide a greater sense of place because of their distinctive design and greater opportunities for urban design. A sculpture, fountain, or tree can be placed in the center of the roundabout, although care must be taken to preserve adequate sight lines.

Modern roundabouts allow pedestrians and bicyclists to maneuver through the intersection (see detail at right). An appropriately low speed is the key pedestrian safety element of roundabout design. Bicyclists are sometimes concerned about travel through a roundabout, especially if they have experience with the much larger and faster traffic circles found in New England. In fact, modern roundabout intersections are safer for bicyclists than traffic signals, due to slower traffic speeds.

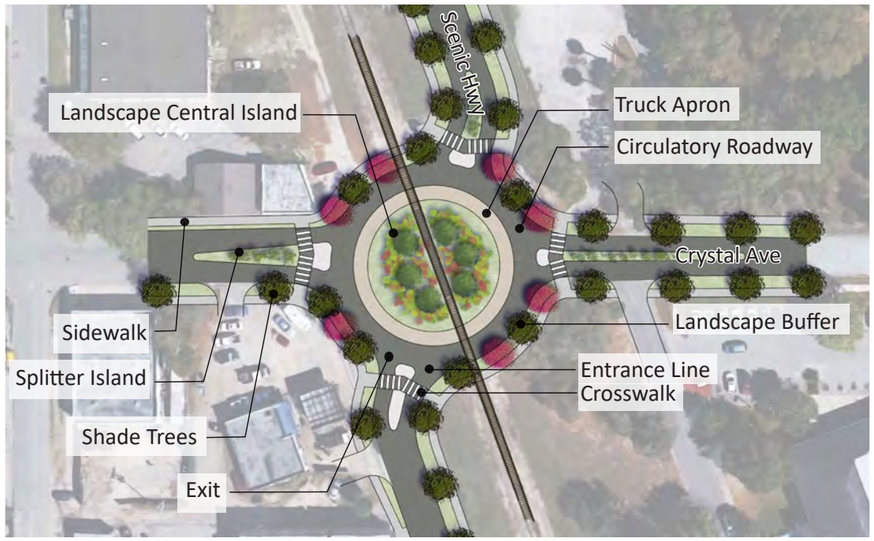
The use of modern roundabouts at several intersections throughout Lake Wales was studied during the charrette. These roundabouts are proposed at key intersections to serve as gateways to Downtown, to accommodates irregular intersection geometries, and to slow traffic as it enters areas of higher pedestrian activity. The use of truck aprons in these conceptual designs allows the roundabouts to accommodate large trucks (WB-65). The designs also have narrow access driveways to surrounding properties to create safer pedestrian crossings. Local traffic is of a magnitude that the proposed roundabout designs will accommodate peak hour traffic conditions.

Pedestrians

Roundabouts are designed to achieve a consistent, low vehicle speed (15 to 25 mph) to minimize crash potential. When traffic volumes are light, many gaps are available for pedestrian crossing. When vehicle volumes are high, more vehicles pause at the yield line, allowing pedestrians to cross safely behind the first vehicle. The pedestrian crosswalk should occur one car length back (approximately 20 feet) from the yield line to place the pedestrian safely in view of the second waiting vehicle's driver.

Bicyclists

Entering and circulating at 25 mph or less, automobiles can easily share space with bicycles traveling through a roundabout. To traverse the roundabout, the cyclist simply travels through in the vehicle lane just like an automobile. Cyclists who are uncomfortable sharing the road with automobiles may, alternatively, use the sidewalk system as if a pedestrian.



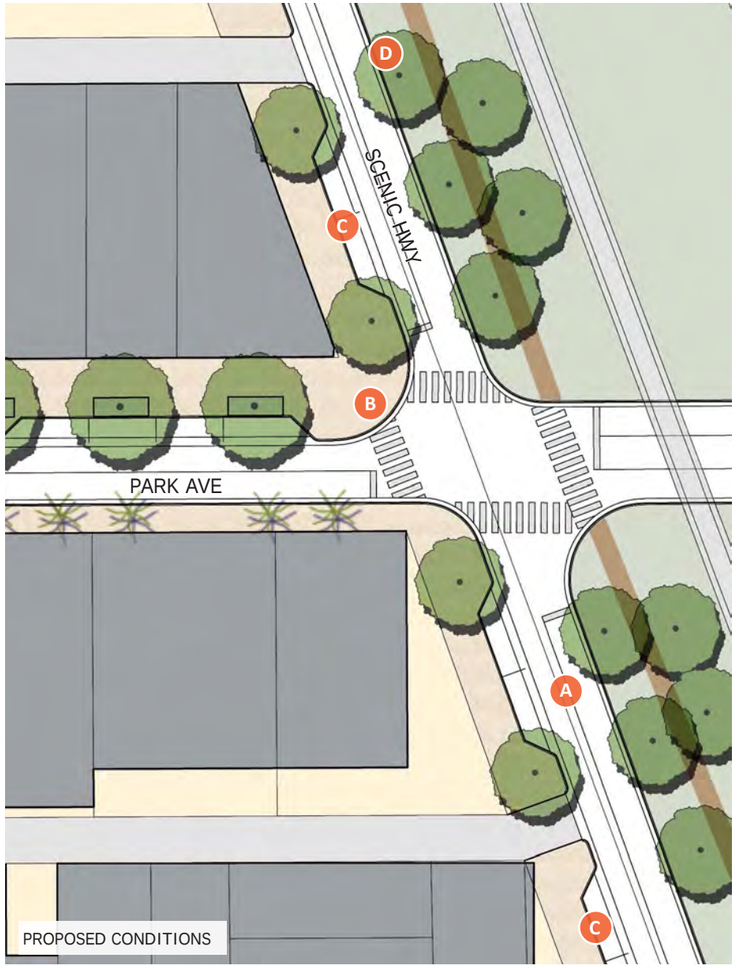
Scenic Highway / Crystal Ave Roundabout

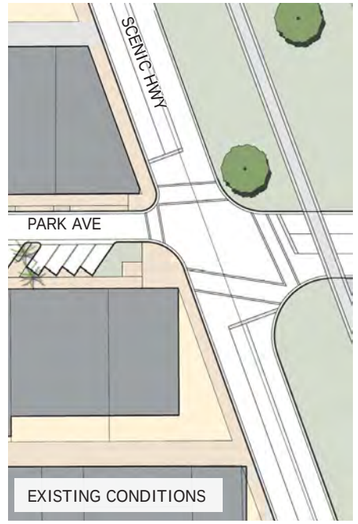
The intersection of Crystal Avenue and Scenic Highway is bisected by train tracks and is in need of safer pedestrian, bike and vehicular access.

Scenic Intersections

The intersections on Scenic Highway in Downtown, shown on the location map to the right, will be redesigned as part of the two-way restorations of the Downtown avenues and to prioritize pedestrians in the core of Downtown. The intersections are currently too wide, and the lengths of the crosswalks make it unsafe for pedestrians to cross Scenic Highway.

Scenic Highway is proposed to be converted from three to two lanes from Crystal Avenue to Central Avenue with the space reallocated to wider sidewalks and on-street parking. The narrower roadway will reduce the crossing distance, making it safer and more convenient to cross Scenic Highway, a critical step in connecting Downtown to Lake Wailes. An example of a redesigned intersection along Scenic Highway is shown below.





- **A** The Scenic Highway center turn lane is repurposed in Downtown with the space allocated to wider sidewalks and on-street parking.
- **B** Corner turn radii are reduced to minimize the crossing distance for pedestrians.
- **C** On-street parking is added along the west side of Scenic Highway.
- **D** Shade trees are added to both sides of Scenic Highway to create a more comfortable pedestrian environment and as visual cues to motorists to drive slower.

Downtown Parking

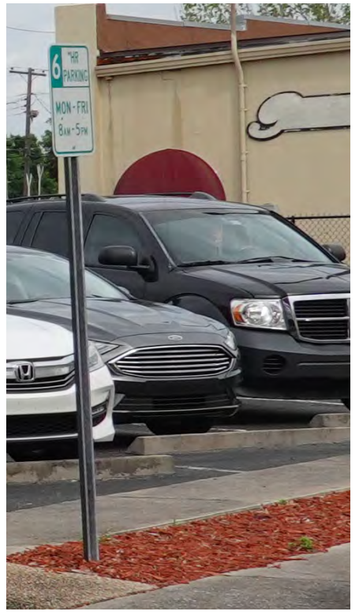
An Overview of Parking

Parking in Downtown Lake Wales is a concern for those working and visiting there. As Downtown transitions into a more vibrant commercial center and the ideas in this document begin to materialize, parking will likely become an increasingly important topic. While parking may seem like a simple issue, its impacts have far reaching effects on the ability of Downtown to become the vibrant center envisioned.

Historic buildings Downtown were constructed at a time when parking requirements did not exist, and so, property owners were able to build structures on the majority of their site. With the introduction of parking requirements, it became difficult to build a marketable building and accommodate the required parking on the small lots in Downtown. In many cases, existing buildings would be torn down and replaced with surface parking for adjacent or nearby buildings and businesses in order to meet parking requirements. Over the years this has resulted in a fragmented townscape with a large percentage of area devoted to the single purpose of storing cars, creating a bleak and generally unwelcoming environment for spending time. The resulting environment is one in which you want to park as close as possible to your destination because the pedestrian experience has become unenjoyable.

As is the case in many Downtowns, the most desirable parking spaces seem to always be full and there is a feeling of a lack of parking. This partly arises from the fact that on-street parking and lots in the core of Downtown are highly utilized while parking on the periphery is not. Yet there is usually an adequate amount of parking, just not as close to the core or people are unaware of its existence.

Within a 1/4-mile radius of the center of Downtown, represented by the intersection of Park Avenue and Market Street, there are approximately 1,646 public and private parking spaces. A more detailed breakdown of Downtown's parking spaces is shown in the table below.



Downtown Existing Parking Supply		
PARKING TYPE	PUBLIC OR PRIVATE	NUMBER OF SPACES
Surface Lot	Public	495
Surface Lot	Private	765
On-Street	Public	386
	TOTAL	**1,646**

Parking Management

In Lake Wales, the land development standards establish the minimum requirements for how many parking spaces must be provided for specific land uses. The intent is to require property owners to provide sufficient off-street parking spaces. However, in Downtown, adequate off-street parking should not drive the development of a site. More creative solutions should be considered and encouraged, in line with Lake Wales' Comprehensive Plan's language on parking in the Downtown District.

Parking management is a set of programs and regulations that affect the supply, demand, location, and price of parking. Properly managed, the parking system can support economic vitality and make neighborhoods and business districts more livable. Given that parking is a tool for economic development and livable communities, the careful prioritization of parking supply and management must be well thought out and coordinated. The toolkit of strategies on the following pages can be applied to Downtown Lake Wales to manage the supply and demand for parking as the neighborhood evolves over time.

> "The number of parking spaces required for uses in the core portions of Downtown District shall be flexible and shall take into account that public parking lots and street parking is available to uses in the Downtown District."
>
> - Lake Wales Comprehensive Plan

Electric Vehicle (EV) Charging Stations

The number of Electric Vehicles (EVs) on the road in Florida is growing every year, and so is the need for charging locations. While many EV owners charge their vehicles at home, there is still a need for charging stations located in publicly accessible places, especially for those who are traveling. Locating public EV charging stations in Downtown Lake Wales can help draw visitors from Bok Tower to Downtown. Other benefits include providing additional benefits to those who already visit Downtown and the Northwest Neighborhood who drive EV's, encouraging the adoption of cleaner transportation in the community, and promoting the city's sustainability efforts.

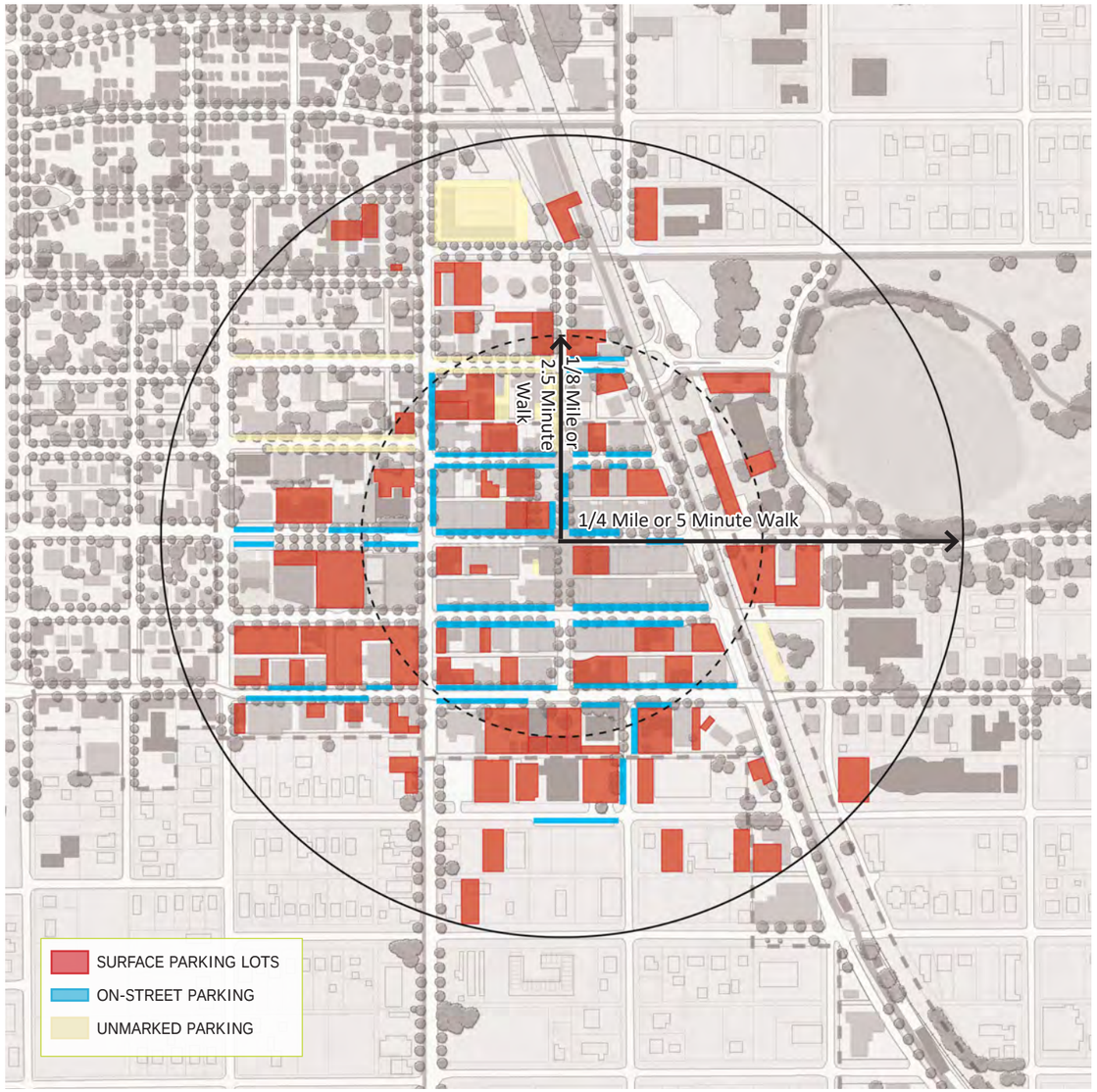
Duke Energy Park & Plug Pilot Program

Duke Energy is operating a pilot program through December 2022 to install and manage, free of charge, electric vehicle (EV) charging stations throughout Florida. It is a competitive process whereby those who wish to host EV charging stations must meet program requirements and complete an application with Duke Energy. Duke Energy costumers can apply to the program, which has a target number of charging stations for multi-unit dwellings, workplaces, public, and DC Fast-Charging locations. While installation and maintenance are free throughout the pilot program, the host is required to pay for the cost of electricity used by the charging station.

The City of Lake Wales should investigate the possibility of installing EV charging stations in key locations of public parking in Downtown. The Lake Wales Main Street program should also make this program known to Downtown businesses. The figure to the right illustrates potential locations for public EV charging stations. The application process requires parking space location maps in a specific format, identifying the exact spot.

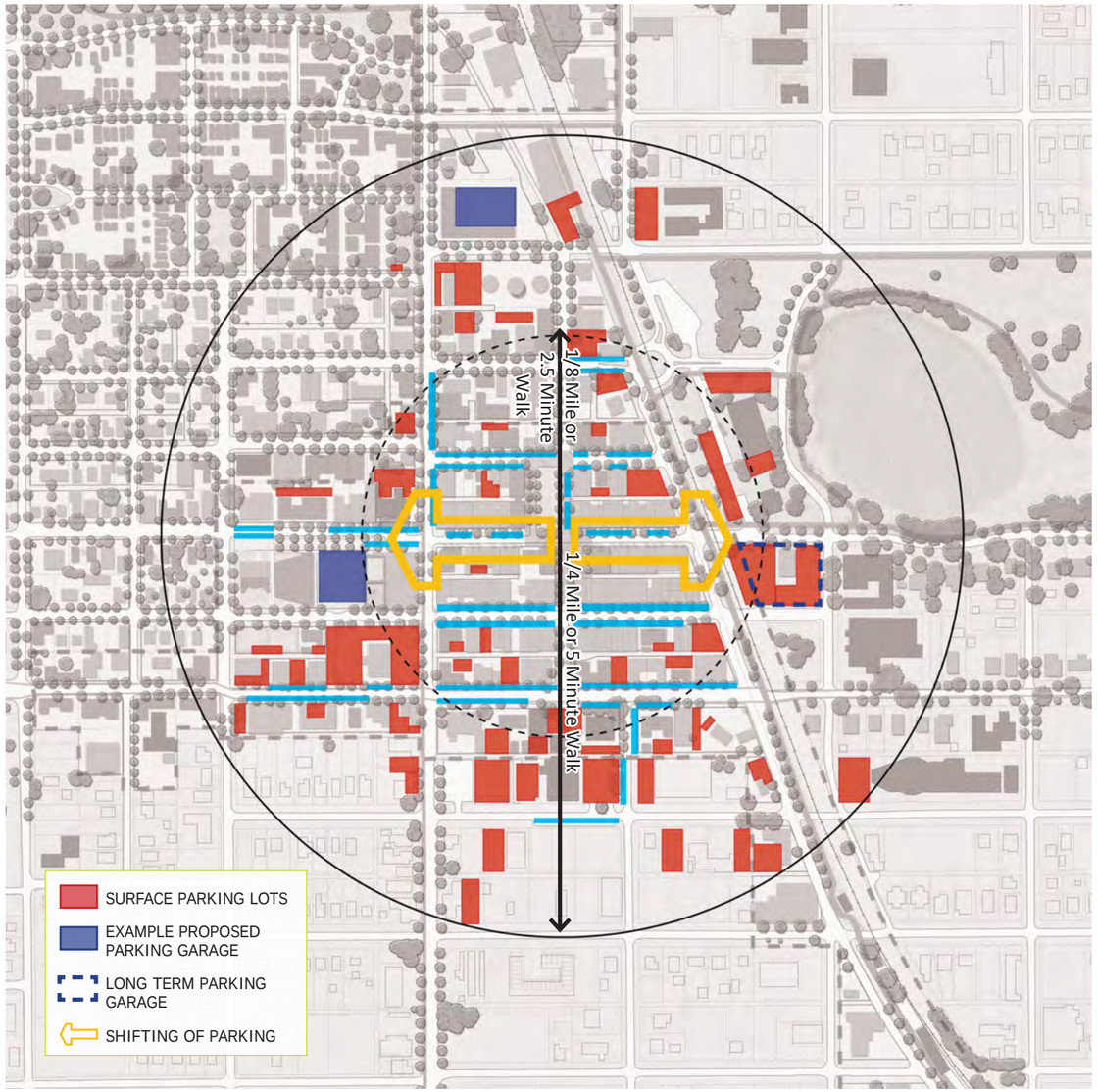
Above: EV public charging station from NovaCharge, the company contracted for the Park & Plug pilot project.

Below: Possible parking lot locations for EV charging stations in Downtown Lake Wales.



Current Parking

The figure illustrates in red all the existing surface parking lots within a 1/4 mile radius, or 5 minute walk, from the intersection of Market Street and Park Avenue. The blue indicates areas of marked, on-street parking and the yellow denotes areas of informal parking.



A Shift in Parking

As the Downtown begins to infill with new buildings and uses, and as the various street improvements materialize, the location of some parking will gradually shift from the core of Downtown to the periphery. This shift in the location of parking must coincide with the street improvement projects to make walking to and around Downtown safe, comfortable, and interesting. This is especially important for crossing Scenic Highway and 1st Street. The remaining parking in the core of Downtown should be prioritized for handicapped spaces and short-term, high-turnover spaces to support local businesses.

Parking Management Toolkit

Better Utilize Existing Parking

Improve Parking and Mobility Wayfinding

Consistent and clear signage and wayfinding, consistent with Downtown's branding, can help direct visitors to areas where parking is available and to the important destinations within Downtown. This simple strategy can help make more efficient use of existing parking facilities. Clear signage should also be placed to differentiate public parking from private parking to avoid a potential source of confusion and conflict as to where one can park.

Increase Enforcement

Lake Wales utilizes time limits to manage its public parking system in Downtown. On-street parking in Downtown currently has 3 to 6 hour limits from 8 AM to 5 PM. Increasing enforcement can ensure that on-street parking spaces are not used for longer-term or all day parking. Maintaining frequent turnover of the most desirable parking spaces benefits businesses by helping to ensure that visitors to an area can quickly and easily find convenient parking without the need to circle blocks in search of an open space.

Modify Time Limits

Along with increased enforcement, reducing the time limit to 2 hours can further promote higher turnover in an effort to maintain one to two open parking spaces per block.

Implement Metered Parking

On-street paid parking can be an effective tool to address high parking demands and low turnover in Downtown Lake Wales. However, the implementation of paid parking should only occur after the enhanced enforcement and modified time limits have been applied first and still are not producing the desired results.

Implement a Comprehensive and Dynamic Curb Lane Management Program

The curb zone has taken on an increased importance over the last few years. Demand for curb space is increasing as cities work to balance transit demand, on-street parking, rideshare passenger loading/unloading, truck loading/unloading, personal deliveries, on-demand mobility devices such as bikes and scooters, emergency services, pedestrian streetscape amenities and other users. This program will need to prioritize and manage often competing curb uses by location, day of week, type of user, and time of day compared to the relative value each of them brings.

Establish Employee Parking Locations

Parking spaces nearest Downtown destinations can more likely benefit businesses when they are available to visitors and patrons. Employees of these businesses also need a place to park while at work, but by occupying the most proximate spaces, turnover rates are low during the day and spaces are not as available for customers. Policies and programs to provide designated parking for employees can ensure that there is adequate parking for both patrons and employees. Certain off-site public parking lots could have designated permit spaces for employees to park in during normal business hours. Business and property owners can enter into covenants with the City whereby it is agreed that employees would not park in the on-street spaces in Downtown.

Modify Parking Rules

Reduce or Eliminate Parking Requirements

Downtown Lake Wales and the Northwest Neighborhood are different from the rest of the City and should have correspondingly different parking requirements. These areas currently have the same parking requirements as more suburban parts of the City, yet the character is nothing alike. While the land development regulations permit parking off-premise in a location within 400 feet of the use they serve, the number of spaces required still necessitates a suburban quantity of land to be allocated to parking in an urban environment.

Parking requirements in the C-1A district, the core of Downtown Lake Wales, should be eliminated to remove the prohibitive burden on redeveloping smaller lots with new buildings and uses. In the C-1 district, small businesses should be exempt for parking requirements and the minimum requirement for multi-family dwelling units reduced to 1 space or less per dwelling unit.

Adopt a Shared Parking Ordinance

The land development regulations currently permit required parking spaces to be consolidated into a large parking area serving several uses. A shared parking ordinance can take advantage of this pooling of resources by recognizing that various land uses have different peak periods of parking demand and allowing complementary land uses to share spaces, rather than producing separate spaces for each separate use.

Change the Location of Parking

In Downtown, off-street parking should be hidden from view from the streets and public spaces. Off-street spaces should ideally be located behind buildings or otherwise shielded from view by landscaping or garden walls. The current land development regulations require parking areas to be located to the side of buildings and prohibit parking areas in the rear of buildings unless approved by the planning board upon a recommendation from the police chief. The regulations should be revised to require parking in the rear of buildings in the C1-A district and to the rear or side in the C1 district.

Reduce Demand

Create a "Park Once" Environment / Mobility Hub

One of the best ways to manage parking is to reduce the demand. The goal of creating a vibrant mixed-use center supports the creation of a "park once" environment. In such a place, many trips require only one parking space. Scattered surface parking lots are consolidated into several strategically located parking lots or garages where visitors can park and then walk to all of the destinations in Downtown. These locations should also function as mobility hubs, served with multiple options for traveling the Downtown, such as bikeshare or perhaps trolley.

Consolidate Supply

Build a Parking Garage

As Downtown's surface parking lots are replaced with buildings and the other parking strategies in this toolkit have been implemented, addressing the remaining parking needs can include building a parking garage. The plan identifies a possible location for a parking garage on the block between Park Avenue and Stuart Avenue, west of 1st Street (in between the Walesbilt Hotel and the Care Center). This location provides enough space to fit a standard parking structure as well as liner buildings along Park Avenue and Stuart Avenue. This design requires redesigning the block of Park Avenue between 1st Street and Wetmore Street.

Idea #4: POPULATE

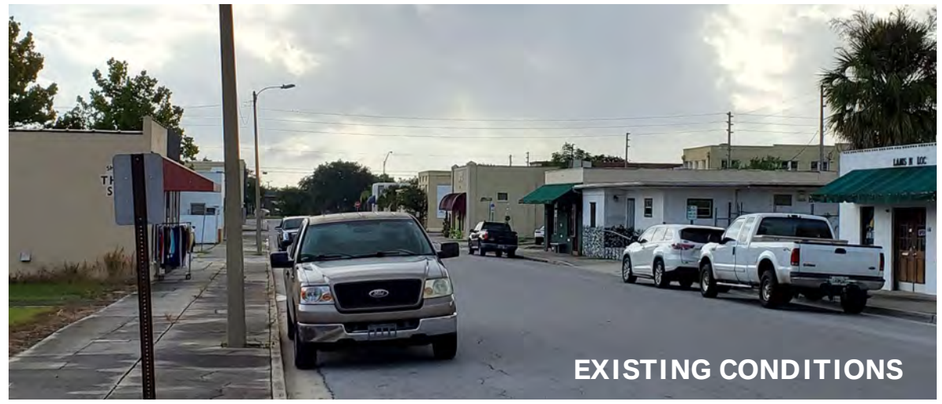
Residences in the Core Support Revitalization

The Lake Wales Connected plan is driven by the need to attract more people to the Downtown and the Northwest Neighborhood – new residents, visitors and employees. Creating nearby housing that allows residents to walk to Park Avenue or Lincoln Avenue will increase daily support for coffee shops, restaurants and other businesses.

In the Downtown, housing can be accommodated in new or restored buildings over shops and alleys, as well as street-oriented residential buildings. Streets outside the shopfront core of Park and Stuart Avenue are good opportunities for new Downtown housing; townhouses and small apartments are among the building types that are underrepresented today. The City should work with Polk State College to expand the College's presence in Downtown, providing a larger student body who can be enticed to eat, shop and play in the Downtown. Once renovated the Walesbilt Hotel will attract countless new visitors, creating opportunities for additional stores, restaurants and entertainment. Housing initiatives should include both market-rate and affordable housing, rental and home ownership units, and accommodations for all ages and lifestyles.

Apartments over shops, over alleys

New residential building types within the Core


EXISTING CONDITIONS

Infill Housing on Orange Avenue

Orange Avenue is one block north of Park Avenue, where Lake Wales' commercial center has potential to transition to a more residential character, to populate the core and create a more complete Downtown. Infill buildings on vacant or underutilized parcels can create a continuous street frontage and pedestrian-friendly environment.

Orange Avenue has wide vehicular lanes and no street trees. This sketch also illustrates potential street design improvements, including street trees in bulb outs between parking spaces. The on-street parking can slow down the traffic and provide parking supply for new residents and visitors. The street trees can not only provide shade for pedestrians, but also enhance the neighborhood character.


PROPOSED FUTURE CONDITIONS

Grove Manor

Grove Manor is a public housing complex located between Downtown and the Northwest Neighborhood at 1st Street and Seminole Avenue. The buildings are old and are in poor condition; some are unoccupied because of damage. The Housing Authority has plans to redevelop the site. Instead of simply replacing the existing units, the site could become a complete mixed-income neighborhood, including the same amount of public housing plus moderate income and market rate units. The federal Hope VI program helped many cities retrofit public housing into complete mixed-income neighborhoods; successful case studies demonstrate the value of complete neighborhoods in creating social and economic opportunities for residents.

The diagrams on the next page illustrate site design considerations that can produce a complete, connected neighborhood that provides a connection between Downtown and the Northwest Neighborhood instead of a barrier, and adds an important piece of the city greenway network.

Right: Examples of mixed-income neighborhoods.

Top: Savannah Gardens in Savannah, GA

Bottom: Columbia Parc Apartments in New Orleans, LA (bayoudistrictfoundation.com)

GROVE MANOR
ILLUSTRATIVE PLAN

1. Existing Conditions
2. The Olmsted Brothers street grid can be extended across the site, creating walkable-sized streets and blocks
3. The regular street grid can be interrupted by neighborhood green space opportunities. Some green spaces can be located to save major trees at the periphery of the site. A greenway at the northern end of the site connects the city trail network.
4. Tree-lined streets complete the green network.
5. Blocks are divided into parcels that are sites for new buildings. Parcels are oriented so that building fronts face each other, across streets and public spaces.
6. The fronts of new buildings shape and define public space. Buildings are a variety of sizes, to accommodate many types of units.

Idea #5: EMPOWER

Make it Easy to Implement the Vision

This plan belongs to the people and businesses, not just their government. The Lake Wales Connected plan will be most successful if the City takes a business-friendly, collaborative approach, and does not inadvertently add impediments to reinvestment. The City should empower the private sector by providing education about plan goals as well as grants and other funding opportunities to participate in revitalization. In addition, the City can streamline approvals processes for planned infill development or building rehabilitation that follows the plan's design principles.

Assuring that all residents benefit from the plan will be key to the success of the plan. In the past, too many residents have been left behind.

Support local businesses and entrepreneurs

Make doing infill and improvements according to the vision easier

Provide Business Incubator Space

A business incubator can be a valuable tool in assisting entrepreneurs in the formation of new businesses. It would typically offer small spaces at below-market rents with flexible square footage and short-term lease commitments; access to shared conference rooms, office equipment and receptionist; and support in such basics as accounting, legal, marketing and finance. Most have an on-site manager backed by a network of volunteer mentors, professional service providers and university-based small business development staff, who collectively can offer good advice and guidance. Some act as virtual incubators providing the support network and some shared facilities but no on-site office or industrial space for start-up companies. The financial challenges lie in funding the building and staff on below-market rents from non-credit-worthy tenants and in attracting enough entrepreneurs to participate.

The significant costs associated with acquiring and renovating a building might be best postponed until the support network can be assembled and operating funds secured. A partnership should be forged between the Community Redevelopment Agency, the Northwest Area Advisory Committee, the Florida Small Business Development Center at the University of South Florida's Muma College of Business, and Polk State College to develop a specific strategy.

One option would be to start small with an existing storefront and a series of training presentations/ meetings to help identify potential participants. Another option would be to combine the incubator activities with shared office space in a co-working arrangement. There, individuals and companies pay a monthly fee for periodic access to a desk in a shared office space with Wi-Fi and some access to shared conference room(s) and larger office equipment. That provides the new or existing business with a low-cost space with no long-term lease commitment. Such spaces can be attractive to existing home-based businesses (e.g., contractors) who could use a business address, telephone service and a place to meet their clients.

Grow Community Jobs

Training local residents to be more effective entrepreneurs and/or develop new marketable skills would promote higher incomes and long-term wealth building to improve their families' economic condition. The specialized construction jobs associated with historic restoration and skilled landscaping positions to maintain the proposed public space improvements offer particular opportunities for area residents if coupled with effective training programs. Recruiting companies to reuse some of the study area's many vacant industrial buildings and sites could create additional jobs easily accessed by area residents.

Engage Downtown Institutions

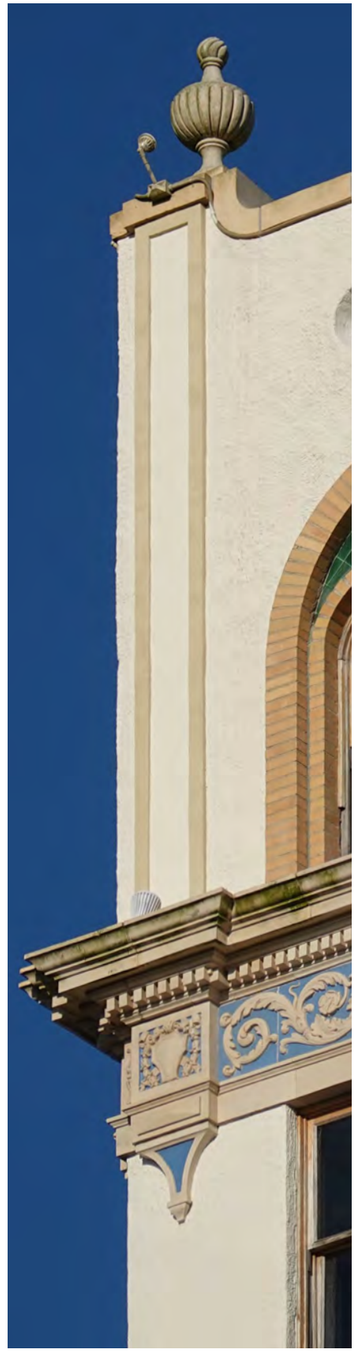
Polk State College offers a rich resource to help activate Downtown and empower residents and new businesses. A Culinary Arts program could train local residents for new jobs and support entrepreneurs interested in developing local restaurants or cafes. Polk State could organize seminars or classes related to business creation and growth, helping local entrepreneurs with such issues as marketing, finance, accounting, use of technology, e-commerce and/or human resources. The Florida Small Business Development Center of the University of South Florida's Muma School of Business is available to assist local businesses. The CRA should work with Core area entrepreneurs to help them take advantage of these resources.

Polk State students should be drawn into the Downtown to patronize the businesses and enjoy the public spaces and programming. As the College plans for expansion, including a student center that opens onto Central Avenue could help to activate the campus and the Downtown.

Facilitate Close-In Housing

Attracting new close-in residential activity begins with creating the quality public space amenities and programming that will support new residents. A clean-up/fix-up campaign would be appropriate with grants or low-interest loans to help nearby residents upgrade the appearance of their houses and yards.

Adoption of zoning and development guidelines that encourage context-sensitive design will be important to developing a diversity of housing types at different price and rent levels. The CRA or City could work with property owners to help clear title on heirs properties. Targeted homeownership programs could focus on these areas with downpayment assistance and/or below-market interest-rate mortgages. Public/private partnerships with residential developers would be appropriate to reduce the costs of new development, possibly in conjunction with Federal or State assistance programs.



Implementation

Action Plan for the Core of Lake Wales

The Implementation Action Plan describes public improvements and recommended City policies and programs that can implement the Big Ideas for the Core of Lake Wales. These recommendations span both the Downtown and Northwest Neighborhood plan areas; many apply to both areas.

Actions are organized by timeframe: Near-Term (years 1 to 3); Mid-Term (years 4 to 6), and Longer-Term (7+ years), and generally listed in order of priority. However, many factors will influence implementation, including cost, available funding, and ease of implementation. The City should proceed simultaneously with large-scale improvements (that are more complicated and costly; but also will have greater impact) as well as "low-hanging fruit" that are easier to achieve. The plan will need to be flexible to adjust to changing conditions and new opportunities; some mid-term actions may become feasible in the near-term, and similarly some near-term actions may need more time than anticipated.

Following plan adoption, representatives from the City, CRA, Main Street and others should meet on a yearly basis to review progress, and identify goals and actions to be pursued in the next year.

Cost Legend:
$ = under $200,000
$$ - under $500,000
$$$ = under $1,000,000
$$$$ = under $5,000,000
$$$$$ = under $10,000,000
$$$$$+ = over $10,000,000

Plan Areas:
N Northwest
D Downtown

Near-Term Actions (Years 1-3)

Action #	Description	Timeframe	Responsible Party	Cost Range (Order of Magnitude Estimates)	Potential Funding Source	Big Idea Advanced	Plan Area
Public Improvements							
1	Survey and produce construction ready design drawings for Park Avenue, from Scenic Highway to Wetmore Street (include plantings, lighting, sidewalks, parking, plaza, street furniture)	Near-term	City, CRA, America in Bloom	$$	CRA, CIP budgets	DESIGN	D
2	Survey and produce construction ready design drawings for 1st Street, from Central Avenue to Wiltshire Avenue (include plantings, lighting, sidewalks, parking, plaza, street furniture)	Near-term	City, CRA, America in Bloom	$$$	CRA, CIP budgets	DESIGN, CONNECT	N D
3	Create a refined map and illustrations for connections between Downtown, Crystal Lake Park, and Lake Wailes Park, based on the concepts in the Lake Wales Connected trails & bikeways map and the underlying research of the Olmsted Brothers history in planning for the region and its public open spaces. This effort should aim to integrate and connect Downtown, Crystal Lake, Lake Wailes, and potentially other areas of the regional green/blue network.	Near-term	City, CRA	$	CRA, City budgets	CONNECT	N D
4	Implement Park Avenue street improvements (from Scenic Highway to Wetmore Street); and one block of 1st Street improvements (from Park Avenue to Stuart Avenue)	Near-term	City, CRA, America in Bloom	$$$$	CRA, CIP budgets	DESIGN	D
5	Improve Market Place Plaza in coordination with Park Avenue street design	Near-term	City, CRA, America in Bloom	$$$	CRA, CIP budgets	DESIGN	D
6	Partner with Housing Authority to produce construction-ready design drawings for Grove Manor redevelopment as a walkable, mixed-income neighborhood	Near-term	Housing Authority, City, CRA	$$$	Housing Authority, CRA, CIP budgets	POPULATE	N D
7	Support upgrades to Grove Manor public realm improvements	Near-term	City, CRA	varies	CRA, CIP budgets	POPULATE	N D
8	Pursue landscape design and training partnership with Bok Tower Gardens	Near-term	CRA, America in Bloom	$	CRA budget	DESIGN	N D
9	Partner with housing contractor to build infill housing in the Northwest Neighborhood	Near-term	City, CRA	$$	CRA budget	POPULATE, EMPOWER	N
10	Coordinate with CSX Corporation to allocate a portion of the rail right-of-way for a multi-use trail.	Near-term	City, CSX Corporation	N/A		CONNECT	N D
11	Construct missing sidewalks in the Northwest Neighborhood: include a sidewalk on at least one side of each street; key connectors should have sidewalks on both sides.	Near-term to Mid-term	City, CRA	varies	CRA, CIP budgets	DESIGN	N
12	Invest in public art	Near-term	City, CRA	varies	CRA, CIP budgets	DESIGN	N D

Near-Term Actions (continued)

Cost Legend:
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Plan Areas:
N Northwest
D Downtown

Action #	Description	Timeframe	Responsible Party	Cost Range (Order of Magnitude Estimates)	Potential Funding Source	Big Idea Advanced	Plan Area
Policy / Programs / Downtown Activation							
13	Pursue funding/sponsorships for Olmsted streetscapes	Near-term	City, CRA, America in Bloom	N/A		DESIGN	N D
14	Adopt urban form and design guidelines for Downtown streets (Park, Lincoln, Stuart, Orange, Central Avenues; Scenic Highway; 1st Street), and for historic restoration and infill of new buildings, based on the urban design recommendations of the Lake Wales Connected plan	Near-term	City	$	City budget	DESIGN	N D
15	Draft and adopt changes to zoning to implement Plan recommendations, in the form of strategic changes to the existing ordinance or a new Form-Based Code for the core of Lake Wales (include next 3 items)	Near-term	City	$	City budget	DESIGN, CONNECT, EMPOWER	N D
	Revise local zoning restrictions on bars in Downtown						
	Update zoning requirements to permit infill buildings according to the plan vision. Reduce or eliminate minimum parking requirements in the core of Lake Wales.						
	Streamline development approval process to reduce uncertainty						
16	Establish FDOT context zones for Core Area streets; Work with FDOT to change posted speed limits on Scenic Highway	Near-term	City, FDOT	N/A		CONNECT	N D
17	Adopt historic preservation building code	Near-term	City	N/A		EMPOWER	N D
18	Enforce building codes to encourage redevelopment of abandoned properties	Near-term	City	$	City budget	EMPOWER	N D
19	Pursue a Parking Management Strategy for Downtown following the toolkit provided in Lake Wales Connected	Near-term	City, CRA	$	City budget	CONNECT	D
20	Apply for Duke Energy Park & Plug Pilot Program for Downtown electric vehicle charging stations	Near-term	City, CRA	N/A		CONNECT	D
21	Recruit a coffee shop, brewpub, café and sports bar to Downtown.	Near-term	CRA	$	CRA budget	ACTIVATE	D
22	Identify a site for a new multi-purpose events center. The facility could host plays, concerts, art installations, and private events, and could be managed by a third party.	Near-term	CRA	N/A		ACTIVATE	D
23	Explore potentials for an outward-facing Polk State College student center to encourage students to spend more time Downtown.	Near-term	CRA, Polk State College	N/A		ACTIVATE	D
24	Encourage Downtown property owner to develop co-working space with shared access to conference rooms, etc.	Near-term	CRA	N/A		ACTIVATE, EMPOWER	D
25	Work with Polk State College for Downtown expansion	Near-term	City	N/A		ACTIVATE	D
26	Explore potential for funding forgivable loans or grants for painting and other exterior improvements among nearby homes to enhance the appeal of close-in neighborhoods.	Near-term	City, CRA	$$	CRA, CIP budgets	POPULATE, EMPOWER	N D
27	Identify properties owned by CRA or the City and explore joint ventures for new housing	Near-term	City, CRA	varies	CRA, CIP budgets	POPULATE	N D
28	Work with developers to bring housing to Orange Avenue	Near-term	City, CRA	N/A		POPULATE, EMPOWER	D
29	Work with developers to build senior housing on/near Lincoln Avenue	Near-term	City, CRA, Florida Housing Finance Agency	$$$	Florida Housing Finance Agency	POPULATE, EMPOWER	N
30	Work with investors to develop a multi-tenant building on Lincoln Avenue	Near-term	City, CRA	$$$	CRA, CIP budgets	ACTIVATE, EMPOWER	N
31	Recruit businesses to Northwest Neighborhood industrial properties	Near-term	Economic Development Council, City, CRA	$$	Econ. Dev. Council, City budgets	ACTIVATE, EMPOWER	N

Near-Term Actions (continued)

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Plan Areas:
N Northwest
D Downtown

Action #	Description	Timeframe	Responsible Party	Cost Range (Order of Magnitude Estimates)	Potential Funding Source	Big Idea Advanced	Plan Area
32	Market and expand façade improvement funds, emphasizing historic restoration; Encourage property owners to restore historic facades	Near-term	CRA	$$	CRA budget	EMPOWER	N D
33	Recruit a student intern to document people-made trails in the Northwest Neighborhood, and collect oral histories. Incorporate and celebrate as part of future infill development, where feasible	Near-term	City, CRA	$	CRA, City budgets	DESIGN	N
34	Establish an Alleys Enhancement Program in consultation with Downtown businesses and property owners to encourage implementation of a destination alley Downtown.	Near-term	City, CRA	$	CRA, CIP budgets	DESIGN	D
35	Educate property owners on clearing property title	Near-term	City, CRA	$	CRA, City budgets	EMPOWER	N
36	Fund/finance efforts to clear title for Northwest Neighborhood properties	Near-term	City, CRA	$$	CRA, City budgets	EMPOWER	N
37	Consider adding local hiring requirements to infrastructure improvement contracts	Near-term	City	N/A		EMPOWER	N D
38	Provide first-time homebuyer counseling and education	Near-term	City	$	Florida Housing Finance Agency, Housing non-profit	POPULATE, EMPOWER	N D
39	Provide down payment assistance and low-interest mortgages for infill housing	Near-term	CRA, Florida Housing Finance Agency	$$	Florida Housing Finance Agency	POPULATE, EMPOWER	N D
40	Support training programs for local residents to develop skills in construction, historic restoration, and landscape installation/maintenance	Near-term	City/Main Street, Roosevelt Academy, CareerSource Polk, potential for partnership with Bok Tower, America in Bloom	$	CRA, City budgets	EMPOWER	N D
41	Explore opportunities for a Culinary Arts program at Polk State College	Near-term	Polk State College, CRA	$$	PSC budget	ACTIVATE, EMPOWER	D
42	Organize mentors and training for entrepreneurs hoping to open businesses in the core of Lake Wales. Explore their space and assistance needs to determine whether a business incubator is needed.	Near-term	City, CRA, Polk State College, Florida Small Business Development Center	$	CRA, CIP budgets	EMPOWER	N D
43	Link local entrepreneurs to services through the Florida Small Business Development Center	Near-term	City, CRA, Florida Small Business Development Center	N/A		EMPOWER	N D

Mid-Term Actions (Years 4-6)

Cost Legend:
$ = under $200,000
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$$$$$ = under $10,000,000
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Plan Areas:
N Northwest
D Downtown

Action #	Description	Timeframe	Responsible Party	Cost Range (Order of Magnitude Estimates)	Potential Funding Source	Big Idea Advanced	Plan Area
Public Improvements							
44	Acquire land, produce construction drawings, and implement new central Downtown Town Square near Market Street between Park and Orange Avenues	Mid-term	City, CRA	$$$$	CRA, CIP budgets	ACTIVATE	D
45	Implement 1st Street improvements from Central Avenue to Wiltshire Avenue	Mid-term	City, CRA	$$$$$	CRA, CIP budgets	DESIGN, CONNECT	N D
46	Implement Lincoln Avenue improvements (shade trees and plantings)	Mid-term	City, CRA	$$$	CRA, CIP budgets	DESIGN	N
47	Implement additional Downtown street improvements (Stuart Avenue, Central Avenue, Orange Avenue) as funding is available	Mid-term to Longer-term	City, CRA	TBD	CRA, CIP budgets	DESIGN	D
48	Implement redesign of Scenic Highway from Central Avenue to Orange Avenue (includes road diet, intersection improvements, pedestrian crossings)	Mid-term to Longer-term	City, CRA, FDOT	$$$$$	CRA, CIP budgets	DESIGN, CONNECT	D
49	Install Olmsted streetscapes focusing initially on E. Park Ave from Scenic Highway to Lake Wailes; continue implementation throughout Downtown and Northwest Neighborhood as funding is available	Mid-term to Longer-term	City, CRA	varies	Fundraising	DESIGN	N D
50	Install roundabout at Scenic Highway and Crystal Avenue with gateway feature	Mid-term to Longer-term	City, CRA, FDOT	$$$	CRA, CIP budgets	DESIGN, CONNECT	D
51	Install roundabout at Scenic Highway and Burns Avenue with gateway feature	Mid-term to Longer-term	City, CRA, FDOT	$$$	CRA, CIP budgets	DESIGN, CONNECT	N
52	Implement a linear park and trail along the rail line to connect Downtown to the Northwest Neighborhood	Mid-term to Longer-term	City, CRA	$$$$	CRA, CIP budgets	DESIGN, CONNECT	N D
53	Develop new Northwest Neighborhood park near Burns Avenue	Mid-term to Longer-term	City, CRA	$$$	CRA, CIP budgets	DESIGN	N
54	Create a plan and detailed design for the Lake Wales Trailway Extension and Ridge Scenic Highway Trail within the core of Lake Wales in coordination with the Florida Office of Greenways and Trails, FDOT, CSX Corporation, and Ridge Scenic Highway Corridor Management Entity (CME).	Mid-term	City, CRA, Florida Office of Greenways and Trails, FDOT, CSX, CME	$	CRA, City budgets	DESIGN, CONNECT	N D
55	Continue the Lake Wales Trailway westward from 1st Street along the east-west rail line	Mid-term	City	$$	CRA, CIP budgets	CONNECT	N D
56	Design and construct additional gateway features: Central Avenue at Wetmore Street; Central Avenue at 1st Street; Park Avenue east of Scenic Highway; Northwest Neighborhood linear park	Mid-term to Longer-term	City, CRA	$$$	CRA, CIP budgets	DESIGN	N D
57	Design and install wayfinding signs	Mid-term	City	$	CRA, CIP budgets	CONNECT	N D
58	Continue to invest in public art	Mid-term to Longer-term	City, CRA	varies	CRA, CIP budgets	DESIGN	N D
Policy / Programs / Downtown Activation							
59	Continue to pursue funding/sponsorships for Olmsted streetscapes	Near-term to Mid-term	City, CRA, America in Bloom	N/A		DESIGN	N D
60	Partner with developer to build an infill structure on Park Avenue parking lot	Mid-term	City, CRA	$$	CRA, CIP budgets	DESIGN, ACTIVATE	D
61	Continue to market and expand façade improvement funds, emphasizing historic restoration; Encourage property owners to restore historic facades	Near-term	CRA	$$	CRA budget	EMPOWER	N D
62	Expand Lake Wales Live concert series	Mid-term	Parks & Rec	$	City budget	ACTIVATE	D
63	Develop an incubator on Lincoln Avenue	Mid-term	City, Economic Development	$$$	CRA, CIP budgets	ACTIVATE	N

Longer-Term Actions (Years 7+)

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$$$$$ = under $10,000,000
$$$$$+ = over $10,000,000

Plan Areas:
N Northwest
D Downtown

Action #	Description	Timeframe	Responsible Party	Cost Range (Order of Magnitude Estimates)	Potential Funding Source	Big Idea Advanced	Plan Area
Public Improvements							
64	Partner with developer to build an infill building facing new central Downtown park space	Longer-term	City, CRA	$$	CRA, CIP budgets	ACTIVATE	D
65	Continue to construct missing sidewalks in the Northwest Neighborhood	Longer-term	City, CRA	varies	CRA, CIP budgets	DESIGN	N
66	Continue to implement a connected trails system in Lake Wales	Longer-term	City, CRA	TBD	CRA, CIP budgets	CONNECT	N D
67	Develop replacement off-street parking, if needed	Longer-term	City, CRA	TBD	CRA, CIP budgets	CONNECT	D
Policy / Programs / Downtown Activation							
68	Explore potential for local shuttle	Longer-term	City	$	City budget	CONNECT	N D
69	Work with Bok Tower to promote Downtown, new access routes	Longer-term	City, CRA	$	CRA, City budgets	CONNECT	D

Appendix A
Market Profile

Prior to the charrette, the consultant team produced a market profile that compiled basic demographic and market information to identify opportunities and factors that could affect the feasibility of proposed plan concepts. (A summary of conclusions is included in the Introduction section).

Table 1. Population and Household Trends, 2000-2018

	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Population						
2000	1,937		12,065		483,924	
2010	1,578		14,225		602,095	
2018	1,559		15,661		667,696	
2000-2018 Change	(378)	-19.5%	3,596	29.8%	183,772	38.0%
2000-2010 Change	(359)	-18.5%	2,160	17.9%	118,171	24.4%
2010-2018 Change	(19)	-1.2%	1,436	10.1%	65,601	10.9%
Households						
2000	752		4,887		187,233	
2010	622		5,790		227,485	
2018	607		6,290		249,123	
2000-2018 Change	(145)	-19.3%	1,403	28.7%	61,890	33.1%
2000-2010 Change	(130)	-17.3%	903	18.5%	40,252	21.5%
2010-2018 Change	(15)	-2.4%	500	8.6%	21,638	9.5%

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.
Source: ESRI, Community Profile, 2019; Partners for Economic Solutions, 2019.

Lake Wales is a small city that has grown steadily from 12,065 residents in 2000 to 15,661 residents in 2018 – a 30-percent growth as compared to 38-percent growth in Polk County as a whole. The city added 500 new households from 2010 to 2018.

In contrast, the Core Area lost 359 households (19 percent) from 2000 to 2010 in part due to the impacts of Hurricane Charley in 2004. Since 2010, the Core Area has generally stabilized at 1,559 residents in 607 households. The Core Area population is more than three-quarters Black or African American and 18 percent White as compared with 27 percent African Americans in the city.[1] Hispanics represent 14 percent of the Core Area's population and 20 percent of the city's population in 2018.

The Core Area's population is somewhat younger than the city's with a median age of 37.8 years versus 42.1 in the city as a whole.[2] More than 28 percent of the Core Area population is under 20. The city has a large retiree population with 24 percent of the population aged 65 and over as compared with 18 percent in the Core Area.

Small households dominate both the city and the Core Area – 68 percent of city households and 63 percent of Core Area households have only one or two persons.[3] Core Area households are somewhat larger than city households with an average size of 2.54 and 2.4 persons, respectively. Fifty-six of Core Area households are headed by individuals aged 55 or older.[4]

1 Appendix Table A-1.
2 Appendix Table A-2.
3 Appendix Table A-3.
4 Appendix Table A-4.

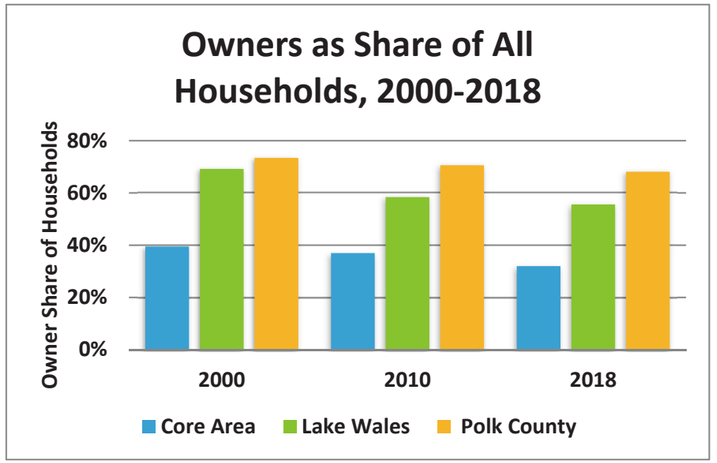
Median household income in the Core Area is $16,744 – only 45 percent of the citywide median of $36,845 and 35 percent of the Polk County median of $47,429.[5] Almost two-thirds of Core Area households have incomes below $25,000 as compared with 35 percent of city residents. Less than 15 percent have incomes of $50,000 or more. These incomes reflect the fact that three-quarters of employed Core Area residents have service or blue-collar jobs, compared with 55 percent of city residents.[6]

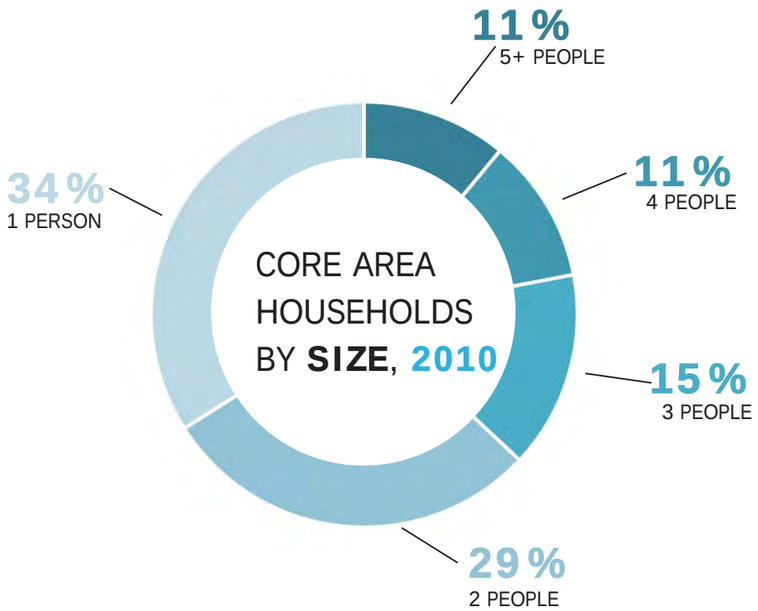
Reflecting these low incomes is the fact that 184 Core Area households (28 percent) have no access to a vehicle, compared with 12 percent of city households. More than three percent of Core Area residents use public transportation to commute to work in contrast to 0.4 percent of city residents.[7]

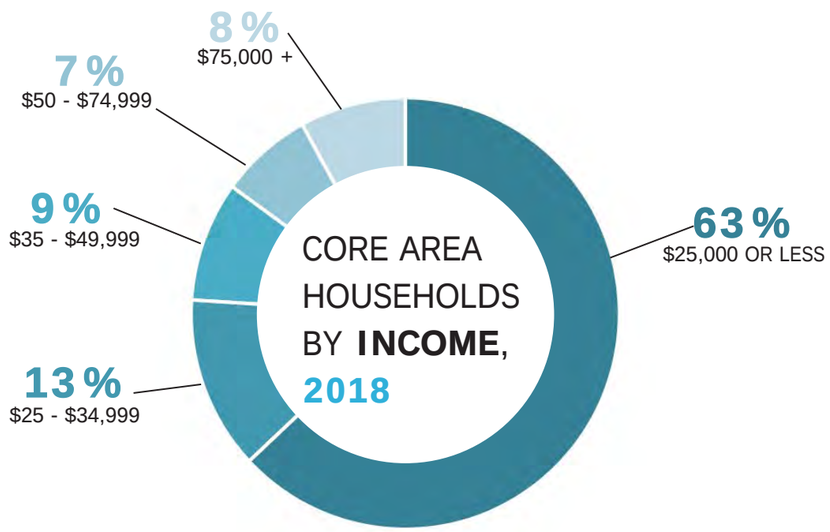
Sixty-eight percent of Core Area households rented their homes in 2018. The rental rate is higher than in the city due in part to historic patterns of mortgage redlining and discrimination. Ownership rates declined from 40 percent in 2000 to 37 percent in 2010 and 32 percent in 2018, in part due to the impact of the housing crisis. The city as a whole experienced even greater declines in the ownership rate from 69 percent in 2000 to 58 percent in 2010 and 56 percent in 2018. Ownership declines were much more modest in Polk County – dropping from 73 percent in 2000 to 68 percent in 2018.[8]

Owner householders in the Core Area are older than in the city as a whole – less than 12 percent of all owner households are headed by individuals below the age of 45 in contrast to 15 percent of city owner households and 23 percent of Polk County owner households.[9]

5 Appendix Table A-5.
6 Appendix Table A-6.
7 Appendix Table A-7.
8 Appendix Table A-8.
9 Appendix Table A-9.







Residential Development

The Core Area housing inventory was limited to only 735 units in the 2012-2016 period, none of which had built since 2010 and only nine percent built since 2000.[10] In contrast three percent of the city's housing inventory was built since 2010 and 25 percent built from 2000 through 2009. The median age of housing units was 1961 in the Core Area and 1982 citywide. Sixty-five percent of Core Area housing units were single-family detached houses with only 11 attached units (1.5 percent).[11] Another 15 percent of Core Area units were duplexes, triplexes or quad-plexes. Six percent were mobile homes.

ESRI estimates that one out of four Core Area units was vacant in 2018 as compared with 16 percent of city units and 19 percent of county units.[12] The Census recognizes a unit as occupied only if the resident is there six months or more of the year, so a large number of the city's and county's vacant units are really second homes. The latest data about vacant units dates from the 2010 Census. Twenty-two and 43 percent of vacant units in the city and county, respectively, were held for seasonal use.[13] That was not a significant factor in the Core Area. Thirty-five percent of Core Area units were not available for rent or sales, suggesting that they were dilapidated or tied up in estates.

Single-family home sales have been limited in the Core Area. Over January, February and March 2019, three Core Area houses were sold with a median sales price of $46,250.[14] Another four units were listed for sale in April 2019 with a median asking price of $50,000. These compare with the citywide median sales price of $139,750 and median asking price of $184,900. Citywide, houses built since 2000 had a median sales price of $157,450 and a median asking price of $198,420 with most of the newly built units located in Whispering Ridge.

The inventory of multi-family rental units in the Core Area includes 40 units in five buildings, according to CoStar, a national real estate data provider. The newest building, Seminole Apartments, is a modest 16-unit building on W. Crystal Avenue built in 1988. The remaining buildings have 2 to 10 units and were built between 1925 and 1976. Rents average $549 per month for those buildings with rent information. The citywide inventory includes 2,386 units in 49 buildings with an average monthly rent of $710 or $0.75 per square foot.[15]

Current occupancy rates of 95.4 percent indicate full occupancy with the market in good balance between supply and demand. Occupancy rates have exceeded 95 percent since 2015. Since 2009, the number of occupied units has increased by 224 units as vacancies have been filled.

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10 Appendix Table A-10.
11 Appendix Table A-11.
12 Appendix Table A-12.
13 Appendix Table A-13.
14 Appendix Table A-14
15 Appendix Table A-15

Three buildings with 524 units have been constructed since 2000 citywide. The most recent building, Sunrise Park, opened in 2012 with 72 units. Located south of Burns Avenue east of Old Scenic Highway, the complex was built for the Lake Wales Housing Authority. Tower Point opened in 2003 with 192 affordable apartments. The Preserve at Lake Wales opened in 2005 with 260 units. Much of the city's multi-family inventory is in older complexes.

Housing affordability is a significant problem for many Lake Wales renters – 31 percent of the city's renters are spending more than half of their income on housing. The accepted standard for housing affordability is spending no more than 30 percent of income.

Office Development

The Core Area has a good supply of office space – 44 percent of the total citywide inventory, down from 52 percent in 2000. The new office space developed in Lake Wales has been built outside the Core Area along US 27 and Route 60. Most of the Core Area's office space is in historic buildings in the downtown. CoStar estimates that the Core Area has 196,798 square feet of office space, of which 93.9 percent is occupied. Citywide, occupancy stands at 97.3 percent. Occupancy above 95 percent represents a relatively tight market with less space than the market is demanding. No new space has been added to the inventory since 2013, in part, because low prevailing rents do not justify speculative building for multiple tenants.

Downtown's market includes several buildings with lower rents. Seventy-one percent is considered to be "Class C" space – not meeting modern standards for good-quality office space. Their low rents often make such buildings attractive to start-ups and other small businesses. Most downtown space rents for $12 to $15 per square foot.

Retail Development

Lake Wales retail space totals 2.9 million square feet, of which 95.7 percent is leased. While that occupancy rate suggests a decent balance between supply and demand, many of the city's retail spaces are now occupied by churches and other non-retail tenants. Eagle Ridge Mall, the area's primary concentration of retailers, opened on US 27 in 1996. Originally anchored by Dillard's, Sears and JC Penney, the Mall is now declining due to the impact of on-line shopping and other competition. Sears closed in 2016. The Walmart SuperCenter opened in 1999 on Route 60.

As in many small cities, Downtown lost several key retailers to Eagle Ridge Mall; others found it difficult to compete with Walmart and other big boxes. Over time, many of Downtown's conventional retailers have relocated or closed. In their wake, Downtown has attracted several professional offices, personal service businesses (e.g., salons) and second-hand stores. Though restaurants are often the mainstay of vibrant downtowns, Downtown Lake Wales has only one white-tablecloth restaurant, two cafés, and one coffee shop in the Christian bookstore. Downtown stores are generally closed on evenings and Sundays, when most customers do the bulk of their shopping. Foot traffic is generally light.

Downtown suffers from a limited supply of nearby housing, whose residents could support retailers after work and on weekends. Though Downtown still has a hardware store and the Post Office, it lacks the convenience retailers (e.g., grocery store, drugstore) that rely on nearby residents.

Downtown rents are relatively low – $12 to $15 per square foot.

Lincoln Avenue rents are estimated to be even lower at $10 to $12 per square foot. The Lincoln Avenue business district that flourished during the Jim Crow years when African American residents and businesses were restricted geographically no longer exists. New lower-cost shopping opportunities opened up for area residents and business for areas retailers dwindled. Hurricane Charley was the final death knell for several businesses, which did not rebuild.

The Northwest Neighborhood's declining population base and low average incomes constrain the commercial potentials for new Lincoln Avenue businesses.

Table A-1. Race and Ethnicity, 2010-2018

	Core Area				Lake Wales			
	2010		2018		2010		2018	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Race and Ethnicity								
Caucasian	275	17.4%	276	17.7%	9,246	65.0%	9,819	62.7%
Black	1,220	77.3%	1,185	76.0%	3,912	27.5%	4,275	27.3%
Asian / Pacific Islander	6	0.4%	6	0.4%	128	0.9%	188	1.2%
Some other race	49	3.1%	62	4.0%	626	4.4%	908	5.8%
Two of more races	28	1.8%	33	2.1%	313	2.2%	470	3.0%
Total	**1,578**	**100.0%**	**1,559**	**100.2%**	**14,225**	**100.0%**	**15,661**	**100.0%**
Hispanic	167	10.6%	217	13.9%	2,219	15.6%	3,179	20.3%

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.
Source: ESRI, Community Profile, 2019; Partners for Economic Solutions, 2019.

Table A-2. Population by Age, 2018

	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Population by Age						
0 to 19 Years	444	28.5%	3,841	24.5%	159,794	23.9%
20 to 24 Years	98	6.3%	882	5.6%	39,509	5.9%
25 to 34 Years	194	12.4%	1,995	12.7%	84,925	12.7%
35 to 44 Years	144	9.2%	1,545	9.9%	76,245	11.4%
45 to 54 Years	174	11.2%	1,672	10.7%	78,939	11.8%
55 to 64 Years	223	14.3%	1,945	12.4%	87,339	13.1%
65 to 74 Years	158	10.1%	1,993	12.7%	80,670	12.1%
75 to 84 Years	90	5.8%	1,199	7.7%	43,935	6.6%
85 Years and over	35	2.2%	588	3.8%	16,340	2.4%
Total	**1,560**	**100.0%**	**15,660**	**100.0%**	**667,696**	**100.0%**
Median Age	**37.8**		**42.1**		**41.4**	

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.
Source: ESRI, Demographic and Income Profile, 2019; Partners for Economic Solutions, 2019.

Table A-3. Households by Size, 2010

	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Households by Size						
1 Person	214	34.4%	1,696	29.3%	54,198	23.8%
2 People	177	28.5%	2,239	38.7%	84,864	37.3%
3 People	95	15.3%	760	13.1%	34,586	15.2%
4 People	68	10.9%	543	9.4%	27,733	12.2%
5 People	30	4.8%	285	4.9%	14,695	6.5%
6 People	18	2.9%	149	2.6%	6,545	2.9%
7+ People	20	3.2%	118	2.0%	4,864	2.1%
Total Households	**622**	**100.0%**	**5,790**	**100.0%**	**227,485**	**100.0%**
Average Household Size	**2.54**		**2.40**		**2.59**	

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.
Source: 2010 U.S. Census; Partners for Economic Solutions, 2019.

Table A-4. Householders by Age, 2018

	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Age of Householder						
Less than 25 years	23	3.8%	272	4.3%	7,942	3.2%
25 to 34 years	87	14.3%	903	14.4%	33,535	13.5%
35 to 44 years	64	10.5%	782	12.4%	36,370	14.6%
45 to 54 years	95	15.7%	906	14.4%	40,053	16.1%
55 to 64 years	140	23.1%	1,098	17.5%	46,524	18.7%
65 to 74 years	110	18.1%	1,212	19.3%	46,561	18.7%
75 years and over	88	14.5%	1,114	17.7%	38,137	15.3%
Total	**607**	**100.0%**	**6,287**	**100.0%**	**249,122**	**100.0%**

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.
Source: ESRI, Housing Profile, 2019; Partners for Economic Solutions, 2019.

Table A-5. Households by Income, 2018

	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Household Income						
Less than $25,000	384	63.4%	2,209	35.1%	59,193	23.8%
$25,000 to $34,999	79	13.0%	760	12.1%	29,490	11.8%
$35,000 to $49,999	55	9.1%	1,043	16.6%	41,237	16.6%
$50,000 to $74,999	39	6.4%	1,174	18.7%	49,580	19.9%
$75,000 to $99,999	26	4.3%	525	8.3%	30,557	12.3%
$100,000 to $149,999	10	1.7%	324	5.2%	24,685	9.9%
$150,000 or more	13	2.1%	254	4.0%	14,380	5.8%
Total	**606**	**100.0%**	**6,289**	**100.0%**	**249,122**	**100.0%**
Median Household Income	**$16,744**		**$36,845**		**$47,429**	

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.
Source: ESRI, Housing Income Profile, 2019; Partners for Economic Solutions, 2019.

Table A-6. Employed Population Aged 16 and Over by Occupation, 2018

	Core Area		Lake Wales	
Industry/ Occupation	Number	Percent	Number	Percent
Employed Residents by Occupation				
White Collar	115	25.1%	2,720	44.7%
Management, Business, Financial	4	0.9%	475	7.8%
Professional Services	48	10.5%	742	12.2%
Sales	25	5.5%	657	10.8%
Administrative Support	38	8.3%	846	13.9%
Services	213	46.5%	1,862	30.6%
Blue Collar	130	28.4%	1,503	24.7%
Farming, Forestry, Fishing	17	3.7%	329	5.4%
Construction, Extraction	44	9.6%	310	5.1%
Installation, Maintenance, Repair	4	0.9%	146	2.4%
Production	42	9.2%	323	5.3%
Transportation, Material Moving	23	5.0%	396	6.5%
Total	**458**	**100.1%**	**6,085**	**100.0%**

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.
Source: ESRI, Community Profile, 2019; Partners for Economic Solutions, 2019.

Table A-7. Means of Transportation to Work, 2016

Workers 16 and Over	Study Area		Lake Wales		Polk County	
	Employed Residents	Percent	Employed Residents	Percent	Employed Residents	Percent
Means of Transportation						
Car, Truck, or Van	347	89.7%	4,445	88.8%	229,461	92.3%
Drove alone	283	73.1%	3,822	76.3%	203,407	81.8%
Carpooled	64	16.5%	623	12.4%	26,054	10.5%
Public Transportation (excluding taxicab)	13	3.4%	18	0.4%	1,297	0.5%
Walked	9	2.3%	129	2.6%	2,708	1.1%
Taxicab , Motorcycle, Bicycle, Other	18	4.7%	171	3.4%	5,015	2.0%
Worked from Home	-	0.0%	243	4.9%	10,138	4.1%
Total	**387**	**100.0%**	**5,006**	**100.0%**	**248,619**	**100.0%**

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.

Source: U.S. Census Bureau, 2012-2016 American Community Survey (ACS); Partners For Economic Solutions, 2019.

Table A-8. Households by Tenure, 2000-2018

	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Tenure, 2000						
Owner	297	39.5%	3,381	69.2%	137,410	73.4%
Renter	455	60.5%	1,506	30.8%	49,823	26.6%
Tenure, 2010						
Owner	230	37.0%	3,381	58.4%	160,573	70.6%
Renter	392	63.0%	2,409	41.6%	66,912	29.4%
Tenure, 2018						
Owner	194	32.0%	3,496	55.6%	169,698	68.1%
Renter	413	68.0%	2,794	44.4%	79,425	31.9%

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.

Source: ESRI, 2019; Partners for Economic Solutions, 2019.

Table A-9. Tenure by Age of Householder, 2010

	Core Area				Lake Wales			
	Owner		Renter		Owner		Renter	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Age of Householder								
15 to 24 years	2	0.9%	26	6.6%	21	0.6%	292	12.1%
25 to 34 years	11	4.8%	78	19.9%	194	5.7%	539	22.4%
35 to 44 years	14	6.1%	50	12.8%	301	8.9%	399	16.6%
45 to 54 years	43	18.7%	87	22.2%	517	15.3%	388	16.1%
55 to 64 years	52	22.6%	80	20.4%	745	22.0%	325	13.5%
65 to 74 years	47	20.4%	44	11.2%	868	25.7%	199	8.3%
75 to 84 years	48	20.9%	21	5.4%	552	16.3%	161	6.7%
85 years and over	13	5.7%	6	1.5%	182	5.4%	107	4.4%
Total	**230**	**100.0%**	**392**	**100.0%**	**3,380**	**100.0%**	**2,410**	**100.0%**

	Polk County			
	Owner		Renter	
	Number	Percent	Number	Percent
15 to 24 years	1,757	1.1%	6,733	10.0%
25 to 34 years	13,045	8.1%	16,531	24.7%
35 to 44 years	22,584	14.1%	14,119	21.1%
45 to 54 years	30,741	19.2%	11,964	17.8%
55 to 64 years	33,623	21.0%	7,886	11.8%
65 to 74 years	32,008	19.9%	4,804	7.2%
75 to 84 years	20,354	12.7%	3,175	4.7%
85 years and over	6,330	3.9%	1,831	2.7%
Total	**160,442**	**100.0%**	**67,043**	**100.0%**

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.

Source: ESRI, Housing Income Profile, 2019; Partners for Economic Solutions, 2019.

Table A-10. Housing Units by Year Built, 2016

	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Year Built						
2010 or later	-	0.0%	204	3.1%	6,603	2.3%
2000 to 2009	68	9.2%	1,669	25.4%	69,974	24.7%
1990 to 1999	19	2.6%	981	15.0%	49,641	17.5%
1980 to 1989	41	5.6%	561	8.6%	54,600	19.3%
1970 to 1979	152	20.6%	924	14.1%	45,075	15.9%
1960 to 1969	94	12.8%	566	8.6%	23,123	8.2%
1950 to 1959	116	15.7%	715	10.9%	18,234	6.4%
1940 to 1949	149	20.2%	304	4.6%	6,026	2.1%
1939 or Earlier	98	13.3%	636	9.7%	10,057	3.5%
Total	**737**	**100.0%**	**6,560**	**100.0%**	**283,333**	**100.0%**
Median Year Built	**1961**		**1982**		**1987**	

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.

Source: ESRI American Community Survey (ACS), 2012-2016; Partners for Economic Solutions, 2019.

Table A-11. Housing Units by Number of Units in Structure, 2016						
	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Units in Structure						
1, Detached	479	65.0%	4,359	66.4%	171,996	60.7%
1, Attached	11	1.5%	37	0.6%	7,180	2.5%
2	35	4.7%	273	4.2%	9,647	3.4%
3 to 4	72	9.8%	350	5.3%	9,615	3.4%
5 to 9	63	8.5%	473	7.2%	8,165	2.9%
10 to 19	12	1.6%	302	4.6%	6,417	2.3%
20 to 49	17	2.3%	201	3.1%	3,382	1.2%
50 or more	5	0.7%	213	3.2%	4,885	1.7%
Mobile Home	43	5.8%	347	5.3%	61,391	21.7%
Other	-	0.0%	5	0.1%	655	0.2%
Total	**737**	**100.0%**	**6,560**	**100.0%**	**283,333**	**100.0%**

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.

Source: ESRI American Community Survey (ACS), 2012-2016; Partners for Economic Solutions, 2019.

Table A-12. Housing by Tenure and Vacancy Status, 2018						
	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Occupied Units						
Owner-Occupied Units	194	24.0%	3,494	46.7%	169,591	55.1%
Renter-Occupied Units	413	51.2%	2,796	37.3%	79,532	25.8%
Vacant Units	200	24.8%	1,196	16.0%	58,859	19.1%
Total Units	**807**	**100.0%**	**7,486**	**100.0%**	**307,982**	**100.0%**

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.

Source: U.S. Census Bureau, 2012-2016 American Community Survey (ACS); Partners For Economic Solutions, 2019.

Table A-13. Housing by Tenure and Vacancy Status, 2010						
	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Vacant Units						
Vacant Units						
For rent	95	56.2%	446	40.2%	12,562	23.4%
Rented, not occupied	2	1.2%	19	1.7%	568	1.1%
For sale only	6	3.6%	171	15.4%	7,283	13.6%
Sold, not occupied	2	1.2%	28	2.5%	1,062	2.0%
Seasonal, recreation use	4	2.4%	244	22.0%	23,241	43.3%
For seasonal workers	-	0.0%	6	0.5%	72	0.1%
Other vacant	60	35.5%	196	17.7%	8,941	16.6%
Total Units	**169**	**100.0%**	**1,110**	**100.0%**	**53,729**	**100.0%**

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.

Source: U.S. Census Bureau, 2012-2016 American Community Survey (ACS); Partners For Economic Solutions, 2019.

Table A-14. Single-Family Home Listings and Sales				
	Core Area		Lake Wales	
Asking/Sales Price	Number of Units	Percent	Number of Units	Percent
Current Listings - April 2019				
Less than $50,000	2	67%	3	6%
$50,000-$99,999	1	33%	5	10%
$100,000-$149,999	0	0%	5	10%
$150,000-$199.999	0	0%	19	40%
$200,000-$249,000	0	0%	15	31%
$250,000 or more	0	0%	1	2%
Total	**3**	**100%**	**48**	**100%**
Median Price	**$155,000**		**$184,900**	
Home Sales, January - March 2019				
Less than $50,000	3	75%	6	12%
$50,000-$99,999	1	25%	10	20%
$100,000-$149,999	0	0%	15	30%
$150,000-$199.999	0	0%	13	26%
$200,000-$249,000	0	0%	4	8%
$250,000 or more	0	0%	2	4%
Total	**4**	**100%**	**50**	**100%**
Median Price	**$205,995**		**$139,750**	

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.

Source: Multiple Listing retrieved from Redfin.com, April 2019; Partners for Economic Solutions, 2019.

Table A-15. Lake Wales Multi-Family Housing Trends, 2000-April 2019							
	Inventory		Occupied Units		Net Absorption in Units	Units Delivered	Effective Monthly Rent
Year	Buildings	Units	Number	Percent			
2000	46	1,862	1,714	92.1%	-	-	$485
2001	46	1,862	1,711	91.9%	- 3	-	$497
2002	46	1,862	1,705	91.5%	- 7	-	$525
2003	47	2,054	1,885	91.8%	180	192	$515
2004	47	2,054	1,884	91.7%	- 2	-	$573
2005	48	2,314	2,140	92.5%	256	260	$577
2006	48	2,314	2,122	91.7%	- 18	-	$615
2007	48	2,314	2,063	89.1%	- 60	-	$630
2008	48	2,314	2,042	88.2%	- 21	-	$621
2009	48	2,314	2,056	88.9%	14	-	$603
2010	48	2,314	2,079	89.8%	22	-	$601
2011	48	2,314	2,078	89.8%	- 1	-	$607
2012	49	2,386	2,166	90.8%	89	72	$620
2013	49	2,386	2,203	92.3%	37	-	$630
2014	49	2,386	2,215	92.8%	12	-	$650
2015	49	2,386	2,278	95.5%	64	-	$663
2016	49	2,386	2,283	95.7%	3	-	$676
2017	49	2,386	2,260	94.7%	- 24	-	$693
2018	49	2,386	2,275	95.3%	15	-	$706
Apr-19	49	2,386	2,277	95.4%	3	-	$710
2010-2019 Change							
Number	1	72	198	5.6%	220	72	$109
Percent	2.1%	3.1%	9.5%	6.2%			18.1%

Source: CoStar, April 2019; Partners for Economic Solutions, 2019.

Table A-16. Core Area Office Trends, 2000-April 2019

	Inventory		Occupied Space		Net Absorption in Square Feet	Square Feet of New Space	Base Rent
Year	Buildings	Square Feet	Square Feet	Percent			
2000	28	193,228	187,728	97.2%	- 3,000	0	$14.73
2001	28	193,228	183,728	95.1%	- 4,000	0	$14.43
2002	28	193,228	183,328	94.9%	- 400	0	$15.73
2003	28	193,228	183,528	95.0%	200	0	$13.05
2004	28	193,228	168,554	87.2%	- 14,974	0	$14.82
2005	28	193,228	162,654	84.2%	- 5,900	0	$11.23
2006	28	193,228	181,928	94.2%	19,274	0	$10.87
2007	28	193,228	177,828	92.0%	- 4,100	0	$19.67
2008	28	193,228	182,228	94.3%	4,400	0	$14.84
2009	28	193,228	174,648	90.4%	- 7,580	0	$18.68
2010	28	193,228	168,078	87.0%	- 6,570	0	$17.85
2011	29	196,798	179,063	91.0%	10,985	3,570	$13.42
2012	29	196,798	164,997	83.8%	- 14,066	0	$10.35
2013	29	196,798	168,810	85.8%	3,813	0	$10.68
2014	29	196,798	180,382	91.7%	11,572	0	$10.12
2015	29	196,798	186,141	94.6%	5,759	0	$10.73
2016	29	196,798	185,153	94.1%	- 988	0	$13.64
2017	29	196,798	179,062	91.0%	- 6,091	0	$13.52
2018	29	196,798	181,451	92.2%	2,389	0	$10.82
Apr-19	29	196,798	184,725	93.9%	3,274	0	$10.98
2010-2019 Change							
Number	1	3,570	16,647	6.9%	10,077	3,570	$6.87
Percent	3.6%	1.8%	9.9%	7.9%			-38.5%

Source: CoStar, April 2019; Partners for Economic Solutions, 2019.

Table A-17. Lake Wales Office History, 2000-April 2019

	Inventory		Occupied Space		Net Absorption in Square Feet	Square Feet of New Space	Gross Rent per Square Foot
Year	Buildings	Square Feet	Square Feet	Percent			
2000	72	373,745	357,645	95.7%	- 12,100	0	$14.04
2001	72	373,745	348,745	93.3%	- 8,900	0	$13.08
2002	72	373,745	349,545	93.5%	800	0	$14.16
2003	72	373,745	350,045	93.7%	500	0	$13.07
2004	73	393,745	353,971	89.9%	3,926	20,000	$14.57
2005	73	393,745	327,671	83.2%	- 26,300	0	$16.08
2006	74	398,232	360,332	90.5%	32,661	4,487	$16.56
2007	76	412,946	367,346	89.0%	7,014	14,714	$22.03
2008	76	412,946	372,594	90.2%	5,248	0	$21.65
2009	77	431,446	382,603	88.7%	10,009	18,500	$19.14
2010	77	431,446	373,015	86.5%	- 9,588	0	$19.29
2011	78	435,016	385,728	88.7%	12,713	3,570	$18.31
2012	78	435,016	372,862	85.7%	- 12,866	0	$19.15
2013	79	443,966	379,243	85.4%	6,381	8,950	$18.94
2014	79	443,966	405,353	91.3%	26,110	0	$19.11
2015	79	443,966	411,727	92.7%	6,374	0	$15.82
2016	79	443,966	411,032	92.6%	- 695	0	$17.82
2017	79	443,966	408,380	92.0%	- 2,652	0	$21.60
2018	79	443,966	428,619	96.5%	20,239	0	$17.95
Apr-19	79	443,966	431,893	97.3%	3,274	0	$18.64
2010-2019 Change							
Number	2	12,520	58,878	10.8%	49,290	12,520	$0.65
Percent	2.6%	2.9%	15.8%	12.5%			-3.4%

Source: CoStar, April 2019; Partners for Economic Solutions, 2019.

Table A-18. Core Area Retail Trends, 2006-April 2019

	Inventory		Occupied Space		Net Absorption in Square Feet	New Space in Square Feet
Year	Buildings	Square Feet	Square Feet	Percent		
2006	34	177,644	169,744	95.6%	2,240	19,540
2007	34	177,644	171,314	96.4%	1,570	0
2008	34	177,644	167,314	94.2%	13,800	0
2009	34	177,644	164,274	92.5%	-3,040	0
2010	34	177,644	165,874	93.4%	1,600	0
2011	34	177,644	171,384	96.5%	5,510	0
2012	34	177,644	169,347	95.3%	-2,037	0
2013	34	177,644	163,731	92.2%	-5,616	0
2014	34	177,644	169,607	95.5%	5,876	0
2015	34	177,644	169,107	95.2%	-500	0
2016	34	177,644	173,444	97.6%	4,337	0
2017	34	177,644	174,784	98.4%	1,340	0
2018	34	177,644	177,644	100.0%	2,860	0
Apr-19	34	177,644	177,644	100.0%	0	0
2009-2019 Change						
Number	0	0	13,370	7.5%	10,330	0
Percent	0.0%	0.0%	8.1%	8.1%		

Source: CoStar, April 2019; Partners for Economic Solutions, 2019.

Table A-19. Lake Wales Retail History, 2006-April 2019

	Inventory		Occupied Space		Net Absorption in Square Feet	New Space in Square Feet
Year	Buildings	Square Feet	Square Feet	Percent		
2006	148	2,494,296	2,354,258	94.4%	- 27,803	58,279
2007	151	2,664,876	2,412,457	90.5%	132,273	170,580
2008	153	2,672,202	2,411,936	90.3%	17,279	7,326
2009	155	2,699,579	2,488,259	92.2%	76,323	27,377
2010	159	2,805,041	2,608,361	93.0%	120,102	105,462
2011	159	2,805,041	2,576,868	91.9%	- 31,493	0
2012	159	2,805,041	2,593,165	92.4%	16,297	0
2013	161	2,820,641	2,601,221	92.2%	8,056	15,600
2014	162	2,822,803	2,634,964	93.3%	33,743	6,705
2015	164	2,834,177	2,662,376	93.9%	27,412	11,374
2016	165	2,843,277	2,656,652	93.4%	- 5,724	9,100
2017	165	2,843,277	2,572,564	90.5%	- 84,088	0
2018	167	2,892,237	2,756,819	95.3%	184,255	48,960
Apr-19	169	2,899,857	2,774,617	95.7%	15,898	5,720
2009-2019 Change						
Number	14	220,035	344,883	5.0%	362,162	231,904
Percent	9.2%	8.2%	14.3%	5.5%		

Source: CoStar, April 2019; Partners for Economic Solutions, 2019.

LAKE WALES CONNECTED:
The Northwest Neighborhood Plan

10.02.19

LAKE WALES CONNECTED:
The Northwest Neighborhood Plan

Credits:

Dover, Kohl & Partners
town planning & urban design

Hall Planning & Engineering
multi-modal transportation planning

Partners for Economic Solutions
market analysis & implementation strategy

Parlier + Crews Architects
architects & local liaison

Lake Wales Community Redevelopment Agency

Main Street Lake Wales

Lake Wales Connected *was created with the contributions and input of hundreds of participants from the Lake Wales community!*

Contents:

Introduction

Lake Wales Connected

People need the towns they call home to be practical and economical, but they also want them to be inspiring. A century ago, the Olmsted Brothers and William Lyman Phillips, the best landscape architects and urban designers of their generation, had high aspirations for what the new settlements of Florida should become: living, growing, vital, beautiful, motivating works of art. Glimpses of those aspirations are visible in their work at Bok Tower Gardens, at Mountain Lake, and Lake Wailes Park. Their design vision for the core of Lake Wales was also boldly green: ***a city as a garden****, its gleaming downtown on a hill, rising as if from the Garden of Eden. The Lake Wales Connected plans for Downtown and Northwest Lake Wales resume work realizing that Olmsted/Phillips vision, restoring the trees that were lost, upgrading the streets and public spaces, and drawing people back to these neighborhoods for their uniquely green, historic sense of place.*

Lake Wales Connected is more than just a plan for improvements to a single street, district or neighborhood; it is a strategy for revitalization of Lake Wales' historic Downtown and one of its most important close-in neighborhoods. Together, the Downtown and Northwest Redevelopment Area comprise the "Core of Lake Wales." Companion report documents detail a community-based vision for the future, as well as unique strategies and plan recommendations for each area. This report contains recommendations for the revitalization of the Northwest Neighborhood.

The City of Lake Wales has a long, rich history, incorporated in 1917, with historic buildings that reflect a proud heritage. Planning and quality urban design were a priority for the town's founders; the experience of walking along the city's historic streets or enjoying the area's lakes and parks is the result of their decisions. The nationally-renowned Olmsted Brothers did important work for the City and surrounding region, including plans for the City's street network as well as Bok Tower Gardens and the Mountain Lake neighborhood.

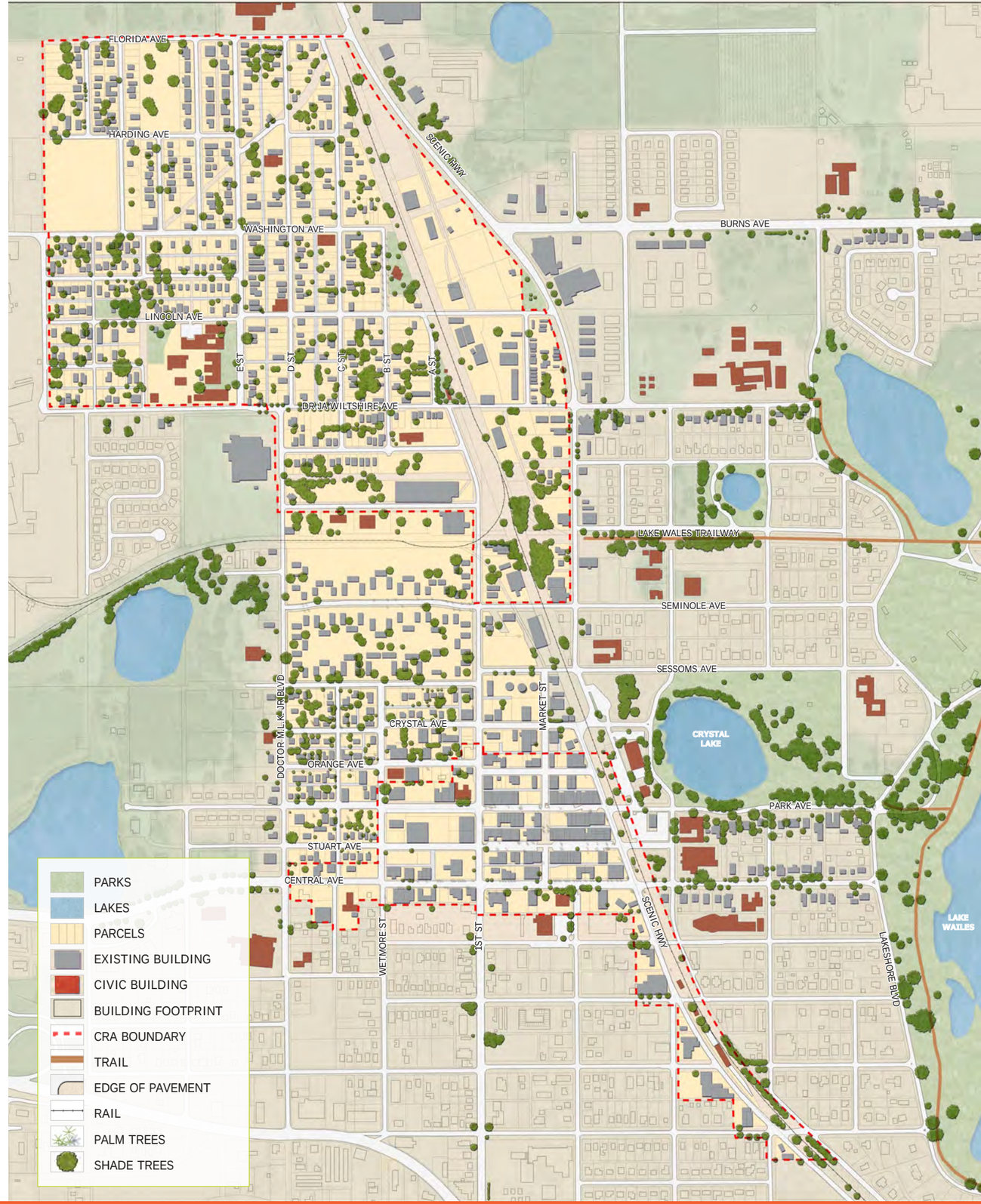
Over the years, Downtown and the Northwest Neighborhood began to experience challenges similar to those experienced in many peer communities, with a movement of jobs, activities, and households to surrounding suburban areas. Vacant buildings and lots became more prevalent. Recently, there has been recognition of the natural and built assets present in Lake Wales, and some recent successes have seen events and activity return. This plan seeks to build upon this momentum, and provide a strategy that builds upon the City's legacy of quality design, using a community-based vision to direct future improvements, growth, preservation, and economic vitality. A consultant team including urban designers, town planners, and architects, as well as an economist and traffic engineer worked with Main Street Lake Wales, the Community Redevelopment Agency (CRA), City officials and staff, and hundreds of local stakeholders to define a common vision. This report summarizes that planning process and the resulting recommendations for the Northwest Neighborhood. It also includes a strategy for near-term and long-term improvements to realize the vision. The Lake Wales Connected Plan can be used by the City, community leaders, business and property owners, and city residents as a roadmap to guide future change and improvements.

Assets to build on:

- Natural beauty, parks, open space
- Bok Tower
- Built environment & historic architecture
- Local entrepreneurship & industry

Recent Successes:

- Newly formed NW Redevelopment Area Advisory Committee
- Recent sale of two buildings in the NW Redevelopment Area
- Partnership of Main Street & CRA organizations on this plan

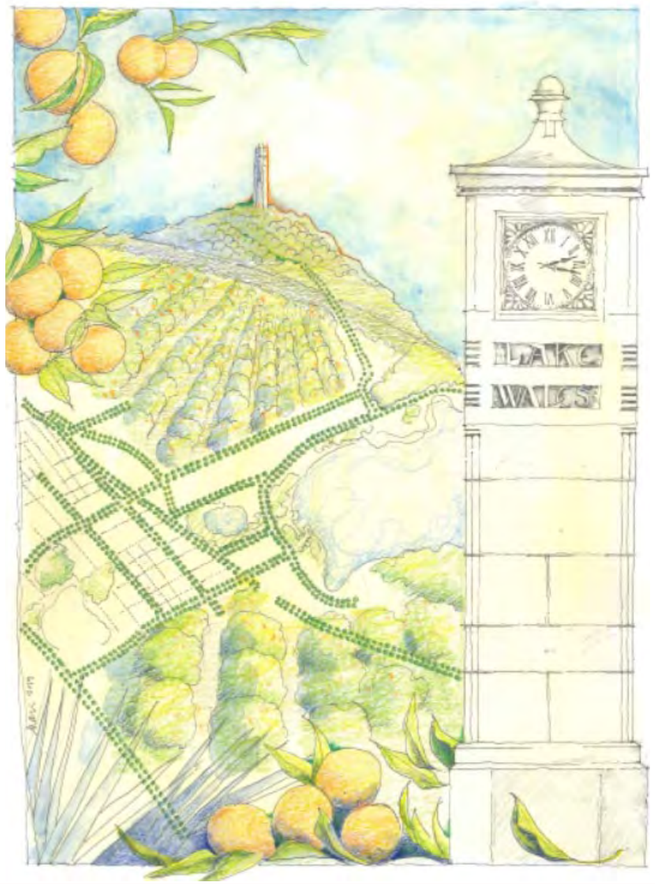


Right: Core of Lake Wales, existing conditions Illustrative Plan.
(Compare to Proposed Illustrative Plan in The Big Ideas.)

City History and the Olmsted Legacy

The first settlers arrived to Lake Wales in 1911; the town was incorporated in 1917. The center of commercial and civic life was the area that now comprises the Lake Wales Downtown Historic Business District, which includes properties on both sides of Park Avenue and Stuart Avenue, from Scenic Highway to the west side of 1st Street (including the Walesbilt Hotel site). A collection of historic buildings that remain in this core area provides a unique resource that sets the City apart from others in the region.

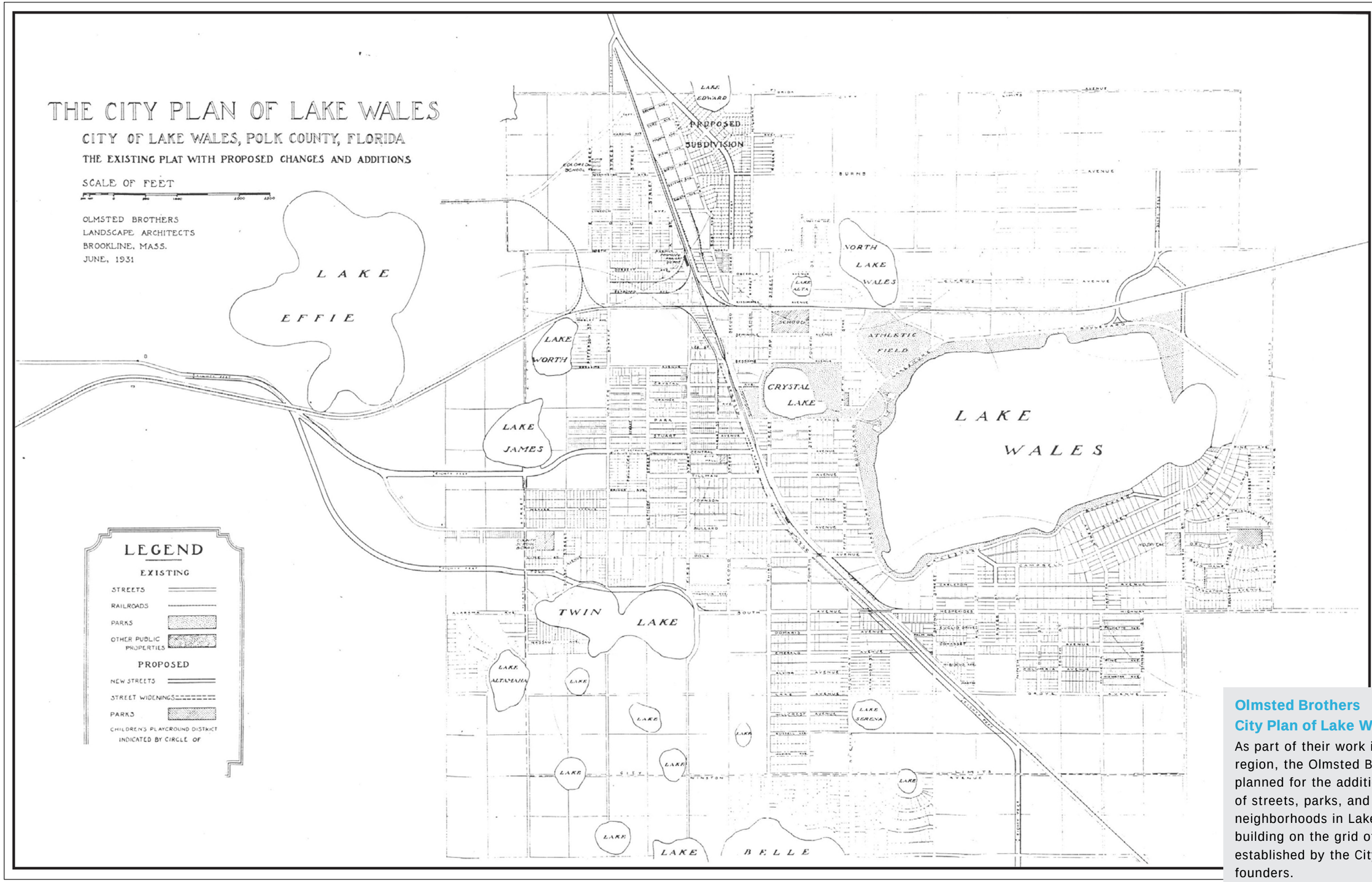
The design expertise of the Olmsted Brothers in the 1920s left a permanent imprint on the region, evident in the master planning and landscapes of Bok Tower Gardens and Mountain Lake. They also planned for the addition of streets and new neighborhoods in Lake Wales, building on the grid of streets established by the founders. Most of the new streets were implemented; however, the planting of streets documented in their drawings was left largely undone. The City streets, together with parks and lakes, were meant to join together in a connected “green-and-blue” network. The City now has an opportunity to pick back up on the Olmsted legacy and realize their vision, to connect the missing linkages in the open space network, and make public space landscapes a spectacular and defining feature of Lake Wales.



Left: This watercolor painting, created during the charrette week, highlights the connectivity of Lake Wales and its immediate neighbors. Downtown, the Northwest Neighborhood, Mountain Lake, and Bok Tower were all designed to be part of one cohesive environment. Psychological connections exist between Bok Tower and the City’s clock tower. City founders had a vision for garden city planning, as if the city was rising out of a garden. Stronger physical connections through tree-lined streets and landscaping throughout the area will reinforce this vision.

Right (top two rows): Historic photos of Lake Wales

Right (bottom two rows): The Olmsted Brothers legacy in the region is evident in the design of Bok Tower Gardens and Mountain Lake.



Olmsted Brothers
City Plan of Lake Wales

As part of their work in the region, the Olmsted Brothers planned for the addition of streets, parks, and new neighborhoods in Lake Wales, building on the grid of streets established by the City's founders.

Northwest Neighborhood Current Conditions

The essential tasks of the Lake Wales Connected plan are to repopulate the core area neighborhoods, re-inhabit vacant buildings, and fill area streets with activity. The Northwest Neighborhood was historically the center of Lake Wales' African American community. The neighborhood has a mixed-use area along Lincoln Avenue, churches and community facilities, and residential homes. Industrial employers were located at the perimeter of the neighborhood. Over time, many businesses and households closed and left, leading to a number of vacant buildings and lots, and economic distress in the neighborhood. The area was designated as a Community Redevelopment Area (CRA) in 1990.

Lake Wales' Downtown is approximately a half mile south of the Northwest Neighborhood; the design of the urban environment and quality of physical conditions contribute to feelings of disconnectedness felt today. Wide vehicular lanes on streets between Downtown, the Northwest Neighborhood, and surroundings produce fast through-moving vehicles, making streets and intersections uncomfortable for pedestrians and cyclists. In addition, many streets have no sidewalks, or sidewalks only on one side of the street. A sparse tree canopy fails to provide adequate shade on area sidewalks.

Some key challenges to be addressed include:

- a significant amount of vacant buildings, as well as vacant/unimproved parcels;
- inadequate connectivity, particularly for pedestrians and cyclists;
- reported safety concerns, amplified by vacant lots and buildings;
- a greater number of violations of the Florida Building Code than found in the remainder of the county; and
- barriers to new investment that include a diversity of parcel ownership, small typical lot sizes, and predominance of heirs' property.

Right: Existing conditions in Northwest Lake Wales.

NW NEIGHBORHOOD

EXISTING BUILDINGS

EXISTING BUILDINGS

F ST
JEWELL ST
PEARL ST
WASHINGTON AVE
E ST
D ST
B ST
SCENIC HWY
LINCOLN AVE
A ST
DR JA WILTSHIRE AVE
MLK JR BLVD
1ST ST

Market Overview

Prior to the charrette, a Market Profile was prepared that compiled basic demographic and market information to identify opportunities and factors that could affect the feasibility of proposed plan concepts. The complete Market Profile is included in Appendix A; a brief summary of conclusions follows:

- In its current condition, the Core Area's market opportunities are relatively limited. Current market trends do not support development of new Core Area buildings to serve the Lake Wales office or retail market. Prevailing rents would not support the cost of new construction. The potential rents would not give an investor a competitive return on investment given the cost of construction materials and labor.
- Reaching the community's vision for a vibrant, active, connected Core Area will require transformative efforts that together will change the market trajectory. Historic buildings have inherent charm, but they need to become part of great places that attract people to spend time socializing and enjoying the physical setting and activities.
- In the Northwest Neighborhood, a new advisory committee has been created, bringing together representatives of the myriad non-profit and fraternal organizations to provide new vision and oversight. The Freemasons have committed to build a new lodge hall on Lincoln Avenue.
- The Lincoln Avenue business district cannot be rebuilt to its former levels. Its market can support a much smaller cluster of businesses that both serve the immediate neighborhood and attract customers from beyond its borders.
- The long-term revitalization strategies need to include populating the Core Area with more residents, employees and visitors who will be customers for local retailers and other businesses. Programming and events can help in the short term. Food and art can be powerful draws, offering opportunities to socialize and enjoy unique experiences not available online or in chain restaurants and strip shopping centers.

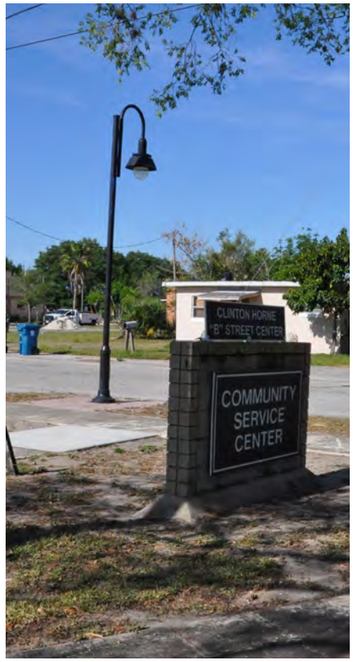
Northwest Neighborhood

Strengths

- Established community
- Historic significance
- New Freemasons Hall
- Entrepreneurs
- Community organizations
- Lincoln Avenue streetscape
- Grove Manor redevelopment
- Available buildings and land

Weaknesses

- Limited business base
- Small, somewhat isolated community
- Shortage of good-quality housing
- Modest incomes
- Limited capital
- Limited building renovations
- Vacant industrial buildings, sites



Planning Process

Designing in Public

The Lake Wales Connected planning process was designed to seek input from many perspectives, and engage public and private stakeholders in defining a vision for the future of downtown. Business and property owners, City staff, and interested residents were among the many participants that contributed their input and ideas. The centerpiece of public involvement was an open "Designing in Public" charrette week in April 2019, which focused on both the Downtown and Northwest plan areas. Preparations and initial meetings began in the preceding months.

On January 24, 2019, the Lake Wales Main Street Board of Directors held an evening Main Street Mixer. The Mixer was part of Main Street's annual meeting and provided an opportunity for community members to gather in Lake Wales Market Street Plaza, meet the Board of Directors and members of the Dover-Kohl team, and get up to date on the upcoming opportunities to take part in defining a future vision for downtown.

In March 2019, planning team members conducted a site visit in Lake Wales. Team members toured and photographed the study area, and met with local stakeholders and community leaders, including the newly-formed Northwest Redevelopment Area Advisory Committee. The purpose for the visit was for the team to get more familiar with Downtown and its Northwest Neighborhood, including unique assets, opportunities and challenges for the plan to address, and prepare the team for the upcoming charrette.

Project Timeline

MAIN STREET MIXER (JANUARY 2019)

SITE VISIT (MARCH 2019)

CHARRETTE WEEK: (APRIL 2019)

REFINE PLAN CONCEPTS

DRAFT PLAN FOR REVIEW (AUGUST 2019)

PLAN REVISIONS

PLAN ADOPTED (ANTICIPATED OCTOBER 2019)

Top row: Main Street Mixer held on January 24, 2019.
Bottom row: Planning team members tour the study area and learn from local experts during the site visit.

Charrette Week

On April 1, 2019, a Kick-off and Hands-on Design Session was held. Following a brief introductory presentation, participants gathered around maps of existing conditions in Lake Wales and discussed their vision for future land uses, housing, street design, and public space improvements. Over 100 people attended the session, providing their ideas for the future form and character of this historic downtown and Northwest Neighborhood. At the end of the event, one person from each table presented their “big ideas” to the assembly.

From April 2-4, 2019, the planning team set up an on-site design studio at 218 Park Avenue. Over 90 people dropped in to the studio, which was open from 10 am to 6 pm each day. The planning team began to sketch ideas for public improvements and opportunity sites, based on feedback at the hands-on session. Meetings were held with stakeholders including City staff, public officials, and local property owners. Members of the community that stopped by the studio could sit in on the ongoing discussions and talk with members of the planning team to give feedback on draft concepts in-progress.

On April 3rd, a walking tour of the Northwest Neighborhood was conducted. Led by neighborhood leaders, the planning team and community participants walked the area together. The group discussed what used to be on vacant lots, what the neighborhood was like in the past, what it was like to grow up there, and what it needs for the future.

On Friday, April 5th, a Work-In-Progress Presentation was held where the planning team presented the draft concepts produced during the week. This meeting was an opportunity to assess all of the information gathered to date and new drawings produced during the week, and to ask if the work was on the right track. Keypad polling questions gathered reactions to the ideas from those in attendance; the team also distributed a written survey, and remained in the room around exhibit boards to gather additional feedback from attendees. Input from this meeting was used to refine the plan ideas presented in this report.

Charrette Events

1. **CHARRETTE KICK-OFF AND HANDS-ON DESIGN SESSION**
   MONDAY, APRIL 1, 6 PM, AUSTIN CENTER
2. **OPEN DESIGN STUDIO**
   TUESDAY APRIL 2 – THURSDAY APRIL 4, 10 AM – 6 PM, 218 PARK AVENUE
3. **NW NEIGHBORHOOD TOUR**
   WEDNESDAY APRIL 3 – 10 AM – 11 AM, B STREET COMMUNITY CENTER
4. **WORK-IN-PROGRESS PRESENTATION**
   FRIDAY, APRIL 5, 6 PM, GFWC WOMAN’S CLUB








Photos from the Planning Charrette, April 2019. Top two rows: Kick-off and Hands-on Design Session.
Bottom row: The open planning studio during the charrette week.

Big Ideas

At the end of the Hands-on Design Session, a representative from each table presented their "big ideas" for the future of downtown Lake Wales and its Northwest Neighborhood:

Table 1:

- Aesthetics: facades & streetscapes
- Single and multi-family housing in Northwest section
- Ease of transportation to business

Table 2:

- Brewery & restaurants with outdoor seating
- Large park/rec area to serve as connector between Downtown & Northwest
- Olmsted Design with native plants & Bok Tower input

Table 3:

- Connecting Lake Wailes to Downtown, gateways at 27 & 60
- Apartments above stores
- Pedestrian light and safer to cross Scenic Highway

Table 4:

- Connection - incorporating Downtown instead of bypassing
- Housing, one thing feeds another
- Park
- Lighting

Table 5:

- Catching Bok Tower visitors, entry/ exit through downtown
- Housing (multi-family) and jobs
- Fresh look (plants, more welcoming, park or bandshell); maintain, maintain, maintain

Table 6:

- Businesses that are accessible by walking from home
- Connectivity to lake
- Connectivity between Northwest and Downtown

Table 7:

- Establish a unified identity
- Develop nightlife, residential
- Connection of Downtown with Northwest Neighborhood

Table 8:

- Connect Northwest to Downtown, walking trail/trolley
- Outdoor dining/lighting, Olmsted, parking that's easily accessible
- Large entryways feeding Downtown & Northwest

Table 9:

- Art/Murals
- Outdoor & Indoor Event Space
- More diverse shopping/eateries in Downtown & Northwest Neighborhood
- More bike paths and make easier to cross Scenic Highway

Table 11:

- Have a small water park near market street plaza area
- Have a beautiful welcoming way to get from Northwest to Downtown, make the cityscape look the same throughout
- Opening something in the middle that would bring them together, like community center or breweries

Table 12:

- Housing infill, rebuild public housing
- Extend/ connect existing trails
- Redevelop warehouse/ manufacturing buildings and create gathering places

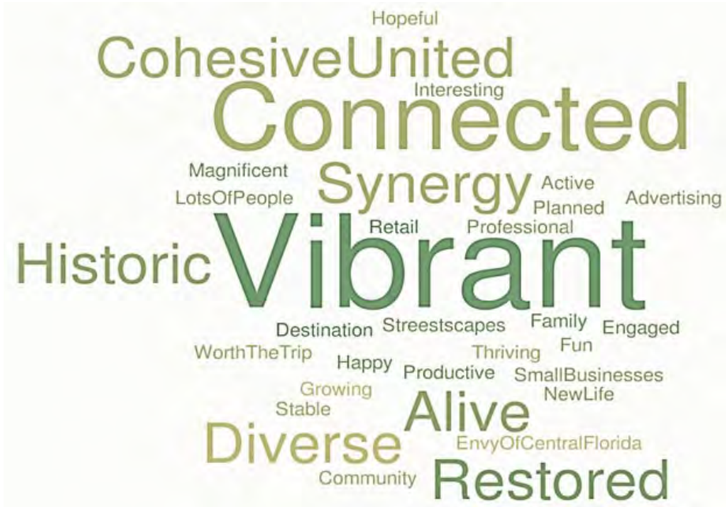
"One Word" that describes the CORE of LAKE WALES

In addition to the table maps and group presentations, community participants were also asked to write down one word that came to mind about the Core of Lake Wales "Now" and "In the Future."

Word clouds were created from the responses, which graphically reveal how participants see the area evolving in the future. The more respondents that used a word, the larger that word appears.

ONE WORD that comes to mind about the CORE of LAKE WALES **NOW**:

ONE WORD that comes to mind about the CORE of LAKE WALES **IN THE FUTURE:**

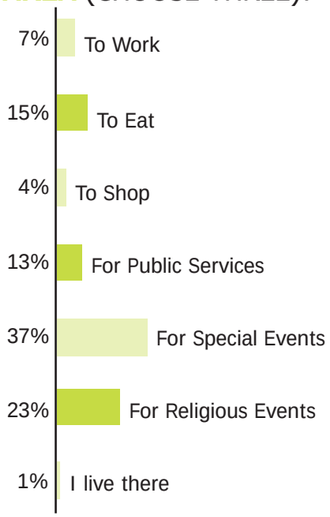


Hands-on Session: Keypad Polling

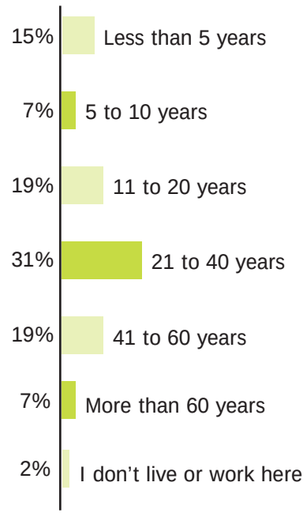
During the Kick-off and Hands-on Design Session on April 1st, keypad polling questions gathered information from participants in attendance, including how long they have lived in the area, why they go downtown, and how they move around today.

97 % THE PRIMARY WAY I GET AROUND IS BY **PERSONAL CAR**

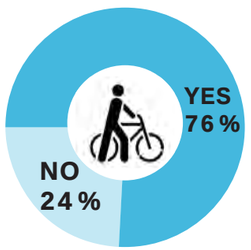
PRIMARY REASONS TO GO TO THE **NORTHWEST AREA** (CHOOSE THREE)?



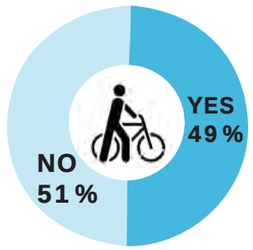
HOW LONG HAVE YOU **LIVED OR WORKED** IN THE AREA?



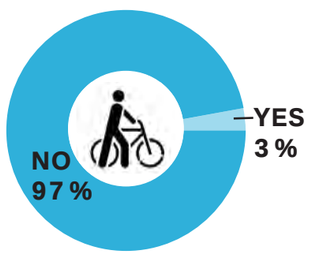
DID YOUR PARENTS **WALK OR BIKE TO SCHOOL**?



DID YOU **WALK OR BIKE TO SCHOOL**?



DO YOUR KIDS OR GRANDKIDS **WALK OR BIKE TO SCHOOL**?

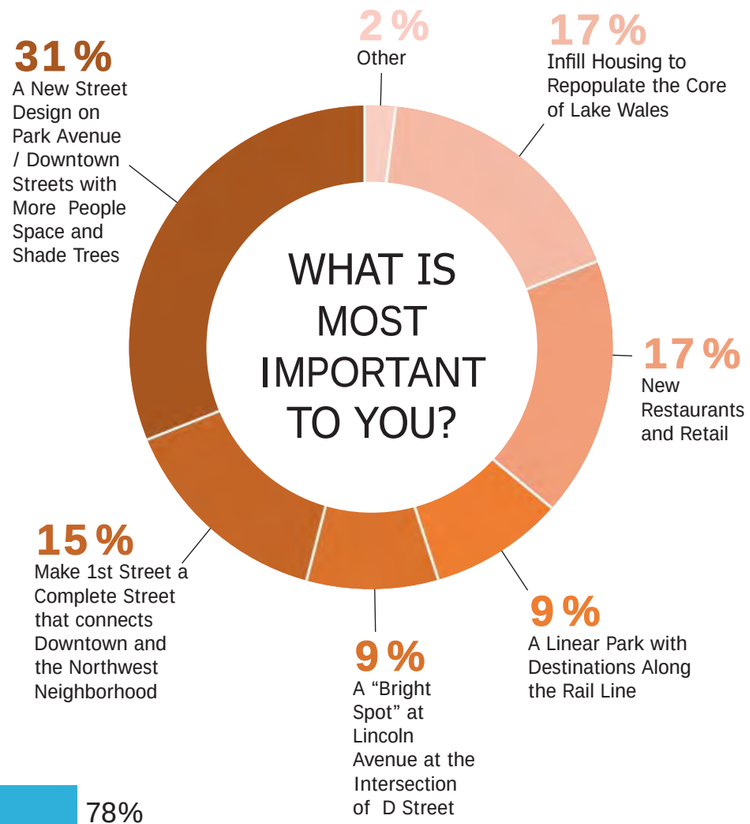


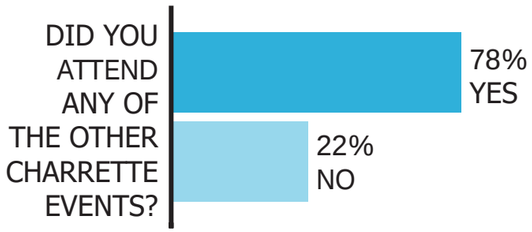
Photos from the Planning Charrette, April 2019. Top two rows: Walking Tour of Northwest Neighborhood
Bottom two rows: Work-In-Progress Presentation

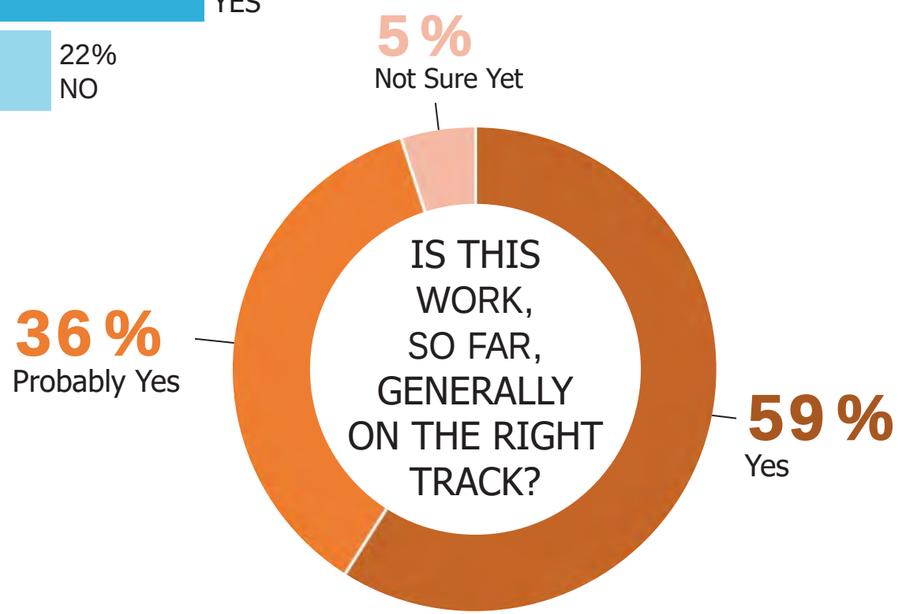
Work-In-Progress Review:
Keypad Polling

At the Work-In-Progress Presentation (April 5th), participants were asked which of the ideas presented that night were most important to them. Although all are important, 31% of attendees thought new street designs for Park Avenue and other downtown streets that provide more people space and shade trees were most critical for Lake Wales.

When asked if the ideas so far were on the right track, 95% of participants responded yes or probably yes.







OF THE MANY IDEAS YOU HEARD TONIGHT, WHICH ONES SEEM MOST EXCITING TO YOU?

- *"Olmsted Plan Reactivated"*
- *"Town Square north of Park Avenue"*
- *"Redoing Park Street"*
- *"2 lanes on Park and Stuart"*
- *"Restaurants and retail downtown"*
- *"Filling in the Core of Lake Wales is so important! I would love to be able to live in the downtown district"*
- *"Connected bike paths"*
- *"1st Street remodel and connections"*
- *"The new downtown connecting Northwest to downtown"*
- *"Redevelopment of Grove Manor to mixed housing/townhomes"*
- *"Crosswalks, sidewalks, trees"*
- *"Linking Bok Towers to downtown"*
- *"Bike trails are amazing"*
- *"More greenery and storefronts"*
- *"City in a garden"*
- *"Roundabouts"*
- *"The prospect of a connected community, more retail, and better walking areas. I love all the ideas."*
- *"Infill housing"*
- *"Restore historic facades"*
- *"Gardening ideas"*
- *"Making crosswalks safer"*
- *"Biking/walking ideas"*

WHAT IS YOUR VISION FOR THE FUTURE OF THE CORE OF LAKE WALES?

- *"Accessible/biking/fun/joyful space after 5 pm"*
- *"Connection, alive, destination"*
- *"To come alive"*
- *"Putting Lake Wales on the map"*
- *"Restored with an eye for the historic architecture"*
- *"Inviting and inclusive for small business owners"*
- *"Variety of small businesses and different types of restaurants"*
- *"Diverse, vibrant, usable, 5 am to midnight!"*
- *"More flowers and trees"*
- *"Vibrant"*
- *"Becoming a destination for food, cultural activities, special events, shopping."*
- *"Family friendly activities and shops"*
- *"My vision would be the connection of the major Lake Wales sites (Bok Tower, Arts Center, and downtown)."*
- *"Of course housing in downtown!"*
- *"Accessible areas for young adults. Housing, retail, and nightlife. I see a downtown like other cities that is vibrant and inviting. I would like to see unique retailers."*
- *"Active, vibrant, people friendly"*
- *"Connecting Northwest and downtown a reality"*
- *"Gardening"*
- *"Housing for combination of incomes"*
- *"More business, more inviting"*
- *"Unity"*

Work-In-Progress Review:
Exit Surveys

Community members were also given a written survey at the Work-In-Progress Review. This page includes a sampling of responses received.

The Big Ideas

A Vision for Northwest of Lake Wales

Through the charrette process, 5 Big Ideas emerged to guide future improvements in the Core of Lake Wales:

Design

Activate

Connect

Populate

Empower

1. DESIGN Lake Wales has a history of design excellence, established as a classic American small town and influenced by the Olmsted legacy. Excellent design adds value to real estate and adds to community quality of life. Making design a top priority means taking a close look at all of the things between buildings – streets, parks, plazas – and making them more pleasant and usable and inviting. It means bringing an attitude and rigor to the restoration of buildings, and standards for the design of new ones. It means adding what is missing, primarily housing and gathering places; and greening everything. Implementation of this idea will include some private development activity and some public improvement projects.

2. ACTIVATE In the future, Downtown can re-emerge as a hub of activity and be the social center of the community, with activity after 5 pm and lights on after dark, outdoor dining on area sidewalks, community events in the streets, parks and open spaces, nightlife opportunities, and family-friendly destinations. In the Northwest Neighborhood, Lincoln Avenue can once again be the active neighborhood center, as vacant lots are re-built and empty buildings reused.

3. CONNECT This plan proposes improved street design, trails, gateways, and other public realm improvements to create stronger physical and psychological connections between the Town and Bok Tower, between Downtown and the Northwest Neighborhood, and between Lake Wailes and the Downtown.

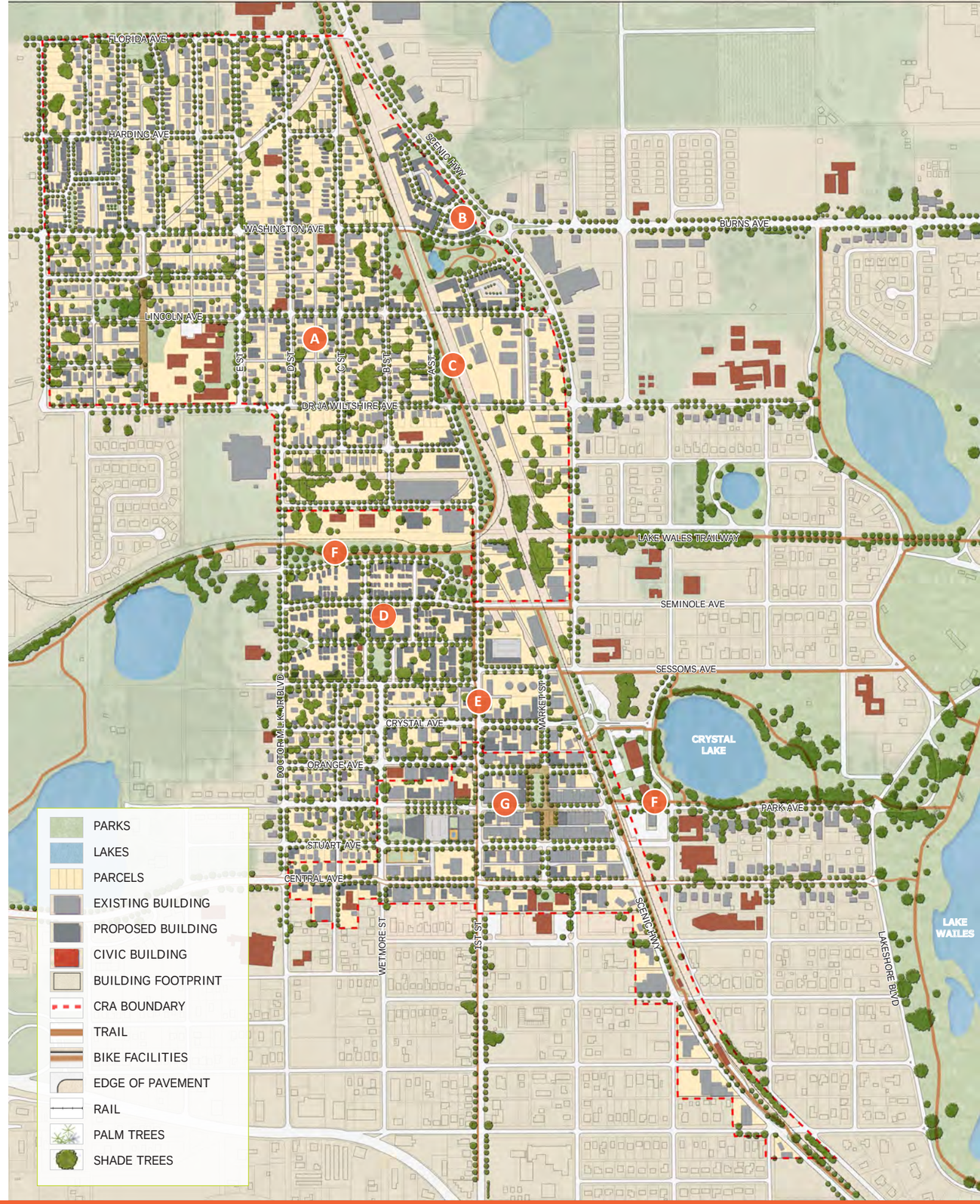
4. POPULATE Downtown Lake Wales has potential that few other spots in the region can offer for small Downtown living, where you can live within walking distance of a cup of coffee or your office. Neighborhood infill on large and small lots in the Northwest will create a vibrant urban core. New housing, over shops, and in a variety of new infill types (cottages, townhouse, duplex, apartments) is a crucial component of revitalization.

5. EMPOWER The final idea is for economic and community empowerment to make it easier for people to take part in Downtown's revitalization. This includes starting a small business, building on a vacant lot, or carrying out adaptive reuse of an existing building.

The Illustrative Master Plan serves as a bulletin board for the project, showing how detailed ideas described on the following pages fit in to the larger picture. It shows major public infrastructure improvements, including re-planting of the tree canopy, new trail connections, and intersections that can be converted to roundabouts to improve flow and placemaking; and as well as locations for potential private development of infill buildings on underutilized lots (such as parking lots or vacant parcels).

ILLUSTRATIVE PLAN CONCEPTS:

- **A** Filling in the street tree canopy and infill of vacant lots with a variety of housing types in the Northwest Neighborhood (see details pages 70-71)
- **B** A roundabout at Scenic Hwy and Burns Ave forms a city gateway
- **C** A linear park along the existing rail line is an opportunity for new trail connections and open spaces
- **D** Grove Manor is redeveloped as a mixed-income neighborhood that connects Downtown and the Northwest Neighborhood
- **E** 1st Street can be a better connector to the Northwest Neighborhood with street trees and landscaping, a cycle track, and right-sized vehicular lanes
- **F** The trail network is more robust, connecting Downtown and the Northwest Neighborhood to surrounding destinations, including Crystal Lake and Lake Wailes
- **G** The 5 Big Ideas also apply Downtown (see *Lake Wales Connected: The Downtown Revitalization Plan*)



Northwest Lake Wales

B ST
LINCOLN AVE
WASHINGTON AVE
C ST
D ST
E ST
HARDING AVE
PEARL ST
JEWELL ST
JACKSON AVE
F ST
G ST
FLORIDA AVE

Applying the 5 Big Ideas to Northwest

EXISTING BUILDINGS

PROPOSED BUILDINGS

CONNECT: roundabout gateway at Scenic & Burns

CONNECT: continuous network of parks and trails

ACTIVATE: infill and reuse of buildings to create activity on Lincoln Avenue

POPULATE: Grove Manor as a complete neighborhood

DESIGN: tree-lined pedestrian oriented streets

POPULATE: a mix of housing and/ or commercial uses can fill former industrial sites

EMPOWER: support home-ownership

POPULATE: small and large opportunity sites for new homes to fill vacant lots

B ST

LINCOLN AVE

WASHINGTON AVE

C ST

D ST

E ST

HARDING AVE

PEARL ST

JEWELL ST

F ST

JACKSON AVE

F ST

G ST

FLORIDA AVE

Idea #1: DESIGN

Moving Quality Design to Top Priority

The first big idea for revitalizing the Core of Lake Wales is to maximize the potential established by the city founders and envisioned by the Olmsted Brothers, and re-establish design as a top priority in future improvements. Investing in quality design creates value for the city, for property owners, and to the community through improved quality of life.

During the planning process, the team examined a number of peer communities for inspiration, including:

- Fairhope, Alabama: “gardening the city” is a signature idea, and also an economic development tool. City streets lined by abundant plantings that change seasonally are a tourist draw. The city receives technical assistance from America in Bloom, an independent non-profit organization that promotes community enhancement programs through the use of flowers, plants, and trees.
- Winter Park, Florida: a revitalization plan and street re-design for Park Avenue in the 1990s has matured into a vibrant city center. Planting details for the avenue’s large oak trees demonstrate proof of concept for utilizing structural soil solutions to promote tree health.
- Tallahassee, Florida’s Cascades Park is a stormwater facility that doubles as an urban park and knits together surrounding neighborhoods. The park was built through the use of a one-cent local option sales tax.
- Southside Chattanooga, Tennessee: the neighborhood has experienced a resurgence over the past 20 years. The formerly mostly-vacant retail street is now a lively neighborhood center. New life in this part of Downtown is credited in large part to an active artist community and new Downtown housing.

Implementing quality design in Lake Wales will include public improvement projects, such as changes to existing street designs to make Downtown and the Northwest Neighborhood more walkable and bikable, building gateways and new community gathering places, and planting more street trees. Implementing quality design will also include decisions made by private investors to restore historic buildings, build new mixed-use Main Street buildings, and construct a variety of new housing types. The following pages describe urban design guidelines for each of these key elements of the public realm, and specific recommendations for public realm improvements. These guidelines can guide future public and private improvements during plan implementation.

Public realm: pleasant places for people

Streets: walkable and bikable

Fulfill the Olmsted vision

Main Street buildings: restore, infill with engaging storefronts

Housing types: apartments, rowhouse, duplex, cottage

Civic buildings, public gathering spaces, gateways

Green: street trees, parks, sustainable by design









Right: Precedent imagery

Top two rows: Landscaping in Fairhope, AL

Third row: Park Avenue in Winter Park, FL, a recent streetscape retrofit that includes healthy shade trees.

Fourth row: New housing and public art in Southside Chattanooga, TN

The Streets

Walkable, tree-lined streets with comfortable sidewalks and slower-moving vehicles in narrow lanes provide a hospitable environment for living, shopping, working, and entertaining. Streets in Lake Wales' Downtown and Northwest Neighborhoods must be designed to accommodate and encourage community life; plan ideas to activate and populate the core of Lake Wales can then take advantage of the newly accommodating physical environment. Urban design basics include:

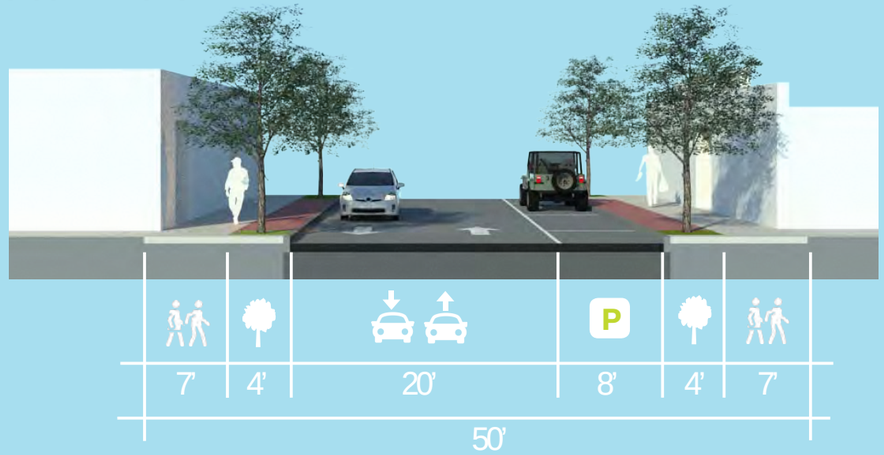
- **Increase people space, and decrease vehicle space**. Today, some Northwest Neighborhood streets have overly-wide vehicle lanes, which does not leave adequate space for people to congregate. Wide lanes also invite drivers to travel at faster speeds, which further reduces pedestrian comfort. By right-sizing vehicle lanes to an appropriate width, extra street space can be reclaimed for other functions that do support outdoor activity, including wider sidewalks, street trees, parklets, plazas, and outdoor dining. Specific proposals for key Northwest Neighborhood streets are described on the following pages.
- **Include space for cyclists, transit, micromobility, and ride share.** Some reclaimed street space can be used for cycle tracks, buffered bike/scooter lanes, or transit accommodations. Making it more comfortable to use and easier to choose alternative mobility options provides more ways for people to move between the Northwest Neighborhood and Downtown that do not require parking spaces. (Specific mobility ideas are described in the "Connect" section of this report.)
- **Plant street trees, and "garden the city"**. Planting a continuous shade tree canopy, with trees between 30 to 50 feet apart, can greatly improve the pedestrian experience. Attention needs to be given to street planting details, using best practices such as structural soil solutions to ensure tree health by providing space for roots to grow without damage to streets and sidewalks. Although more expensive at installation, this investment can pay off over time with mature, large trees, less maintenance, stormwater functionality, and increased property values. "Garden the city" means making the street plantings in Lake Wales exceptional, a true source of community pride. This strategy can differentiate the city from its peers. A commitment to professional landscape design and maintenance will be required.
- **Include pedestrian-scaled lighting and pedestrian-oriented signage.** Street light fixtures should be kept low (generally not taller than 15 feet) to promote a pedestrian scale to the public realm. Fixtures should be closely spaced, generally not more than 30 feet on center, and placed in alignment with street trees, to reduce sidewalk clutter. Light poles can include armature that allows for banners, hanging flower baskets, or artwork. In addition, including lighting on the building facade to highlight architectural details, such as entrances, archways, cornices, and columns, should be encouraged to call attention to the uniqueness of a building and contribute to safety. Similarly, signage in mixed-use areas such as Lincoln Avenue should be pedestrian-oriented, attached to the facade of buildings (flat against the facade, or mounted projecting or hanging from the facade), and lit from the front. Free standing monument signs and panelized back lighting of signs are typically used to capture attention from drive-by customers in suburban centers, but are not desirable in urban areas.

Top: Street trees on Main Street in Greenville, SC

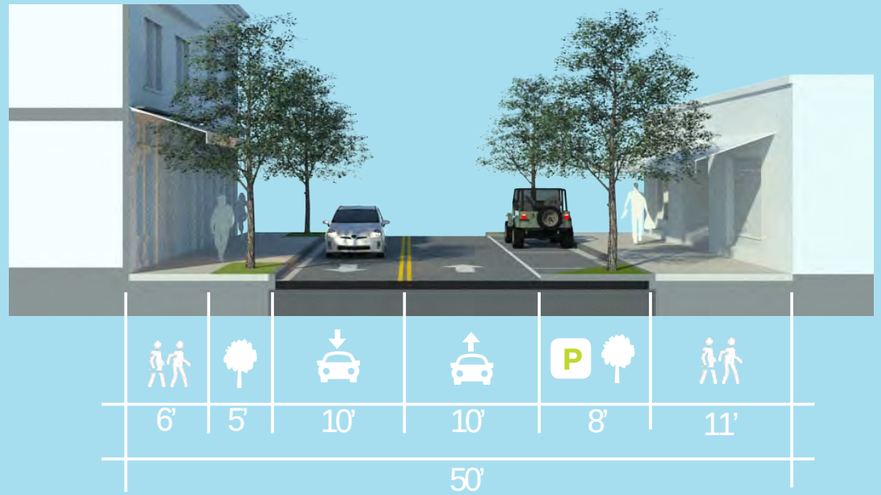
Middle: Example of soil cell installation for new street trees in Thomasville, GA

Bottom: Pedestrian-scaled lighting and signage in Winter Garden, FL

EXISTING CONDITIONS



PROPOSED



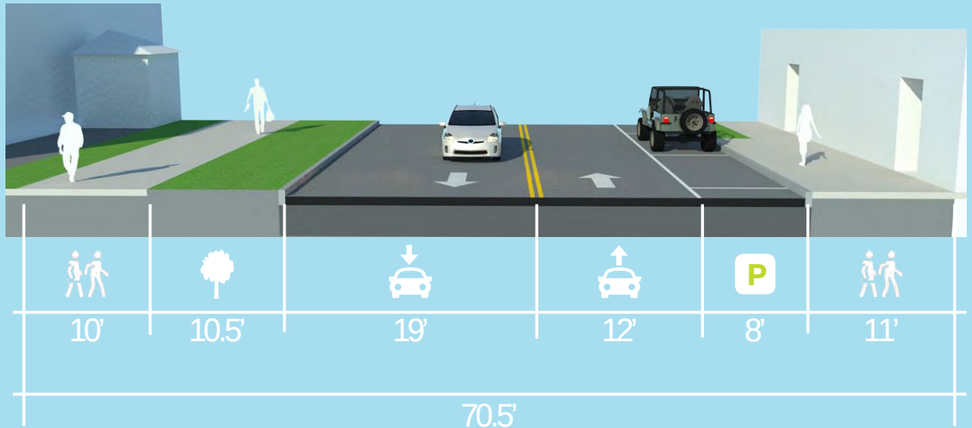
Lincoln Avenue

Existing: Lincoln Avenue has recently been upgraded with sidewalks and pedestrian-scaled lights. There is on-street parking on one side. Existing trees are in 4' wide tree wells.

Proposed: To encourage growth of larger canopy trees, the tree planting wells can be widened. On the north side of the street, landscaped bulb-outs can alternate with on-street parking spaces to accommodate wide planting areas, and a widened sidewalk as well.

1st Street

EXISTING CONDITIONS

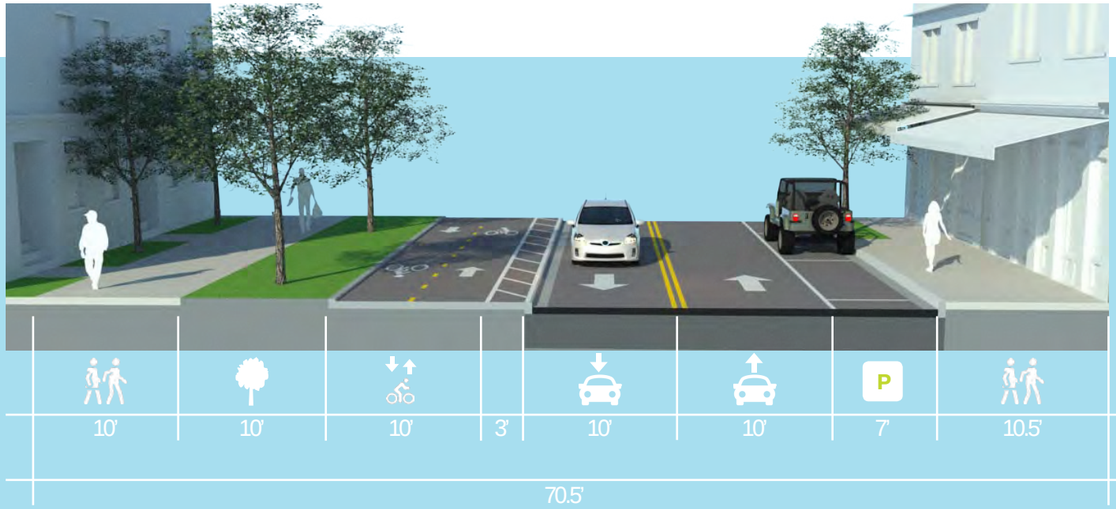


Existing: 1st Street connects the Northwest Neighborhood to Downtown, and is one of the longest streets in town, connecting all the way south to Highway 60. The current conditions have wide vehicular lanes with unmarked on-street parking. The wide lanes invite cars to move fast, making it dangerous for pedestrians to cross.

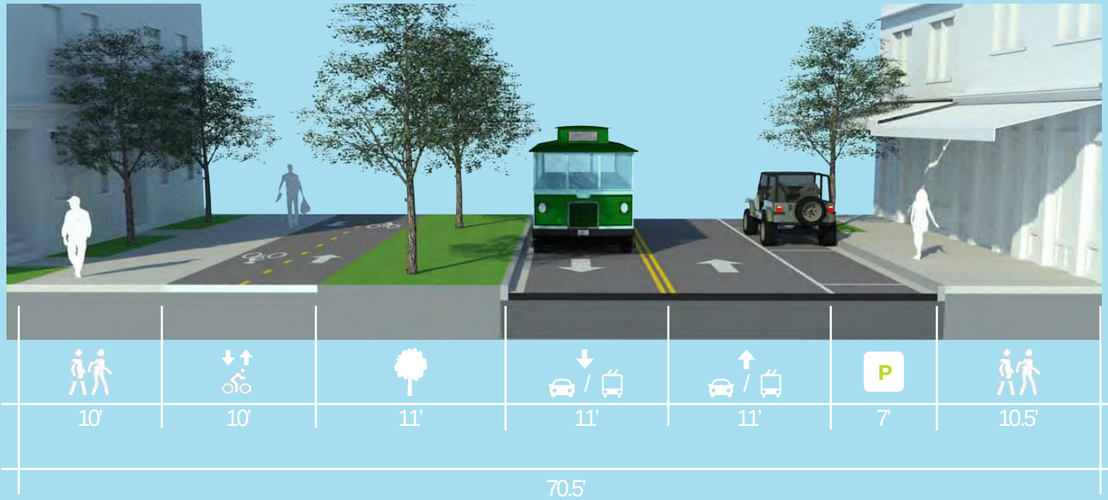
Proposed: Two alternatives are proposed that narrow the travel lanes while retaining parking on the east side, with street trees in the planting areas on the west, and a buffered cycle track.

Option 1 could be implemented on a trial basis with paint, striping off the buffered cycle track within the existing curb-to-curb width. Over time, the street could be reconstructed (as drawn), with the cycle track raised above the travel lanes.

Option 2 requires reconstruction of the existing curbs, and locates the cycle track next to the sidewalk, providing a landscape buffer between moving cars and the pedestrian/bicycle areas. If the street is reconstructed, the new vehicle lanes should be sized at 11' wide to accommodate a trolley/circulator.

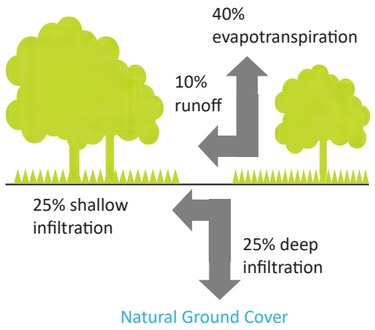


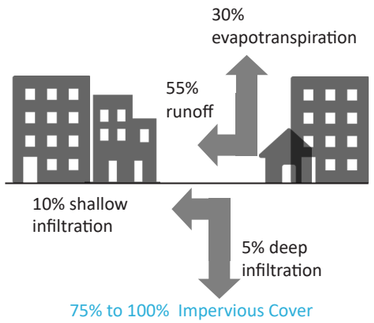
PROPOSED OPTION 1

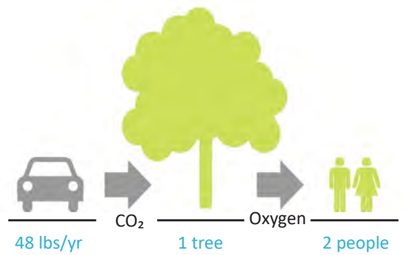


PROPOSED OPTION 2

The Value of Street Trees







A primary focus of this plan is to complete the street tree canopy conceived by the Olmsted Brothers for the Core of Lake Wales. Beyond design aesthetics, urban trees have numerous economic and environmental benefits.

Economic Value

Research has shown that trees positively affect both property values and office occupancy rates. National studies show that trees increase property values by 5-15 percent.

Human Health

Trees remove harmful pollutants from the air and soil and generate oxygen. Research has linked the presence of urban trees to reduced rates of cardiovascular disease, strokes and asthma due to improved air quality. Simply taking a walk down a tree-lined street, even in an urban setting can significantly reduce stress level by helping interrupt thought patterns that lead to anxiety and depression. Increased tree canopy can be directly correlated with wellness and social equity.

Reduce Stormwater Runoff and Pollution

Trees decrease the amount of stormwater runoff and pollutants that eventually reach local waterways. Trees perform this important service through evapotranspiration and retention. The leaves and branches of trees intercept rain and prevent a portion of it from reaching the ground. The root structure of trees improves conditions for the infiltration of stormwater into the soil, further reducing the amount of runoff. Trees are also capable of absorbing certain pollutants.

Carbon Storage and Sequestration

Carbon dioxide (CO_2) is commonly known as a type of greenhouse gas associated with climate change. The photosynthesis process of trees helps to reduce concentrations of CO_2 in the air by sequestering and storing carbon. Carbon sequestration varies based on tree species and age. Mature large trees store the most carbon.

The Seven Roles of the Urban Street Tree

1 Define the space of the street

This particularly applies to streets that are too wide for the height of the buildings, streets with holes in the street wall, or suburban streets with buildings too far apart to contain the space of the street. Mature trees provide a canopy.

2 Define the pedestrian space

A mature canopy hides the tops of tall buildings, giving the sidewalk a consistent human scale.

3 Calm traffic and protect pedestrians

The tree is aided in this by on-street parking.

4 Filter the sunlight

Deciduous trees, unlike evergreen or palm, serve different functions in the summer and winter. Trees also lower city temperatures in the summer and change carbon dioxide into oxygen through photosynthesis.

5 Bring order to street

Trees should be laid out with regular geometries, repetition, consistent sizes, and alignment. On long, straight streets, trees that form canopies over the street limit the visual length of the street.

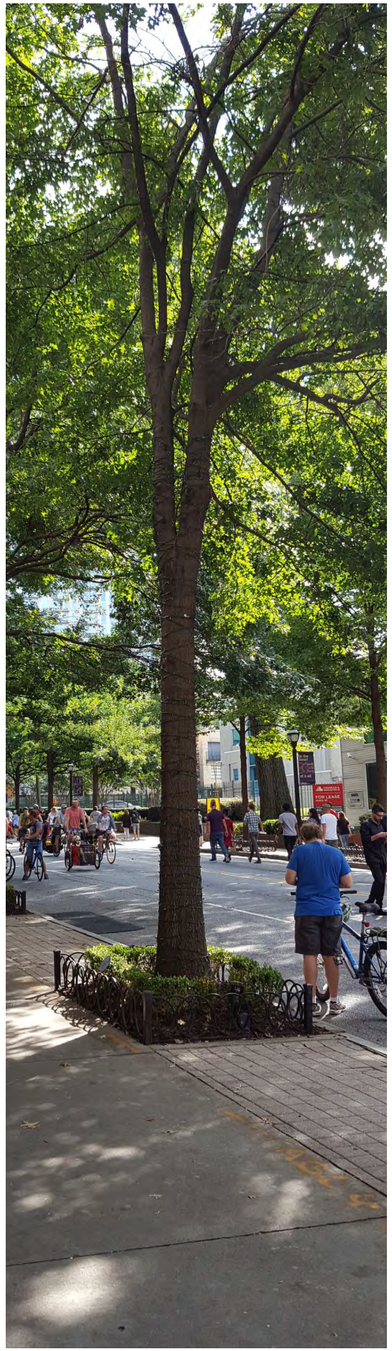
6 Visually soften streetscape

At some times of the day, the shadows are as beautiful as the trees.

7 Introduce the beauty of nature

Living plants contrast with the buildings and in many parts of the world introduce seasonal change, color, and fragrance.

Dover, V. and Massengale, J. (2014) The Seven Roles of The Urban Street Tree, *Street Design The Secret to Great Cities and Towns*.



The Gateways

Lake Wales has many opportunities to identify itself as a community; one way to strengthen identity is through the use of gateways. Gateways can contribute to wayfinding as well as creating character and a sense of place. Two potential gateway locations in the Northwest Neighborhood were chosen based on mobility patterns and gateway improvement opportunities:

A. A proposed roundabout at **Burns Avenue and Scenic Highway** is an opportunity for a collaboration with Bok Tower leadership to install an elegant landscape design that connects the City to Bok Tower Gardens.

B. A gateway at the entrance to the new neighborhood park can welcome park visitors to Lake Wales.

Top: Example of gateway to Rollins College, Winter Park, FL

Middle: Example of historic gateway in Coral Gables, FL

Bottom: Potential gateway feature that includes a "living wall" to reflect the garden in a city design concept

Modern Roundabout

A modern roundabout accommodates traffic flow and capacity while creating a greater sense of place and allowing safer conditions for pedestrians. Walkability at a roundabout is increased because traffic speeds are lower as vehicles approach and exit the roundabout, and pedestrians have fewer lanes of traffic to cross at one time. Roundabouts provide a greater sense of place because of their distinctive design and greater opportunities for urban design. A sculpture, fountain, or tree can be placed in the center of the roundabout, although care must be taken to preserve adequate sight lines.

Modern roundabouts allow pedestrians and bicyclists to maneuver through the intersection (see detail at right). An appropriately low speed is the key pedestrian safety element of roundabout design. Bicyclists are sometimes concerned about travel through a roundabout, especially if they have experience with the much larger and faster traffic circles found in New England. In fact, modern roundabout intersections are safer for bicyclists than traffic signals, due to slower traffic speeds.

The use of modern roundabouts at several intersections throughout Lake Wales was studied during the charrette. These roundabouts are proposed at key intersections to serve as gateways to Downtown, to accommodates irregular intersection geometries, and to slow traffic as it enters areas of higher pedestrian activity. The use of truck aprons in these conceptual designs allows the roundabouts to accommodate large trucks (WB-65). The designs also have narrow access driveways to surrounding properties to create safer pedestrian crossings. Local traffic is of a magnitude that the proposed roundabout designs will accommodate peak hour traffic conditions.

Pedestrians

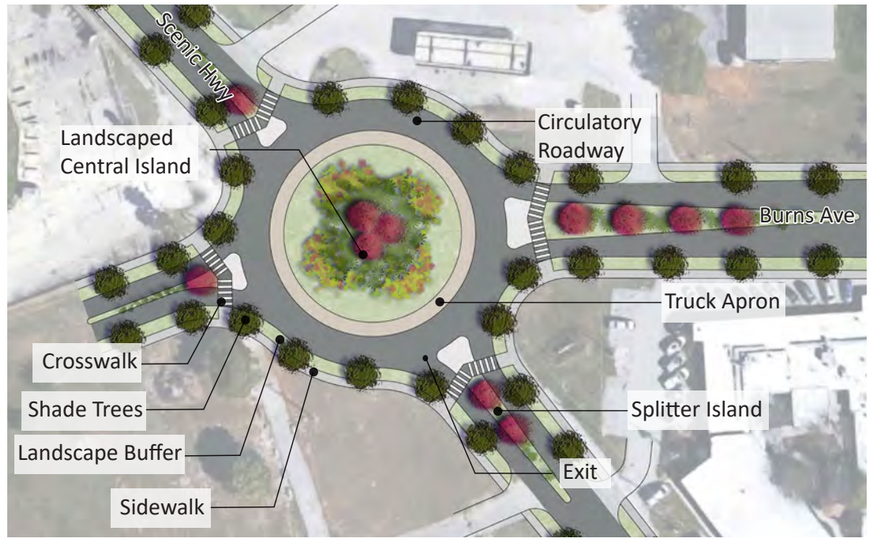
Roundabouts are designed to achieve a consistent, low vehicle speed (15 to 25 mph) to minimize crash potential. When traffic volumes are light, many gaps are available for pedestrian crossing. When vehicle volumes are high, more vehicles pause at the yield line, allowing pedestrians to cross safely behind the first vehicle. The pedestrian crosswalk should occur one car length back (approximately 20 feet) from the yield line to place the pedestrian safely in view of the second waiting vehicle's driver.

Bicyclists

Entering and circulating at 25 mph or less, automobiles can easily share space with bicycles traveling through a roundabout. To traverse the roundabout, the cyclist simply travels through in the vehicle lane just like an automobile. Cyclists who are uncomfortable sharing the road with automobiles may, alternatively, use the sidewalk system as if a pedestrian.

Scenic Highway / Burns Ave Roundabout

The intersection of Burns Avenue and Scenic Highway provides an opportunity to create a gateway to Lake Wales. This gateway can be a collaboration with Bok Tower Gardens to create an elegant landscape design.



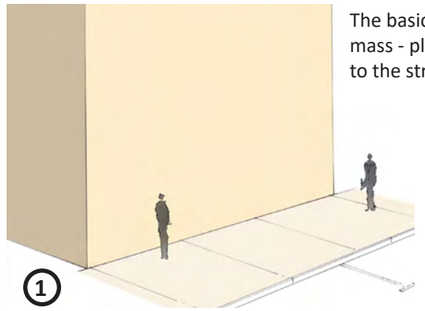
The New Main Street Buildings

The first goal should be to re-inhabit the buildings that already exist in the Core. Then, underutilized properties and “lost spaces” such as surface parking lots should be evaluated; many will be good development sites as revitalization picks up momentum. Because the priority is to add to—not to destroy—the Downtown fabric to find places to build as growth returns, small scale infill buildings on these lost spaces will be a prime opportunity to add new buildings that fit with the historic character. Once confidence and development interest grows even more, eventually owners of existing, obsolete single-story buildings will start to view their properties as redevelopment sites, too.

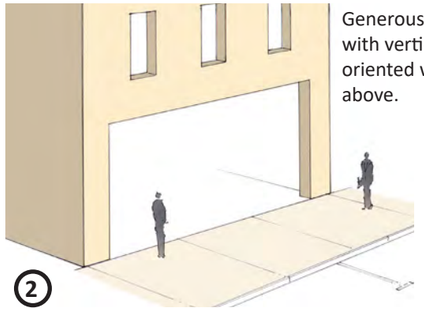
The infill buildings are a great chance to showcase the Core’s renewed commitment to design. Parking lots along Lincoln Avenue are well suited to small-scale, incremental development. Once small buildings are added, the Avenue will be faced with doors, windows and storefronts instead of blank walls and parked cars. With new mixed use buildings on Lincoln Avenue, great care should be given to the architectural components that make for a good building-to-street relationship that encourages pedestrians and improves sales per square foot. (See facing page.)

Left: A new Main Street Building on Lincoln Avenue.

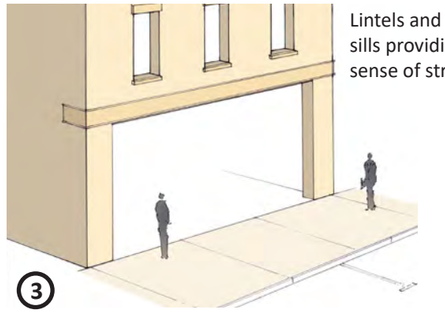
The Basic Components of Good Storefront Buildings



The basic building mass - placed close to the street.



Generous shopfront with vertically-oriented windows above.



Lintels and window sills providing a sense of structure.

Columns sub-divide the shopfront opening and transoms to help achieve well-proportioned shopfront windows.

Cased windows sit atop knee-height bulkheads.

Pedestrian-oriented entrance, signage and lighting enhance the walkable experience.

Awnings provide shade and rain protection.

A gallery provides a second floor terrace.

The Civic Building

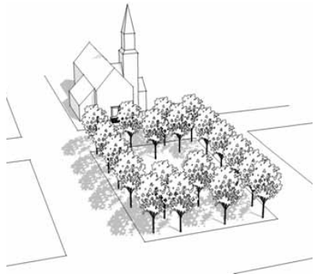
Civic buildings should be placed prominently and should have grander proportions and materials than their surrounding urban fabric. Approaches include locating public buildings at the ends of streets, across greens, or at the center of greens. Public buildings can be relatively small if placed strategically in the public view. Sites for civic purposes can be reserved even before there is a need for them to be constructed. The uses of these buildings may change over time as the needs of the community evolve.

Lake Wales has a lot of significant civic buildings. However, the site layout of some civic buildings can be improved. Many of the civic institutions, such as churches, are surrounded by and own surface parking lots. Future civic buildings should strive to enhance the public realm and be properly sited to have the prominence in the community that they deserve. Opening up these parking areas for public good can benefit all users. New development should build up to the street edges and create a more friendly street frontage.

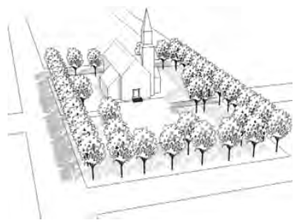
Even small civic buildings can have a dominant presence when properly sited.

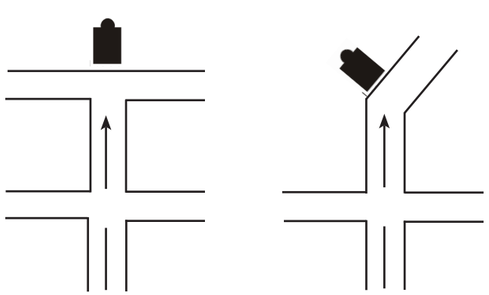
As a Terminated Vista

Across a Green

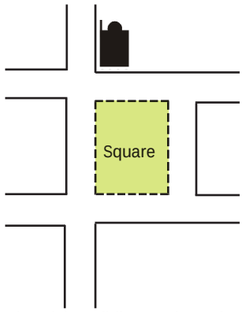


At the Center of a Square

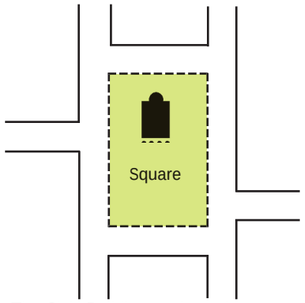




The Civic Building terminates the view of a street.



The Civic Building anchors the square at a prominent corner.



The Civic Building anchors the space from within the square.

The Plaza / Square / Park

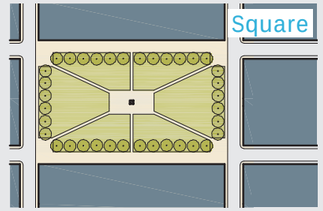
Public Space in the form of parks, greens, squares, plazas, playgrounds, pavilions, or recreational located in each neighborhood is crucial to the public realm. The following principles can be followed for the design of public space:

- All designated civic open spaces should be at grade level and accessible to the public.
- The landscape design should support and express environmental, cultural, and historical attributes unique to Lake Wales. The landscape design should also promote connection with nature, social interaction and mental restoration.
- Views of natural features should be preserved or maximized.
- The landscape design should promote connection to surrounding neighborhood resources, amenities and services, and provide for optimum accessibility, safety and way-finding.
- Stormwater management improvements should be integrated with the final landscape design as aesthetically and visually pleasing design elements.
- Whenever appropriate, landscape design should promote sustainability awareness and education through interpretive signs, demonstrations and other forms of interpretation.

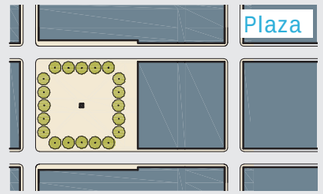
The appropriate arrangements for varying types of civic open spaces are described below. The types of open space could be applied to different areas depending on the character of the surrounding neighborhood.

Park: A natural preserve available for unstructured recreation. A park does not need to be fronted by buildings. Its landscape shall consist of paths and trails, meadows, waterbodies, woodland, recreational fields, and open shelters, all naturalistically disposed. Parks may be lineal, following the trajectories of natural corridors.

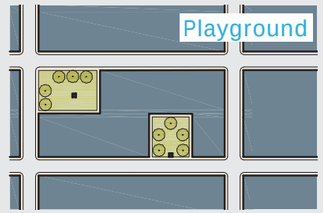
Green: Open space available for unstructured recreation. A green may be spatially defined by landscaping rather than buildings fronting it along the edges. Its landscape shall consist of lawn and trees, naturalistically disposed.



Square: Available for unstructured recreation and public gatherings. A square is spatially defined by building frontages. Its landscape shall consist of paths, lawns and trees, formally disposed. Squares shall be densely shaded and provide seating. Trees and shrubs shall be located as to define a specific geometry of open space and shall promote security by allowing visibility through all areas.



Plaza: Available for public gatherings and outdoor markets. A Plaza shall be spatially defined by building frontages. Its landscape shall consist primarily of pavement. Plazas should use pervious pavers, where feasible. Trees are optional.

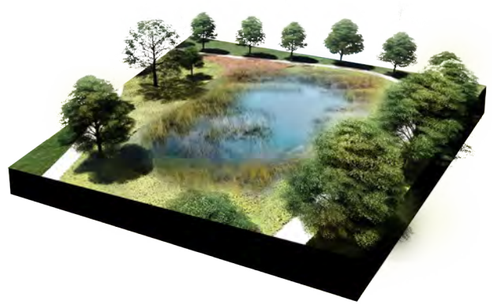


Playground: Designed and equipped for the recreation of children. A playground should be fenced and may include an open shelter. Playgrounds may be interspersed within residential areas and may be placed within a Block. Playgrounds may be included within parks, greens, and squares.

A New Linear Park

Linear parks take people on a journey; as people move through the space by walking, running or biking, their movement creates connections. Underutilized space along the railroad tracks in Northwest Lake Wales provides opportunity to create a linear park that incorporates art, play, and gathering components.

The linear park plan below shows a portion of land along the railroad tracks adjacent to Scenic Highway transformed into green space and a linear public park space. The design shows a constructed wetland area close to the intersection of Burns Avenue and Scenic Highway. As the trail continues towards the south, a community garden is proposed along A Street, which can also serve as a community gathering space. There is a large parcel of vacant land along 1st Street where the rail line turns; the proposed design fills this space with a sculpture wall and splash pad playground.



WETLAND/STORMWATER PARK

COMMUNITY GARDEN

SPLASH PAD PLAYGROUND

POSSIBLE NEW LINEAR PARK ALONG A “RAILS & TRAILS” ROUTE

Idea #2: ACTIVATE

Attract the community back to the Core

The Lake Wales Connected plan proposes to use the power of great urban places to attract the community back to its core. Public spaces framed by quality buildings, landscaped streets and green spaces, and pedestrian-oriented design create desirable places for people to be.

To take full advantage of these great places, Downtown needs to be activated with both day-to-day uses as well as special events that draw area residents and visitors to enjoy interacting with each other, extending Downtown activity beyond the work day. Enhanced connections between Downtown and the Northwest Neighborhood (trails and bikeways, linear park, and tree-lined streets) will allow all of the core area to share in future prosperity. In addition, a portion of Lincoln Avenue can be revived as a mixed-use neighborhood center, providing destinations within walking distance of surrounding residents.

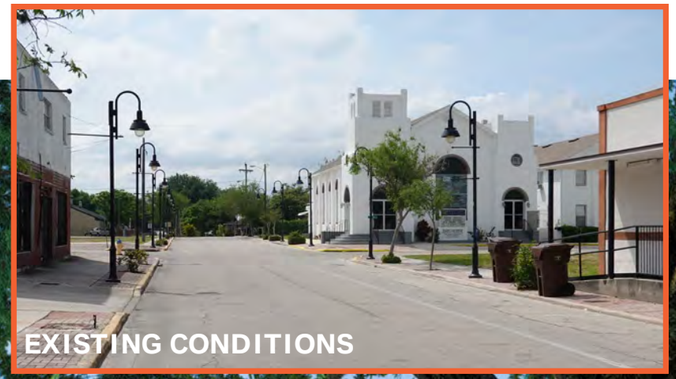
Bring nightlife and a variety of family-friendly destinations to town (brewery, outdoor dining, shops, parks)

Lincoln Avenue as a vibrant neighborhood center

Create a Bright Center at Lincoln Avenue and D Street

Lincoln Avenue, the center of the Northwest Neighborhood, could be revived, as vacant lots are filled and vacant buildings restored and reoccupied. Missing street trees can be planted; bulb outs can create larger planting areas to hold healthier shade trees.

Lincoln Avenue & D Street



EXISTING CONDITIONS

PROPOSED FUTURE CONDITIONS

Idea #3: CONNECT

Joining Neighborhoods and Parks

While geographically close, Downtown, the Northwest Neighborhood and Lake Wailes feel disconnected. And while Bok Tower Gardens is just 4 miles by road (2.5 direct) from Downtown, there is little indication of the landscape treasure within the city itself. The disconnection between these places is a result of both the area's history and its physical design, with rail lines and inhospitable roads creating barriers. Through the strategic design interventions in this section, the connections between Downtown, the Northwest Neighborhood, Lake Wailes, and Bok Tower will be strengthened.

Expand Lake Wales' Trail System

Bicycle and pedestrian trails, also known as shared-use trails when the two share the same path, can be a critical piece of Lake Wales' transportation network and for creating connections across the City and region, especially when combined with on-street bicycle facilities (such as protected bike lanes and cycle tracks). This trail network can help reduce the number of trips taken by motor vehicles and allow people to more conveniently access Downtown without requiring a car trip. Convenient access to trails also has health implications for nearby residents with research showing that those living near trails tend to exercise more than those living further away.

In Lake Wales today, there are two trails - the Lake Wailes Trail and the Lake Wales Trailway. The existing and proposed shared-use trail network and proposed cycle track are shown in the figure on the following page. Incorporated with the regional multi-use trail network as outlined in the Polk County Multi-Use Trails Master Plan, these facilities can provide a viable alternative for travel and be attractive for recreational use. The trails should connect Downtown to Lake Wailes Park, the Northwest Neighborhood and Bok Tower. The figure illustrates proposed alignments to make these important connections and to utilize existing rail crossings to avoid conflicts with rail operations. More direct connections across the rail line should be pursued in the future, but not limit the shorter term implementation of a connected trail and cycle track network.

As a next step in implementation, the City should create a detailed map and design for priority trail connections. For walking and biking to be safe and comfortable, trails should generally be 12 feet wide, where possible, and no less than 8 feet. In areas of higher use, wider trails are recommended. Safety and comfort along the trails should also be improved through the addition of pedestrian-scaled lighting and the planting of native shade trees. For recreational purposes, loops of various lengths should be created to offer opportunities for people to select a route of their desired length.

A robust, high quality trail network can also help Lake Wales capture a piece of Central Florida's growing bicycle tourism boom and strengthen the connection between Downtown and Bok Tower. Careful design and implementation of bicycle and pedestrian facilities is therefore an important element for the overall continued revitalizing of Downtown and the Northwest Neighborhood.

Strengthen connections

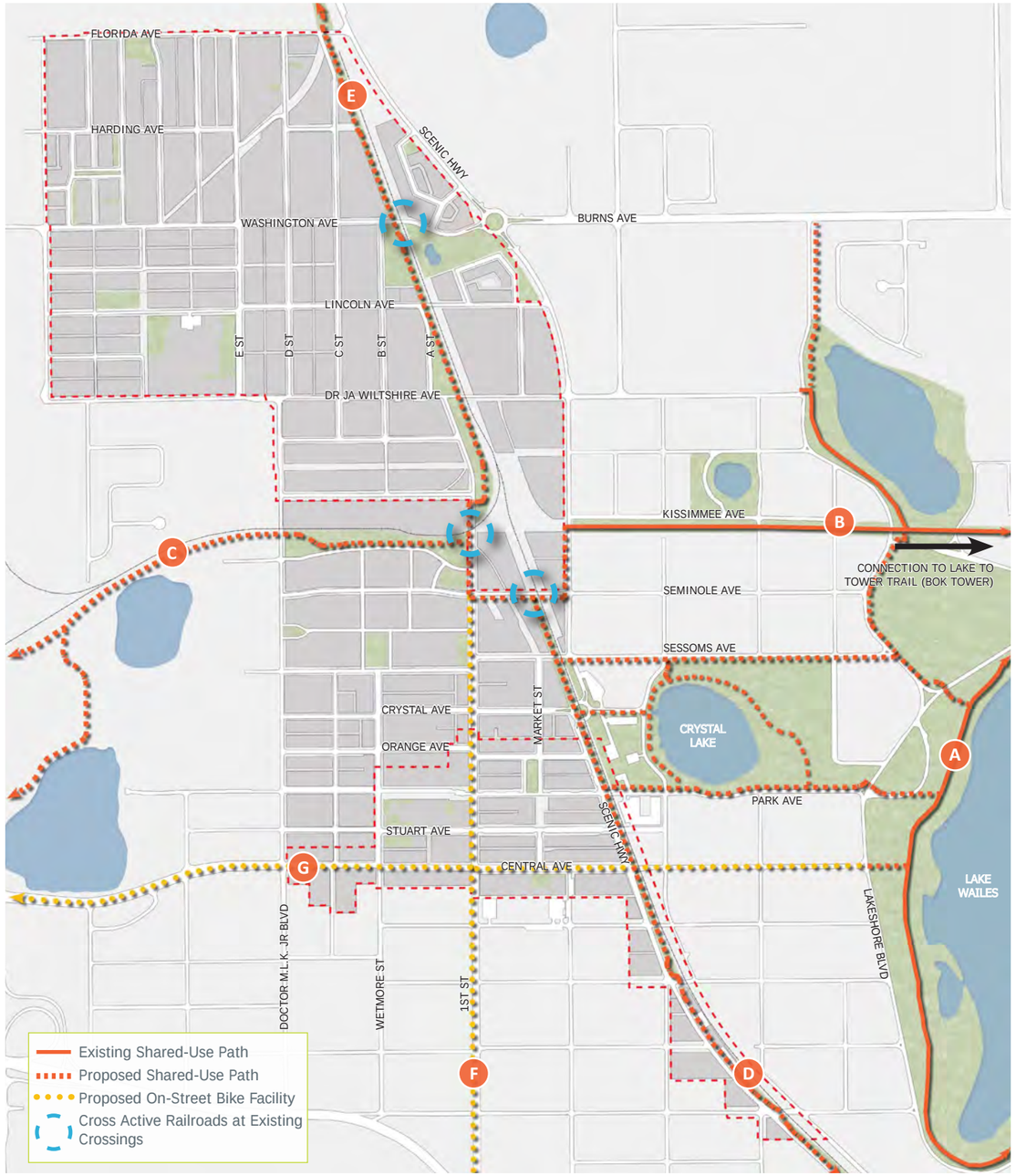
Tie Northwest Neighborhood to Downtown

Redesign crossings to make getting across the tracks easy and safe

LAKE WALES

TRAILS & BIKEWAYS

- A Lake Wailes Trail
- B Lake Wales Trailway
- C Bartow - Lake Wales Trail
- D Ridge Scenic Highway Trail
- E Lake Wales Trailway Extension/ Ridge Scenic Highway Trail
- F 1st Street Cycle Track
- G Central Avenue Bike Lanes



Completing a Regional and Local Trail Network

The Momentum 2040 Long Range Transportation Plan (LRTP) prepared by the Polk County Planning Organization includes several hundred miles of proposed multi-use trails across the County. The Bartow - Lake Wales Trail, Lake Wales Trailway Extension, Lake to Tower Trail, and the Ridge Scenic Highway Trail are all included in the LRTP. The LRTP includes a map of general alignments. Trail segment lengths and estimated costs are also provided.

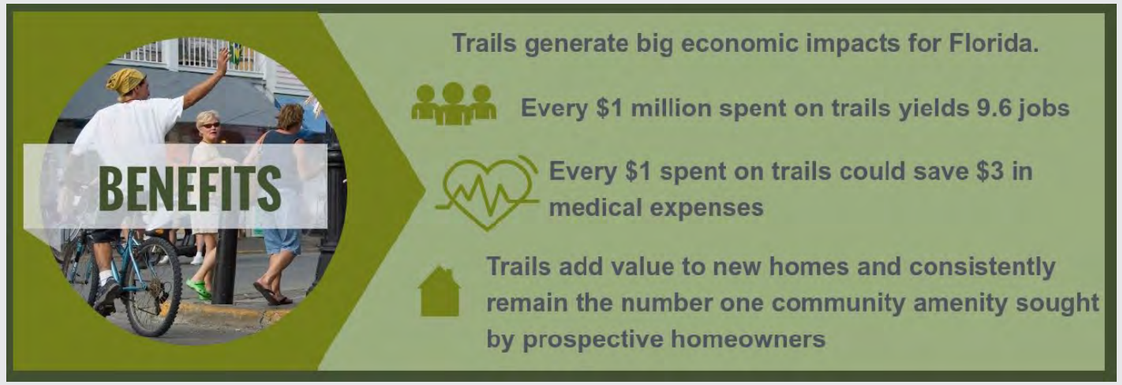
The Ridge Scenic Highway (SR 17) is a designated Florida Scenic Highway. The Corridor Management Plan (CMP) for it outlines the vision, policies and a plan by which to maintain, preserve, protect, and enhance the intrinsic resources located along the scenic highway. This includes pedestrian and bicycle facilities along the length of the corridor know as the Ridge Scenic Highway Trail. This proposed trail is detailed in FDOT's 2009 Bike/Pedestrian Master Plan for the corridor, which includes segments of existing and proposed multi-use trail, bike, and pedestrian facilities in the ROW. While much of the trail is proposed to be a 12-foot multi-use path, the 2009 Bike/Pedestrian Master Plan shows the trail consisting of existing 5-foot sidewalks, "planned trail," and proposed 5-foot sidewalks within the Core of Lake Wales.

Above: FHWA illustrations showing key dimensions for shared use path adjacent to motor vehicles (top) and for shared use path separate from vehicles (bottom)

The Florida Greenways & Trails System Plan 2019-2023 outlines the vision for the state's Greenways and Trails System. The Plan identifies the Bartow to Lake Wales Corridor as a land trail opportunity and identifies the Ridge Scenic Highway SR 17 Corridor as a land trail priority. Priority corridors are the focused vision for trails in the state. Priorities build on past investments, join multiple counties and population centers and demonstrate broad regional and community support.

The Lake Wales Connected trails and bikeways plan illustrates more detailed alignments, refined from those in the LRTP and the 2009 Ridge Scenic Highway Bike/Pedestrian Master Plan, to limit new rail crossings and to allow for wider (10-foot minimum) and more comfortable and functional multi-use trail design. Trails at Crystal Lake Park are based on the 2018 Crystal Lake Park Master Plan. Additional trails have been proposed to increase connectivity within the core of Lake Wales and to complement the existing and previously proposed trail networks. Following adoption of the Lake Wales Connected plan, a detailed trails map for priority segments, based on surveyed existing conditions, can confirm the location and design of these new trail connections.

The Federal Highway Administration (FHWA) provides guidance on the design of multi-use trails that can inform the next step of planning. Graphics from FHWA's Small Town and Rural Multimodal Networks (left) illustrate recommended minimum standards for trails that are separated from motorized traffic and trails that are adjacent to motorized traffic.



Above: Trail benefits and design standards from Florida Department of Environmental Protection, Office of Greenways and Trails. For more information, see https://floridadep.gov/Parks/OGT

Create On-Street Bicycle Facilities

In addition to the trail network, a complementary two-way cycle track is proposed for 1st Street, from Winston Avenue to Seminole Avenue, where it would connect with the proposed linear park and shared-use trail along the rail line. Two options are shown for this two-way facility, one that is buffered from adjacent traffic and a separated, raised facility. The benefits of a two-way cycle track are that they are attractive to a wider range of cyclists, they reduce the risk and fear of collisions, and they can have lower implementation costs. Buffered bike lanes are also proposed for Central Avenue to create a more complete bicycle network across the Core of Lake Wales.

A buffered cycle track offers some protection from moving traffic in the form of a buffer space between the edge of the bike lane and the edge of the vehicular travel lane. The buffer helps encourage more cyclists to use the facility. If the buffer is three feet or wider, the interior should have diagonal cross hatching or chevron markings. Narrower buffers can be marked with two solid white lines, which also helps discourage crossing.

Separated bicycle lanes offer significant improvements in safety performance over other on-street bicycle facilities, including buffered lanes. Separated bike lanes are protected from vehicular traffic by some type of physical barrier. This barrier can take the form of bollards, a curb or concrete barrier wall, planters, or parked cars. Parking-protected lanes are proposed for Central Avenue east of where it intersects with the 1st Street cycle track, connecting the network to Lake Wailes. Separated bike lanes may also be elevated a few inches above street grade.

Over the past decade, cities in North America have documented reductions in bicycle injury and fatality rates of up to 90 percent on separated bicycle lanes compared to previous striped lanes. Crash data further indicates that separated lanes improve safety, not just for bicyclists, but for all street users, including pedestrians and car occupants. A 20 percent decrease in multimodal injury and fatality rates is a typical result.

Separated bicycle lanes have been documented to offer other benefits as well, including increased rates of bicycling activity and increased storefront sales revenues. Some of these sales increases are associated with reduced vehicle speeds and improved street appearance, in addition to the effects related to increased cycling activity.

Numerous design features may also be applied to streets to increase the visibility and safety of existing and proposed bicycle and trail facilities. These include bicycle boxes, bicycle detection and signal heads, wayfinding and informational signs, and bicycle refuge islands.

Not Just Bike Planning | Low-Speed Mobility Modes

Urban transportation in the US has evolved rapidly over the past decade. Key emerging trends have included the arrival of bike share, followed by dockless bike share, affordable e-bikes, and rented electric scooters. These low-speed mobility modes have tapped into significant latent demand for local travel that, at up to 15 mph, exceeds walking speeds but does not require driving.

The development of low-speed, motorized mobility offers significant potential benefits for Lake Wales, but presents safety challenges as well. Scooters and e-bikes

Above: Examples of Trail-Oriented Development along the West Orange Trail, Winter Garden, FL

should not be allowed to operate on Downtown sidewalks, as they negatively impact pedestrian safety and convenience. However, they also present a safety challenge on higher-speed streets (like Scenic Highway and 1st Street) where they are too slow and vulnerable to mix safely with higher-speed vehicular traffic. In this way they echo the challenges of providing for safe bicycling and, in fact, are more compatible with bicycling than with any other travel modes. Downtown will plan for low-speed mobility modes by incorporating them into the planning for bicycle lanes and other bicycle facilities. Their arrival in Lake Wales adds urgency to the need to implement the bicycle corridor vision.

Trail-Oriented Development

A somewhat recent phenomenon across the country is new homes and businesses fronting and focusing along trails, something that can be called trail-oriented development. This is occurring in small towns, such as Winter Garden, Florida, medium sized cities including Madison, Wisconsin, and large cities like Atlanta. Businesses and residences in locations like these place a building frontage along the trail with the trail as the primary access and driving economic force for the development. The trail is the focal element of these developments, in which buildings engage the trail as they would a walkable street with shopfronts and residential entrances.

Reimagine 1st Street

1st Street is a critical north/south street that connects Lake Wales' historic Downtown with the Northwest Neighborhood. The current condition of 1st Street includes wide vehicular lanes with unmarked on-street parking. The wide lanes invite cars to move fast, making it dangerous for pedestrians to cross. This street provides an inadequate connection for pedestrians and cyclists, and leads to the disconnected nature of Lake Wales' core.


EXISTING CONDITIONS

A proposed redesign, described in cross section earlier in the *Design* section, and visualized on the following pages, narrows the travel lanes while retaining parking on the east side, adds street trees in the planting strip on the west, and includes a cycle track.

There are two design options for the cycle track. One is a buffered facility, designed with a tactical approach that can be implemented with paint while maintaining the existing curb-to-curb width (re-stripe the street). The other option is a separated facility, requiring reconstruction of the existing curbs (reconstruct the street). In this option, the cycle track is raised above the pavement and located next to the sidewalk, providing a landscaped strip between the moving cars and pedestrian/ bicycle areas.

The proposed public improvements not only provide better linkages between Downtown and the Northwest, they also set the stage for private sector investment on adjacent lots.


PROPOSED FUTURE CONDITIONS, OPTION 1 (RE-STRIPE THE STREET)

PROPOSED FUTURE CONDITIONS, OPTION 2 (RECONSTRUCT THE STREET)

Neighborhood Circulation

An Introduction to City Streets

Streets can be beautiful places. Buildings and street trees give the space a sense of enclosure. Proper proportions and details create a comfortable space to be in that operates harmoniously together.

Streets are also for mobility, providing a *right-of-way* to get from where we are coming from to where we are going. How a street functions should be based on a continuum, from pure mobility, such as an interstate highway, to a destination itself with strong economic and social functions, such as a pedestrian only shopping street, like Lincoln Road in Miami Beach, for example.

In Downtown neighborhoods, streets must always provide a mix of mobility and placemaking. They need to be great addresses and provide access to businesses and residences. They must also be spaces for socializing, commerce, dining, gathering, vending, and celebrating. In a Downtown, the long-distance travel function of a street should take a backseat to its placemaking function with less focus on moving people through the city and more on being in the city.

Designing and building great streets can be a challenging task, balancing the priorities of many stakeholders and agencies. A great deal of this plan is devoted to designing streets as public spaces worthy of the landscape design heritage of Lake Wales. This section provides guidance on turning streets into spaces where people want to be.

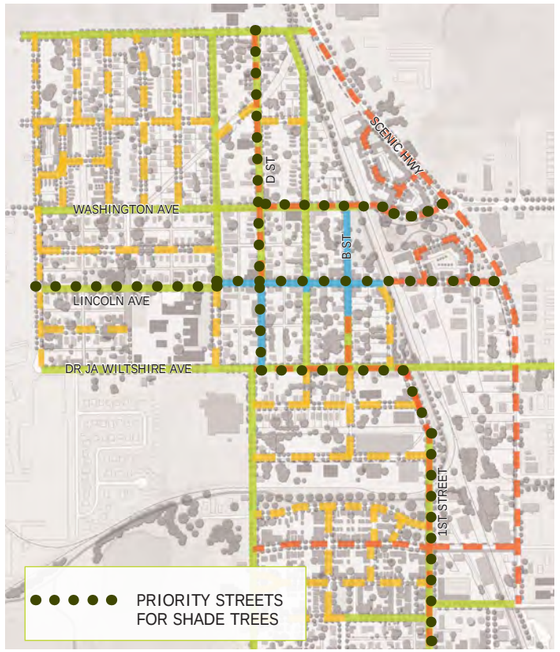
Connecting Pedestrians on Neighborhood Streets

In addition to the bikeways and trails described in the previous pages, future improvements to Lake Wales' neighborhood streets can be undertaken to better support the needs of pedestrians. This will benefit the existing community, and support new development and future residents as well.

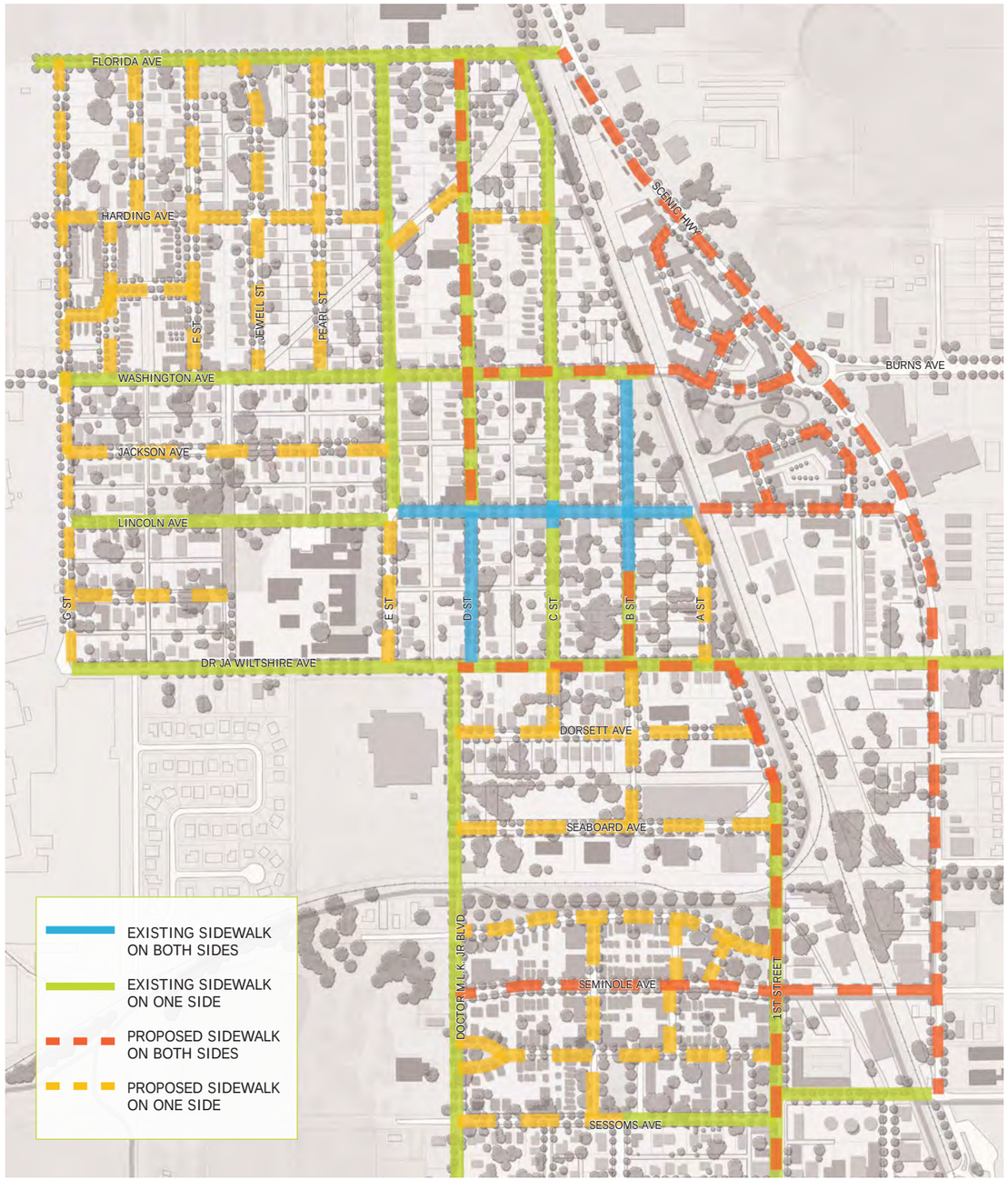
All neighborhood streets should have a sidewalk on at least one side of the street; key connectors should have sidewalks on both sides. The map on the next page illustrates existing and potential future sidewalks in the neighborhood, to make a more complete pedestrian network.

Implementation of the Olmsted vision will bring shade trees to Lake Wales' Downtown and neighborhood streets. As described earlier, there are many benefits to shade trees beyond simply aesthetics; this is particularly true in the warm central Florida climate. The map at right illustrates key north/south and east/west connections that can be prioritized first. The siting of street trees will need to be coordinated within available right-of-way space and utilities.

> It is not surprising that, given their multiple roles in urban life, streets require and use vast amounts of land. In the United States, from 25 to 35 percent of a city's developed land is likely to be in public right-of-way, mostly streets. If we can develop and design streets so that they are wonderful, fulfilling places to be, community building places, attractive public places for all people of cities and neighborhoods, then we will have successfully designed about 1/3 of the city directly and will have an immense impact on the rest.
>
> - Allan Jacobs, Great Streets



Proposed Sidewalk Improvements



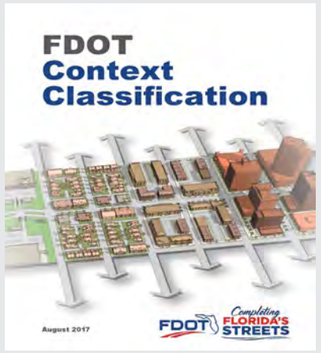
Context-Based Street Design

Context describes the physical form and characteristics of a place, interpreted on a block-by-block basis for thoroughfare design. What happens within the bounds of the right-of-way should largely be determined by the setting of private development laying outside of the right-of-way lines. Context is one of those fundamental solutions regarding development planning, infrastructure design and engineering. When places are well understood, treasured context can be preserved. Also, unacceptable places can be programmed for future changes — changes based on a better balance between public and private interests.

Context-based street design is critical to balance the multiple and sometimes competing demands placed on streets to create a transportation system that provides mobility and also functions as vibrant places of commerce and community. The context will help determine where streets should prioritize commerce and community and where mobility should be prioritized. In all cases, streets should be designed to safely and comfortably accommodate all modes of travel, although some modes are given more prioritization than others depending on the context.

New, context-based awareness, such as through the development of the Lake Wales Connected plan, will result in careful planning and effective implementation of many of this document's goals, all based on clear and lean plans and regulations. Lake Wales' vision for redevelopment and new development can lead to successful places when transportation is designed in harmony with the future vision.

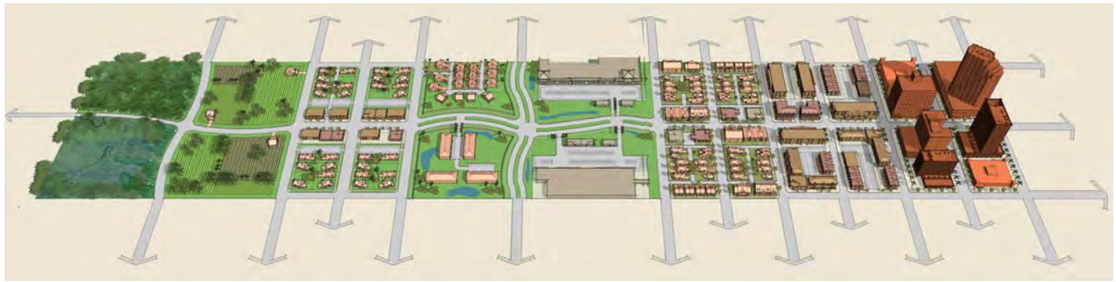
There are two dimensions to classifying streets, functional classification and context area type. Functional classification refers to typical engineering language such as highway, arterial, collector, and local roads. The context area type refers to the type of place in which the road traverses. Both aspects need to be considered when looking for the appropriate design of a street. The Florida Department of Transportation (FDOT) has adopted a context classification system to plan and design state facilities in greater harmony with the surrounding land use characteristics and intended uses of the roadway. The context classification assigned to a roadway segment determines the key design criteria elements for arterial and collector roadways, including the ***design speed***, which informs lane width, street tree placement, on-street parking, and other elements necessary for good street design.



Refine Context Classification Designations

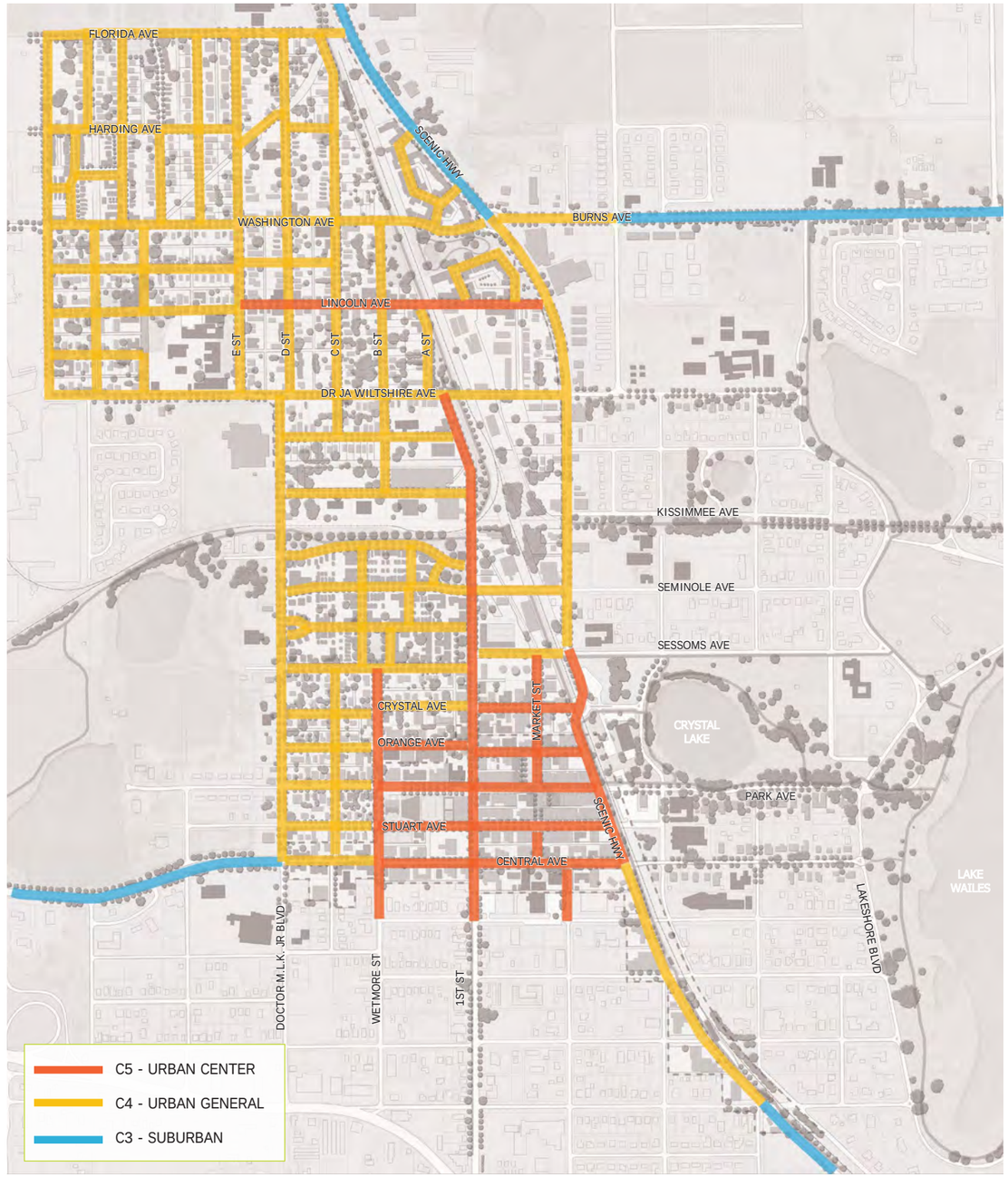
FDOT's context classification system incorporates eight context zones, or character areas, for the purpose of street design, ranging from natural to urban core. While the FDOT Context Classification guide and Design Manual were developed for state facilities, the same classifications can be applied to local streets across Downtown and the Northwest Neighborhood. The diagram on the following page recommends context classifications for both the state and local streets that reinforce the community vision. These context classifications allow for and support street designs that prioritize the pedestrian and a walkable neighborhood across the core of Lake Wales.

FDOT Context Classifications



C1 Natural | C2 Rural | C2T Rural Town | C3R Suburban Residential | C3C Suburban Commercial | C4 Urban General | C5 Urban Center | C6 Urban Core

Proposed Context Classifications



Idea #4: POPULATE

Residences in the Core Support Revitalization

The Lake Wales Connected plan is driven by the need to attract more people to the Downtown and the Northwest Neighborhood – new residents, visitors and employees. Creating nearby housing that allows residents to walk or bike to Park or Lincoln Avenue will increase daily support for coffee shops, restaurants and other businesses.

In the Northwest Neighborhood, a variety of housing types can fill vacant lots: cottages; townhouses; duplexes; and apartments. Sketches on the following page show building types that can fit on typical 25' and 50' wide lots. New housing on larger opportunity sites at the neighborhood periphery (vacant parcels, former industrial sites) can be designed as extensions of the neighborhood, with interconnected streets. Street-oriented houses provide a consistent, pedestrian-oriented public realm, with alleys providing access to rear parking.

Existing homes in and surrounding the Core Area would benefit from some "clean-up/fix-up" activity to help communicate the pride that residents take in their neighborhoods. Painting, house repairs and landscaping could help improve the neighborhoods' image and encourage further investment. Forgivable loans or grants could help existing homeowners to improve their homes' appearance.

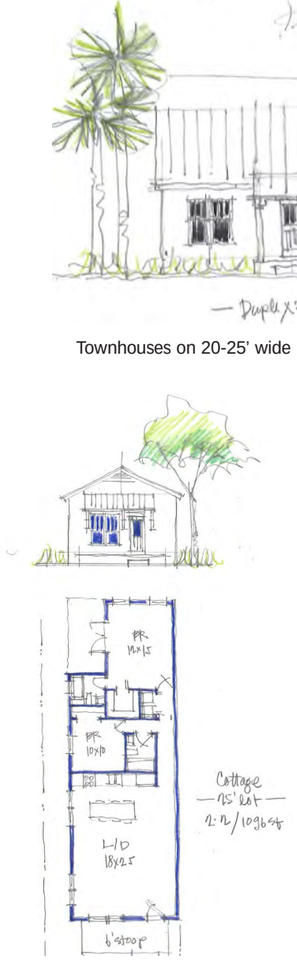
Housing initiatives should include both market-rate and affordable housing, rental and home ownership units, and accommodations for all ages and lifestyles. Senior housing could offer a particular opportunity for Northwest Neighborhood residents who are seeking quality new housing in a walkable environment.

Northwest Neighborhood: Variety of housing types to fill vacant lots: cottages; townhouses; duplexes; apartments

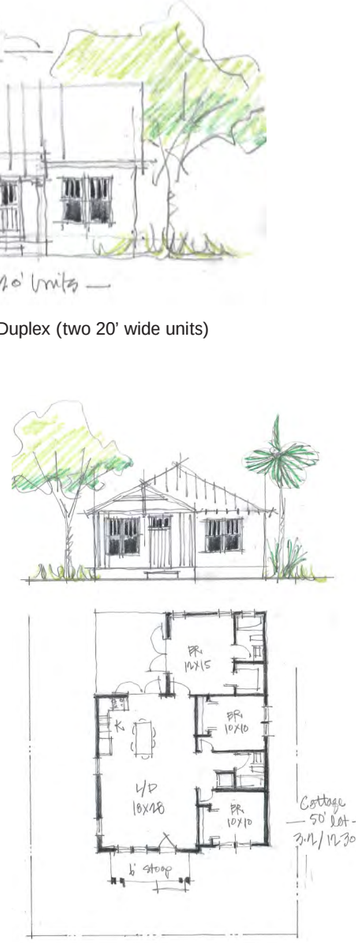
A Variety of Housing Types

Townhouses on 20-25' wide lots; Duplex (two 20' wide units)

A variety of new housing types can provide homes for a diverse population that can reenergize the core of Lake Wales. Illustrated on this page are sample housing types designed to fit the lot sizes found in the Northwest Neighborhood.



Cottage on 25' wide lot



Cottage on 50' wide lot

Cottage Court Homes

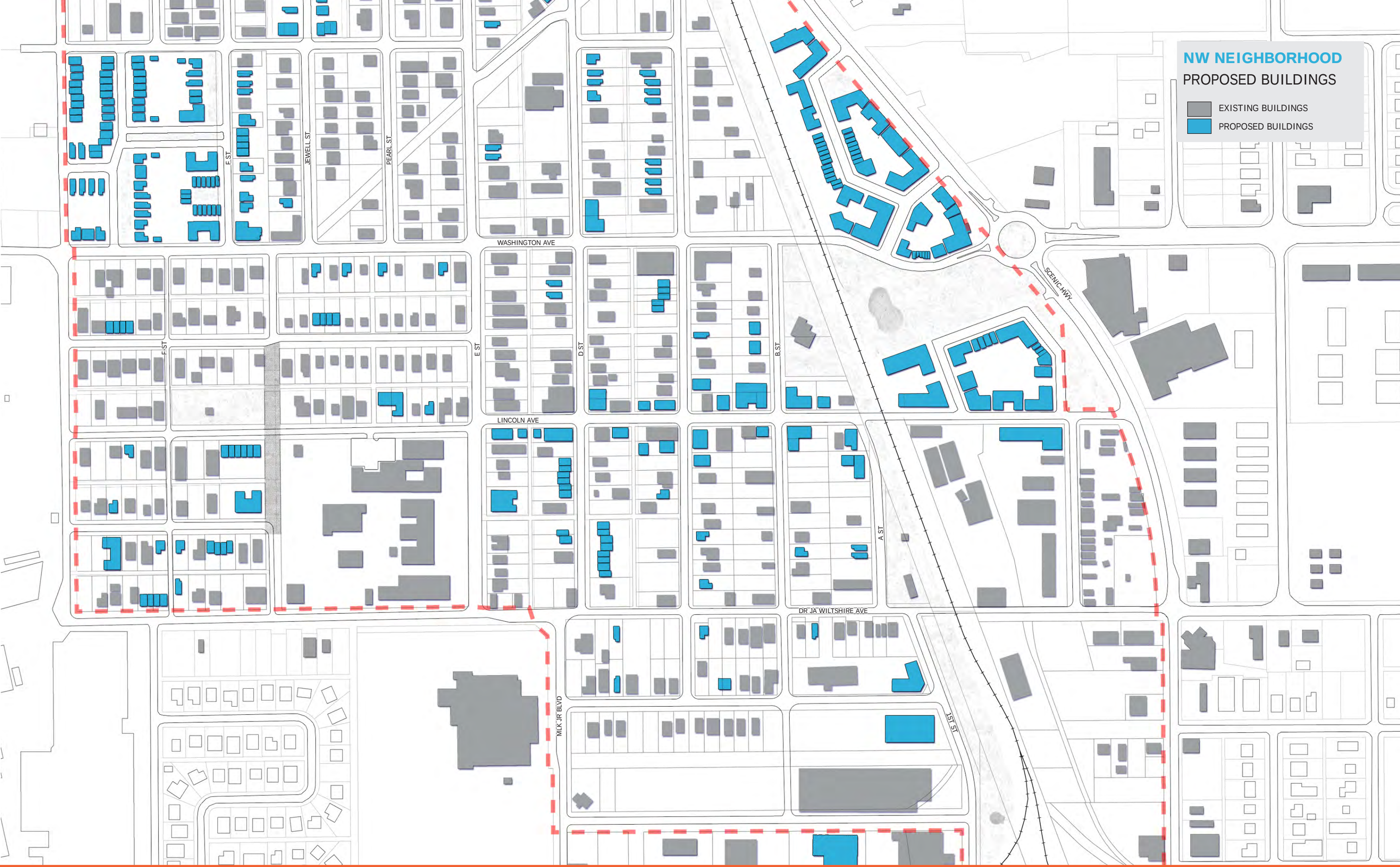
Neighborhood Infill on D Street

The Northwest Neighborhood has many opportunities for infill housing where empty lots or vacant, deteriorating structures sit today. New housing that fits on existing 25’ to 50’ wide lots can be a mix of single family homes, duplexes, rowhouses and manor homes. Improvements to the public realm (sidewalks, street trees) will support and encourage new investment.

The illustration on this page shows potential infill housing and public improvements on D Street, north of Lincoln Avenue. The existing area between sidewalk and street paving is too narrow to accommodate trees. One potential solution, illustrated here, is curving the pavement to create tree planting pockets; this will also provide traffic calming to the long, straight neighborhood streets.

EXISTING CONDITIONS

PROPOSED FUTURE CONDITIONS


NW NEIGHBORHOOD
PROPOSED BUILDINGS
EXISTING BUILDINGS
PROPOSED BUILDINGS
F ST
JEWELL ST
PEARL ST
WASHINGTON AVE
E ST
D ST
B ST
SCENIC HWY
F ST
LINCOLN AVE
A ST
DR JA WILTSHIRE AVE
MLK JR BLVD
1ST ST

NW NEIGHBORHOOD
ILLUSTRATIVE PLAN

A Public improvements to Lincoln Avenue are enhanced with new shade trees; buildings are restored and vacant lots filled, to re-create defined street space

B New residential units of a variety of types and sizes fill vacant lots

C A roundabout at Scenic Hwy and Burns Ave forms a city gateway

D A linear park along the existing rail trail is an opportunity for new trail connections and open spaces

E 1st Street can be a better connector to the Northwest Neighborhood with street trees and landscaping, a cycle track, and right-sized vehicular lanes

F The trail network is more robust, connecting Downtown and the Northwest Neighborhood to surrounding destinations, including Crystal Lake and Lake Wailes

G A new park provides for community gathering and is designed to capture stormwater

H Larger opportunity sites (vacant parcels, former industrial sites) can include a mix of housing and/or commercial uses. Housing types may include townhouses, cottage courts, manor homes, apartments, and senior housing. Larger parcels are designed as extensions of the neighborhood, with interconnected streets, and street-oriented buildings; alleys provide access to rear parking.

Grove Manor

Grove Manor is a public housing complex located between Downtown and the Northwest Neighborhood at 1st Street and Seminole Avenue. The buildings are old and are in poor condition; some are unoccupied because of damage. The Housing Authority has plans to redevelop the site. Instead of simply replacing the existing units, the site could become a complete mixed-income neighborhood, including the same amount of public housing plus moderate income and market rate units. The federal Hope VI program helped many cities retrofit public housing into complete mixed-income neighborhoods; successful case studies demonstrate the value of complete neighborhoods in creating social and economic opportunities for residents.

The diagrams on the next page illustrate site design considerations that can produce a complete, connected neighborhood that provides a connection between Downtown and the Northwest Neighborhood instead of a barrier, and adds an important piece of the city greenway network.

Right: Examples of mixed-income neighborhoods.

Top: Savannah Gardens in Savannah, GA

Bottom: Columbia Parc Apartments in New Orleans, LA (bayoudistrictfoundation.com)

GROVE MANOR
ILLUSTRATIVE PLAN

1. Existing Conditions
2. The Olmsted Brothers street grid can be extended across the site, creating walkable-sized streets and blocks
3. The regular street grid can be interrupted by neighborhood green space opportunities. Some green spaces can be located to save major trees at the periphery of the site. A greenway at the northern end of the site connects the city trail network.
4. Tree-lined streets complete the green network.
5. Blocks are divided into parcels that are sites for new buildings. Parcels are oriented so that building fronts face each other, across streets and public spaces.
6. The fronts of new buildings shape and define public space. Buildings are a variety of sizes, to accommodate many types of units.

Idea #5: EMPOWER

Make it Easy to Implement the Vision

This plan belongs to the people and businesses, not just their government. The Lake Wales Connected plan will be most successful if the City takes a business-friendly, collaborative approach, and does not inadvertently add impediments to reinvestment. The City should empower the private sector by providing education about plan goals as well as grants and other funding opportunities to participate in revitalization. In addition, the City can streamline approvals processes for planned infill development or building rehabilitation that follows the plan's design principles.

Assuring that all residents benefit from the plan will be key to the success of the plan. In the past, too many residents have been left behind.

Support local businesses and entrepreneurs

Make doing infill and improvements according to the vision easier

Provide Business Incubator Space

A business incubator can be a valuable tool in assisting entrepreneurs in the formation of new businesses. It would typically offer small spaces at below-market rents with flexible square footage and short-term lease commitments; access to shared conference rooms, office equipment and receptionist; and support in such basics as accounting, legal, marketing and finance. Most have an on-site manager backed by a network of volunteer mentors, professional service providers and university-based small business development staff, who collectively can offer good advice and guidance. Some act as virtual incubators providing the support network and some shared facilities but no on-site office or industrial space for start-up companies. The financial challenges lie in funding the building and staff on below-market rents from non-credit-worthy tenants and in attracting enough entrepreneurs to participate.

The significant costs associated with acquiring and renovating a building might be best postponed until the support network can be assembled and operating funds secured. A partnership should be forged between the Community Redevelopment Agency, the Northwest Area Advisory Committee, the Florida Small Business Development Center at the University of South Florida's Muma College of Business, and Polk State College to develop a specific strategy.

One option would be to start small with an existing storefront and a series of training presentations/ meetings to help identify potential participants. Another option would be to combine the incubator activities with shared office space in a co-working arrangement. There, individuals and companies pay a monthly fee for periodic access to a desk in a shared office space with Wi-Fi and some access to shared conference room(s) and larger office equipment. That provides the new or existing business with a low-cost space with no long-term lease commitment. Such spaces can be attractive to existing home-based businesses (e.g., contractors) who could use a business address, telephone service and a place to meet their clients.

Grow Community Jobs

Training local residents to be more effective entrepreneurs and/or develop new marketable skills would promote higher incomes and long-term wealth building to improve their families' economic condition. The specialized construction jobs associated with historic restoration and skilled landscaping positions to maintain the proposed public space improvements offer particular opportunities for area residents if coupled with effective training programs. Recruiting companies to reuse some of the study area's many vacant industrial buildings and sites could create additional jobs easily accessed by area residents.

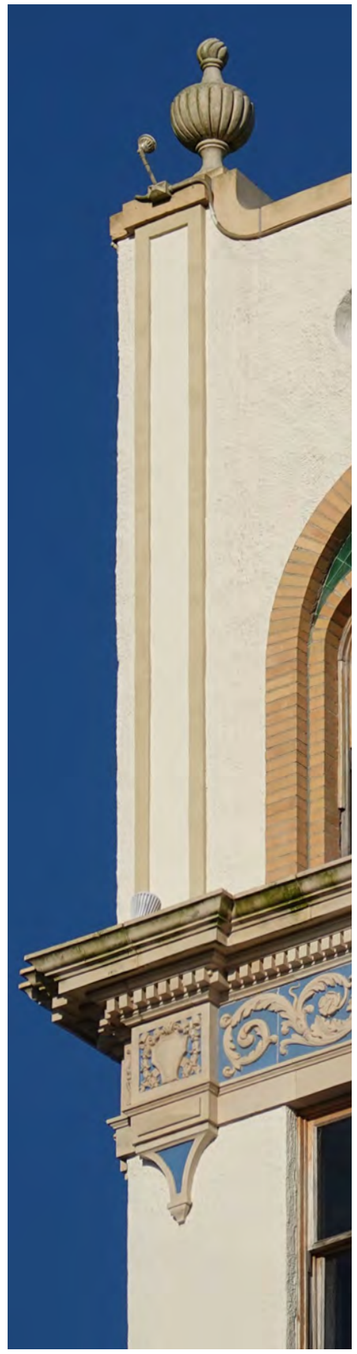
Facilitate Close-In Housing

Attracting new close-in residential activity begins with creating the quality public space amenities and programming that will support new residents. A clean-up/ fix-up campaign would be appropriate with grants or low-interest loans to help nearby residents upgrade the appearance of their houses and yards. Adoption of zoning and development guidelines that encourage context-sensitive design will be important to developing a diversity of housing types at different price and rent levels.

Many Northwest Neighborhood households desire to become homeowners but do not have the credit scores and resources to qualify. Training programs have proved to be quite effective in helping prospective homebuyers to clean up their credit, develop a household budget that allows savings, and access available programs for downpayment assistance and low-interest loans.

Public/private partnerships with residential developers would be appropriate to reduce the costs of new development, possibly in conjunction with Federal or State assistance programs.

Heirs property is a particularly vexing problem for families that have inherited their homes without the benefit of wills and filings. As a result, they do not have clear title to their properties. Without clear title, they do not qualify for loan and other assistance programs. To sell or mortgage an heirs property, all of the legal owners' heirs must be identified, located and contacted to release their rights. If they cannot be found, there are legal procedures to clear title, but it is a lengthy legal process that typically costs more than the family can afford. Helping owners clear title will be important to assembling properties for new development and/or making existing properties eligible for renovation assistance. The City should educate property owners about the process for clearing title and help them to secure qualified legal assistance.



Implementation

Action Plan for the Core of Lake Wales

The Implementation Action Plan describes public improvements and recommended City policies and programs that can implement the Big Ideas for the Core of Lake Wales. These recommendations span both the Downtown and Northwest Neighborhood plan areas; many apply to both areas.

Actions are organized by timeframe: Near-Term (years 1 to 3); Mid-Term (years 4 to 6), and Longer-Term (7+ years), and generally listed in order of priority. However, many factors will influence implementation, including cost, available funding, and ease of implementation. The City should proceed simultaneously with large-scale improvements (that are more complicated and costly; but also will have greater impact) as well as "low-hanging fruit" that are easier to achieve. The plan will need to be flexible to adjust to changing conditions and new opportunities; some mid-term actions may become feasible in the near-term, and similarly some near-term actions may need more time than anticipated.

Following plan adoption, representatives from the City, CRA, Main Street and others should meet on a yearly basis to review progress, and identify goals and actions to be pursued in the next year.

Cost Legend:
$ = under $200,000
$$ - under $500,000
$$$ = under $1,000,000
$$$$ = under $5,000,000
$$$$$ = under $10,000,000
$$$$$+ = over $10,000,000

Plan Areas:
N Northwest
D Downtown

Near-Term Actions (Years 1-3)

Action #	Description	Timeframe	Responsible Party	Cost Range (Order of Magnitude Estimates)	Potential Funding Source	Big Idea Advanced	Plan Area
Public Improvements							
1	Survey and produce construction ready design drawings for Park Avenue, from Scenic Highway to Wetmore Street (include plantings, lighting, sidewalks, parking, plaza, street furniture)	Near-term	City, CRA, America in Bloom	$$	CRA, CIP budgets	DESIGN	D
2	Survey and produce construction ready design drawings for 1st Street, from Central Avenue to Wiltshire Avenue (include plantings, lighting, sidewalks, parking, plaza, street furniture)	Near-term	City, CRA, America in Bloom	$$$	CRA, CIP budgets	DESIGN, CONNECT	N D
3	Create a refined map and illustrations for connections between Downtown, Crystal Lake Park, and Lake Wailes Park, based on the concepts in the Lake Wales Connected trails & bikeways map and the underlying research of the Olmsted Brothers history in planning for the region and its public open spaces. This effort should aim to integrate and connect Downtown, Crystal Lake, Lake Wailes, and potentially other areas of the regional green/blue network.	Near-term	City, CRA	$	CRA, City budgets	CONNECT	N D
4	Implement Park Avenue street improvements (from Scenic Highway to Wetmore Street); and one block of 1st Street improvements (from Park Avenue to Stuart Avenue)	Near-term	City, CRA, America in Bloom	$$$$	CRA, CIP budgets	DESIGN	D
5	Improve Market Place Plaza in coordination with Park Avenue street design	Near-term	City, CRA, America in Bloom	$$$	CRA, CIP budgets	DESIGN	D
6	Partner with Housing Authority to produce construction-ready design drawings for Grove Manor redevelopment as a walkable, mixed-income neighborhood	Near-term	Housing Authority, City, CRA	$$$	Housing Authority, CRA, CIP budgets	POPULATE	N D
7	Support upgrades to Grove Manor public realm improvements	Near-term	City, CRA	varies	CRA, CIP budgets	POPULATE	N D
8	Pursue landscape design and training partnership with Bok Tower Gardens	Near-term	CRA, America in Bloom	$	CRA budget	DESIGN	N D
9	Partner with housing contractor to build infill housing in the Northwest Neighborhood	Near-term	City, CRA	$$	CRA budget	POPULATE, EMPOWER	N
10	Coordinate with CSX Corporation to allocate a portion of the rail right-of-way for a multi-use trail.	Near-term	City, CSX Corporation	N/A		CONNECT	N D
11	Construct missing sidewalks in the Northwest Neighborhood: include a sidewalk on at least one side of each street; key connectors should have sidewalks on both sides.	Near-term to Mid-term	City, CRA	varies	CRA, CIP budgets	DESIGN	N
12	Invest in public art	Near-term	City, CRA	varies	CRA, CIP budgets	DESIGN	N D

Near-Term Actions (continued)

Cost Legend:
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$$$$$+ = over $10,000,000

Plan Areas:
N Northwest
D Downtown

Action #	Description	Timeframe	Responsible Party	Cost Range (Order of Magnitude Estimates)	Potential Funding Source	Big Idea Advanced	Plan Area
Policy / Programs / Downtown Activation							
13	Pursue funding/sponsorships for Olmsted streetscapes	Near-term	City, CRA, America in Bloom	N/A		DESIGN	N D
14	Adopt urban form and design guidelines for Downtown streets (Park, Lincoln, Stuart, Orange, Central Avenues; Scenic Highway; 1st Street), and for historic restoration and infill of new buildings, based on the urban design recommendations of the Lake Wales Connected plan	Near-term	City	$	City budget	DESIGN	N D
15	Draft and adopt changes to zoning to implement Plan recommendations, in the form of strategic changes to the existing ordinance or a new Form-Based Code for the core of Lake Wales (include next 3 items) Revise local zoning restrictions on bars in Downtown Update zoning requirements to permit infill buildings according to the plan vision. Reduce or eliminate minimum parking requirements in the core of Lake Wales. Streamline development approval process to reduce uncertainty	Near-term	City	$	City budget	DESIGN, CONNECT, EMPOWER	N D
16	Establish FDOT context zones for Core Area streets; Work with FDOT to change posted speed limits on Scenic Highway	Near-term	City, FDOT	N/A		CONNECT	N D
17	Adopt historic preservation building code	Near-term	City	N/A		EMPOWER	N D
18	Enforce building codes to encourage redevelopment of abandoned properties	Near-term	City	$	City budget	EMPOWER	N D
19	Pursue a Parking Management Strategy for Downtown following the toolkit provided in Lake Wales Connected	Near-term	City, CRA	$	City budget	CONNECT	D
20	Apply for Duke Energy Park & Plug Pilot Program for Downtown electric vehicle charging stations	Near-term	City, CRA	N/A		CONNECT	D
21	Recruit a coffee shop, brewpub, café and sports bar to Downtown.	Near-term	CRA	$	CRA budget	ACTIVATE	D
22	Identify a site for a new multi-purpose events center. The facility could host plays, concerts, art installations, and private events, and could be managed by a third party.	Near-term	CRA	N/A		ACTIVATE	D
23	Explore potentials for an outward-facing Polk State College student center to encourage students to spend more time Downtown.	Near-term	CRA, Polk State College	N/A		ACTIVATE	D
24	Encourage Downtown property owner to develop co-working space with shared access to conference rooms, etc.	Near-term	CRA	N/A		ACTIVATE, EMPOWER	D
25	Work with Polk State College for Downtown expansion	Near-term	City	N/A		ACTIVATE	D
26	Explore potential for funding forgivable loans or grants for painting and other exterior improvements among nearby homes to enhance the appeal of close-in neighborhoods.	Near-term	City, CRA	$$	CRA, CIP budgets	POPULATE, EMPOWER	N D
27	Identify properties owned by CRA or the City and explore joint ventures for new housing	Near-term	City, CRA	varies	CRA, CIP budgets	POPULATE	N D
28	Work with developers to bring housing to Orange Avenue	Near-term	City, CRA	N/A		POPULATE, EMPOWER	D
29	Work with developers to build senior housing on/near Lincoln Avenue	Near-term	City, CRA, Florida Housing Finance Agency	$$$	Florida Housing Finance Agency	POPULATE, EMPOWER	N
30	Work with investors to develop a multi-tenant building on Lincoln Avenue	Near-term	City, CRA	$$$	CRA, CIP budgets	ACTIVATE, EMPOWER	N
31	Recruit businesses to Northwest Neighborhood industrial properties	Near-term	Economic Development Council, City, CRA	$$	Econ. Dev. Council, City budgets	ACTIVATE, EMPOWER	N

Near-Term Actions (continued)

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$$$$$+ = over $10,000,000

Plan Areas:
N Northwest
D Downtown

Action #	Description	Timeframe	Responsible Party	Cost Range (Order of Magnitude Estimates)	Potential Funding Source	Big Idea Advanced	Plan Area
32	Market and expand façade improvement funds, emphasizing historic restoration; Encourage property owners to restore historic facades	Near-term	CRA	$$	CRA budget	EMPOWER	N D
33	Recruit a student intern to document people-made trails in the Northwest Neighborhood, and collect oral histories. Incorporate and celebrate as part of future infill development, where feasible	Near-term	City, CRA	$	CRA, City budgets	DESIGN	N
34	Establish an Alleys Enhancement Program in consultation with Downtown businesses and property owners to encourage implementation of a destination alley Downtown.	Near-term	City, CRA	$	CRA, CIP budgets	DESIGN	D
35	Educate property owners on clearing property title	Near-term	City, CRA	$	CRA, City budgets	EMPOWER	N
36	Fund/finance efforts to clear title for Northwest Neighborhood properties	Near-term	City, CRA	$$	CRA, City budgets	EMPOWER	N
37	Consider adding local hiring requirements to infrastructure improvement contracts	Near-term	City	N/A		EMPOWER	N D
38	Provide first-time homebuyer counseling and education	Near-term	City	$	Florida Housing Finance Agency, Housing non-profit	POPULATE, EMPOWER	N D
39	Provide down payment assistance and low-interest mortgages for infill housing	Near-term	CRA, Florida Housing Finance Agency	$$	Florida Housing Finance Agency	POPULATE, EMPOWER	N D
40	Support training programs for local residents to develop skills in construction, historic restoration, and landscape installation/maintenance	Near-term	City/Main Street, Roosevelt Academy, CareerSource Polk, potential for partnership with Bok Tower, America in Bloom	$	CRA, City budgets	EMPOWER	N D
41	Explore opportunities for a Culinary Arts program at Polk State College	Near-term	Polk State College, CRA	$$	PSC budget	ACTIVATE, EMPOWER	D
42	Organize mentors and training for entrepreneurs hoping to open businesses in the core of Lake Wales. Explore their space and assistance needs to determine whether a business incubator is needed.	Near-term	City, CRA, Polk State College, Florida Small Business Development Center	$	CRA, CIP budgets	EMPOWER	N D
43	Link local entrepreneurs to services through the Florida Small Business Development Center	Near-term	City, CRA, Florida Small Business Development Center	N/A		EMPOWER	N D

Mid-Term Actions (Years 4-6)

Cost Legend:
$ = under $200,000
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$$$$$ = under $10,000,000
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Plan Areas:
N Northwest
D Downtown

Action #	Description	Timeframe	Responsible Party	Cost Range (Order of Magnitude Estimates)	Potential Funding Source	Big Idea Advanced	Plan Area
Public Improvements							
44	Acquire land, produce construction drawings, and implement new central Downtown Town Square near Market Street between Park and Orange Avenues	Mid-term	City, CRA	$$$$	CRA, CIP budgets	ACTIVATE	D
45	Implement 1st Street improvements from Central Avenue to Wiltshire Avenue	Mid-term	City, CRA	$$$$$	CRA, CIP budgets	DESIGN, CONNECT	N D
46	Implement Lincoln Avenue improvements (shade trees and plantings)	Mid-term	City, CRA	$$$	CRA, CIP budgets	DESIGN	N
47	Implement additional Downtown street improvements (Stuart Avenue, Central Avenue, Orange Avenue) as funding is available	Mid-term to Longer-term	City, CRA	TBD	CRA, CIP budgets	DESIGN	D
48	Implement redesign of Scenic Highway from Central Avenue to Orange Avenue (includes road diet, intersection improvements, pedestrian crossings)	Mid-term to Longer-term	City, CRA, FDOT	$$$$$	CRA, CIP budgets	DESIGN, CONNECT	D
49	Install Olmsted streetscapes focusing initially on E. Park Ave from Scenic Highway to Lake Wailes; continue implementation throughout Downtown and Northwest Neighborhood as funding is available	Mid-term to Longer-term	City, CRA	varies	Fundraising	DESIGN	N D
50	Install roundabout at Scenic Highway and Crystal Avenue with gateway feature	Mid-term to Longer-term	City, CRA, FDOT	$$$	CRA, CIP budgets	DESIGN, CONNECT	D
51	Install roundabout at Scenic Highway and Burns Avenue with gateway feature	Mid-term to Longer-term	City, CRA, FDOT	$$$	CRA, CIP budgets	DESIGN, CONNECT	N
52	Implement a linear park and trail along the rail line to connect Downtown to the Northwest Neighborhood	Mid-term to Longer-term	City, CRA	$$$$	CRA, CIP budgets	DESIGN, CONNECT	N D
53	Develop new Northwest Neighborhood park near Burns Avenue	Mid-term to Longer-term	City, CRA	$$$	CRA, CIP budgets	DESIGN	N
54	Create a plan and detailed design for the Lake Wales Trailway Extension and Ridge Scenic Highway Trail within the core of Lake Wales in coordination with the Florida Office of Greenways and Trails, FDOT, CSX Corporation, and Ridge Scenic Highway Corridor Management Entity (CME).	Mid-term	City, CRA, Florida Office of Greenways and Trails, FDOT, CSX, CME	$	CRA, City budgets	DESIGN, CONNECT	N D
55	Continue the Lake Wales Trailway westward from 1st Street along the east-west rail line	Mid-term	City	$$	CRA, CIP budgets	CONNECT	N D
56	Design and construct additional gateway features: Central Avenue at Wetmore Street; Central Avenue at 1st Street; Park Avenue east of Scenic Highway; Northwest Neighborhood linear park	Mid-term to Longer-term	City, CRA	$$$	CRA, CIP budgets	DESIGN	N D
57	Design and install wayfinding signs	Mid-term	City	$	CRA, CIP budgets	CONNECT	N D
58	Continue to invest in public art	Mid-term to Longer-term	City, CRA	varies	CRA, CIP budgets	DESIGN	N D
Policy / Programs / Downtown Activation							
59	Continue to pursue funding/sponsorships for Olmsted streetscapes	Near-term to Mid-term	City, CRA, America in Bloom	N/A		DESIGN	N D
60	Partner with developer to build an infill structure on Park Avenue parking lot	Mid-term	City, CRA	$$	CRA, CIP budgets	DESIGN, ACTIVATE	D
61	Continue to market and expand façade improvement funds, emphasizing historic restoration; Encourage property owners to restore historic facades	Near-term	CRA	$$	CRA budget	EMPOWER	N D
62	Expand Lake Wales Live concert series	Mid-term	Parks & Rec	$	City budget	ACTIVATE	D
63	Develop an incubator on Lincoln Avenue	Mid-term	City, Economic Development	$$$	CRA, CIP budgets	ACTIVATE	N

Longer-Term Actions (Years 7+)

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$$$$$ = under $10,000,000
$$$$$+ = over $10,000,000

Plan Areas:
N Northwest
D Downtown

Action #	Description	Timeframe	Responsible Party	Cost Range (Order of Magnitude Estimates)	Potential Funding Source	Big Idea Advanced	Plan Area
Public Improvements							
64	Partner with developer to build an infill building facing new central Downtown park space	Longer-term	City, CRA	$$	CRA, CIP budgets	ACTIVATE	D
65	Continue to construct missing sidewalks in the Northwest Neighborhood	Longer-term	City, CRA	varies	CRA, CIP budgets	DESIGN	N
66	Continue to implement a connected trails system in Lake Wales	Longer-term	City, CRA	TBD	CRA, CIP budgets	CONNECT	N D
67	Develop replacement off-street parking, if needed	Longer-term	City, CRA	TBD	CRA, CIP budgets	CONNECT	D
Policy / Programs / Downtown Activation							
68	Explore potential for local shuttle	Longer-term	City	$	City budget	CONNECT	N D
69	Work with Bok Tower to promote Downtown, new access routes	Longer-term	City, CRA	$	CRA, City budgets	CONNECT	D

Appendix A
Market Profile

Prior to the charrette, the consultant team produced a market profile that compiled basic demographic and market information to identify opportunities and factors that could affect the feasibility of proposed plan concepts. (A summary of conclusions is included in the Introduction section).

Table 1. Population and Household Trends, 2000-2018

	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Population						
2000	1,937		12,065		483,924	
2010	1,578		14,225		602,095	
2018	1,559		15,661		667,696	
2000-2018 Change	(378)	-19.5%	3,596	29.8%	183,772	38.0%
2000-2010 Change	(359)	-18.5%	2,160	17.9%	118,171	24.4%
2010-2018 Change	(19)	-1.2%	1,436	10.1%	65,601	10.9%
Households						
2000	752		4,887		187,233	
2010	622		5,790		227,485	
2018	607		6,290		249,123	
2000-2018 Change	(145)	-19.3%	1,403	28.7%	61,890	33.1%
2000-2010 Change	(130)	-17.3%	903	18.5%	40,252	21.5%
2010-2018 Change	(15)	-2.4%	500	8.6%	21,638	9.5%

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.
Source: ESRI, Community Profile, 2019; Partners for Economic Solutions, 2019.

Lake Wales is a small city that has grown steadily from 12,065 residents in 2000 to 15,661 residents in 2018 – a 30-percent growth as compared to 38-percent growth in Polk County as a whole. The city added 500 new households from 2010 to 2018.

In contrast, the Core Area lost 359 households (19 percent) from 2000 to 2010 in part due to the impacts of Hurricane Charley in 2004. Since 2010, the Core Area has generally stabilized at 1,559 residents in 607 households. The Core Area population is more than three-quarters Black or African American and 18 percent White as compared with 27 percent African Americans in the city.[1] Hispanics represent 14 percent of the Core Area's population and 20 percent of the city's population in 2018.

The Core Area's population is somewhat younger than the city's with a median age of 37.8 years versus 42.1 in the city as a whole.[2] More than 28 percent of the Core Area population is under 20. The city has a large retiree population with 24 percent of the population aged 65 and over as compared with 18 percent in the Core Area.

Small households dominate both the city and the Core Area – 68 percent of city households and 63 percent of Core Area households have only one or two persons.[3] Core Area households are somewhat larger than city households with an average size of 2.54 and 2.4 persons, respectively. Fifty-six of Core Area households are headed by individuals aged 55 or older.[4]

1 Appendix Table A-1.
2 Appendix Table A-2.
3 Appendix Table A-3.
4 Appendix Table A-4.

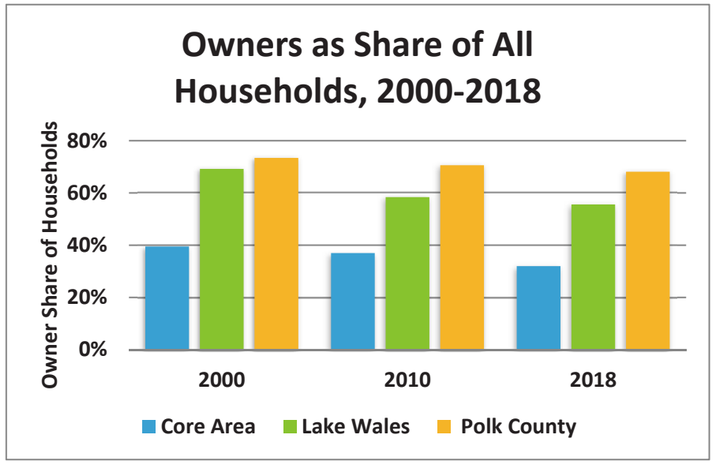
Median household income in the Core Area is $16,744 – only 45 percent of the citywide median of $36,845 and 35 percent of the Polk County median of $47,429.[5] Almost two-thirds of Core Area households have incomes below $25,000 as compared with 35 percent of city residents. Less than 15 percent have incomes of $50,000 or more. These incomes reflect the fact that three-quarters of employed Core Area residents have service or blue-collar jobs, compared with 55 percent of city residents.[6]

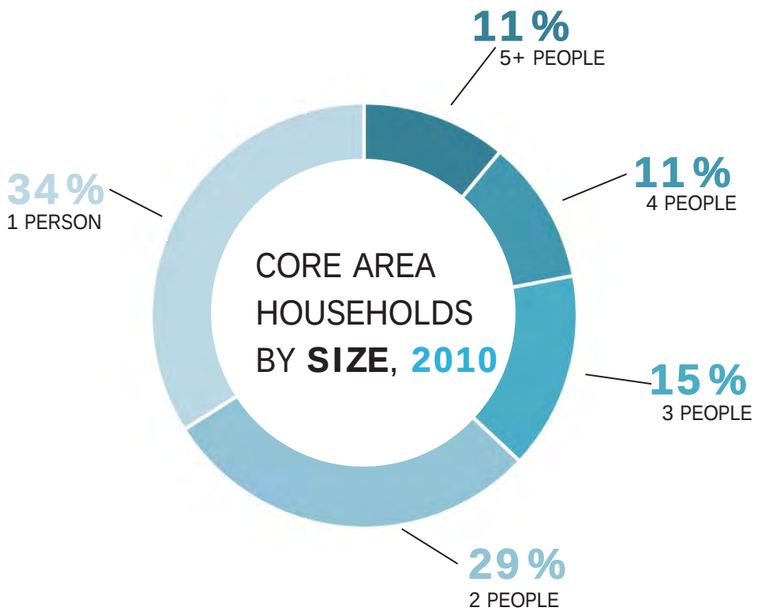
Reflecting these low incomes is the fact that 184 Core Area households (28 percent) have no access to a vehicle, compared with 12 percent of city households. More than three percent of Core Area residents use public transportation to commute to work in contrast to 0.4 percent of city residents.[7]

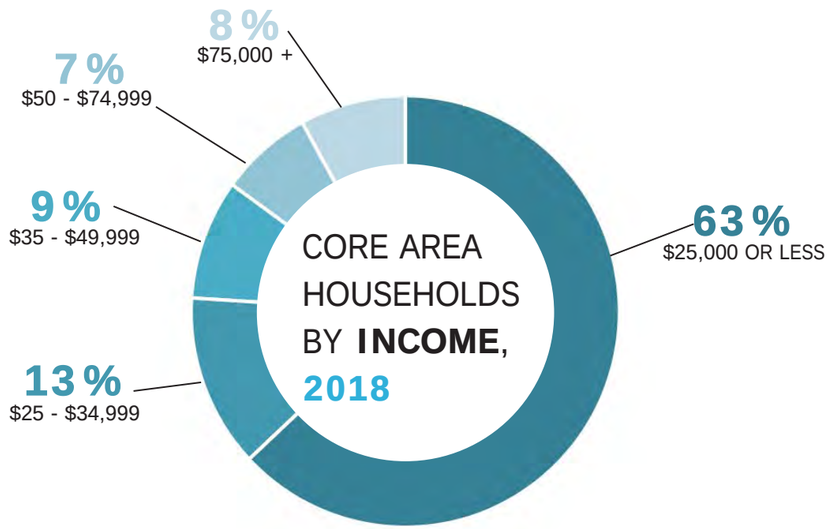
Sixty-eight percent of Core Area households rented their homes in 2018. The rental rate is higher than in the city due in part to historic patterns of mortgage redlining and discrimination. Ownership rates declined from 40 percent in 2000 to 37 percent in 2010 and 32 percent in 2018, in part due to the impact of the housing crisis. The city as a whole experienced even greater declines in the ownership rate from 69 percent in 2000 to 58 percent in 2010 and 56 percent in 2018. Ownership declines were much more modest in Polk County – dropping from 73 percent in 2000 to 68 percent in 2018.[8]

Owner householders in the Core Area are older than in the city as a whole – less than 12 percent of all owner households are headed by individuals below the age of 45 in contrast to 15 percent of city owner households and 23 percent of Polk County owner households.[9]

5 Appendix Table A-5.
6 Appendix Table A-6.
7 Appendix Table A-7.
8 Appendix Table A-8.
9 Appendix Table A-9.







Residential Development

The Core Area housing inventory was limited to only 735 units in the 2012-2016 period, none of which had built since 2010 and only nine percent built since 2000.[1] In contrast three percent of the city's housing inventory was built since 2010 and 25 percent built from 2000 through 2009. The median age of housing units was 1961 in the Core Area and 1982 citywide. Sixty-five percent of Core Area housing units were single-family detached houses with only 11 attached units (1.5 percent).[2] Another 15 percent of Core Area units were duplexes, triplexes or quad-plexes. Six percent were mobile homes.

ESRI estimates that one out of four Core Area units was vacant in 2018 as compared with 16 percent of city units and 19 percent of county units.[3] The Census recognizes a unit as occupied only if the resident is there six months or more of the year, so a large number of the city's and county's vacant units are really second homes. The latest data about vacant units dates from the 2010 Census. Twenty-two and 43 percent of vacant units in the city and county, respectively, were held for seasonal use.[4] That was not a significant factor in the Core Area. Thirty-five percent of Core Area units were not available for rent or sales, suggesting that they were dilapidated or tied up in estates.

Single-family home sales have been limited in the Core Area. Over January, February and March 2019, three Core Area houses were sold with a median sales price of $46,250.[5] Another four units were listed for sale in April 2019 with a median asking price of $50,000. These compare with the citywide median sales price of $139,750 and median asking price of $184,900. Citywide, houses built since 2000 had a median sales price of $157,450 and a median asking price of $198,420 with most of the newly built units located in Whispering Ridge.

The inventory of multi-family rental units in the Core Area includes 40 units in five buildings, according to CoStar, a national real estate data provider. The newest building, Seminole Apartments, is a modest 16-unit building on W. Crystal Avenue built in 1988. The remaining buildings have 2 to 10 units and were built between 1925 and 1976. Rents average $549 per month for those buildings with rent information. The citywide inventory includes 2,386 units in 49 buildings with an average monthly rent of $710 or $0.75 per square foot.[6]

Current occupancy rates of 95.4 percent indicate full occupancy with the market in good balance between supply and demand. Occupancy rates have exceeded 95 percent since 2015. Since 2009, the number of occupied units has increased by 224 units as vacancies have been filled.

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10 Appendix Table A-10.
11 Appendix Table A-11.
12 Appendix Table A-12.
13 Appendix Table A-13.
14 Appendix Table A-14
15 Appendix Table A-15

Three buildings with 524 units have been constructed since 2000 citywide. The most recent building, Sunrise Park, opened in 2012 with 72 units. Located south of Burns Avenue east of Old Scenic Highway, the complex was built for the Lake Wales Housing Authority. Tower Point opened in 2003 with 192 affordable apartments. The Preserve at Lake Wales opened in 2005 with 260 units. Much of the city's multi-family inventory is in older complexes.

Housing affordability is a significant problem for many Lake Wales renters – 31 percent of the city's renters are spending more than half of their income on housing. The accepted standard for housing affordability is spending no more than 30 percent of income.

Office Development

The Core Area has a good supply of office space – 44 percent of the total citywide inventory, down from 52 percent in 2000. The new office space developed in Lake Wales has been built outside the Core Area along US 27 and Route 60. Most of the Core Area's office space is in historic buildings in the downtown. CoStar estimates that the Core Area has 196,798 square feet of office space, of which 93.9 percent is occupied. Citywide, occupancy stands at 97.3 percent. Occupancy above 95 percent represents a relatively tight market with less space than the market is demanding. No new space has been added to the inventory since 2013, in part, because low prevailing rents do not justify speculative building for multiple tenants.

Downtown's market includes several buildings with lower rents. Seventy-one percent is considered to be "Class C" space – not meeting modern standards for good-quality office space. Their low rents often make such buildings attractive to start-ups and other small businesses. Most downtown space rents for $12 to $15 per square foot.

Retail Development

Lake Wales retail space totals 2.9 million square feet, of which 95.7 percent is leased. While that occupancy rate suggests a decent balance between supply and demand, many of the city's retail spaces are now occupied by churches and other non-retail tenants. Eagle Ridge Mall, the area's primary concentration of retailers, opened on US 27 in 1996. Originally anchored by Dillard's, Sears and JC Penney, the Mall is now declining due to the impact of on-line shopping and other competition. Sears closed in 2016. The Walmart SuperCenter opened in 1999 on Route 60.

As in many small cities, Downtown lost several key retailers to Eagle Ridge Mall; others found it difficult to compete with Walmart and other big boxes. Over time, many of Downtown's conventional retailers have relocated or closed. In their wake, Downtown has attracted several professional offices, personal service businesses (e.g., salons) and second-hand stores. Though restaurants are often the mainstay of vibrant downtowns, Downtown Lake Wales has only one white-tablecloth restaurant, two cafés, and one coffee shop in the Christian bookstore. Downtown stores are generally closed on evenings and Sundays, when most customers do the bulk of their shopping. Foot traffic is generally light.

Downtown suffers from a limited supply of nearby housing, whose residents could support retailers after work and on weekends. Though Downtown still has a hardware store and the Post Office, it lacks the convenience retailers (e.g., grocery store, drugstore) that rely on nearby residents.

Downtown rents are relatively low – $12 to $15 per square foot.

Lincoln Avenue rents are estimated to be even lower at $10 to $12 per square foot. The Lincoln Avenue business district that flourished during the Jim Crow years when African American residents and businesses were restricted geographically no longer exists. New lower-cost shopping opportunities opened up for area residents and business for areas retailers dwindled. Hurricane Charley was the final death knell for several businesses, which did not rebuild.

The Northwest Neighborhood's declining population base and low average incomes constrain the commercial potentials for new Lincoln Avenue businesses.

Table A-1. Race and Ethnicity, 2010-2018

	Core Area				Lake Wales			
	2010		2018		2010		2018	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Race and Ethnicity								
Caucasian	275	17.4%	276	17.7%	9,246	65.0%	9,819	62.7%
Black	1,220	77.3%	1,185	76.0%	3,912	27.5%	4,275	27.3%
Asian / Pacific Islander	6	0.4%	6	0.4%	128	0.9%	188	1.2%
Some other race	49	3.1%	62	4.0%	626	4.4%	908	5.8%
Two of more races	28	1.8%	33	2.1%	313	2.2%	470	3.0%
Total	**1,578**	**100.0%**	**1,559**	**100.2%**	**14,225**	**100.0%**	**15,661**	**100.0%**
Hispanic	167	10.6%	217	13.9%	2,219	15.6%	3,179	20.3%

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.
Source: ESRI, Community Profile, 2019; Partners for Economic Solutions, 2019.

Table A-2. Population by Age, 2018

	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Population by Age						
0 to 19 Years	444	28.5%	3,841	24.5%	159,794	23.9%
20 to 24 Years	98	6.3%	882	5.6%	39,509	5.9%
25 to 34 Years	194	12.4%	1,995	12.7%	84,925	12.7%
35 to 44 Years	144	9.2%	1,545	9.9%	76,245	11.4%
45 to 54 Years	174	11.2%	1,672	10.7%	78,939	11.8%
55 to 64 Years	223	14.3%	1,945	12.4%	87,339	13.1%
65 to 74 Years	158	10.1%	1,993	12.7%	80,670	12.1%
75 to 84 Years	90	5.8%	1,199	7.7%	43,935	6.6%
85 Years and over	35	2.2%	588	3.8%	16,340	2.4%
Total	**1,560**	**100.0%**	**15,660**	**100.0%**	**667,696**	**100.0%**
Median Age	**37.8**		**42.1**		**41.4**	

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.
Source: ESRI, Demographic and Income Profile, 2019; Partners for Economic Solutions, 2019.

Table A-3. Households by Size, 2010

	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Households by Size						
1 Person	214	34.4%	1,696	29.3%	54,198	23.8%
2 People	177	28.5%	2,239	38.7%	84,864	37.3%
3 People	95	15.3%	760	13.1%	34,586	15.2%
4 People	68	10.9%	543	9.4%	27,733	12.2%
5 People	30	4.8%	285	4.9%	14,695	6.5%
6 People	18	2.9%	149	2.6%	6,545	2.9%
7+ People	20	3.2%	118	2.0%	4,864	2.1%
Total Households	**622**	**100.0%**	**5,790**	**100.0%**	**227,485**	**100.0%**
Average Household Size	**2.54**		**2.40**		**2.59**	

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.
Source: 2010 U.S. Census; Partners for Economic Solutions, 2019.

Table A-4. Householders by Age, 2018

	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Age of Householder						
Less than 25 years	23	3.8%	272	4.3%	7,942	3.2%
25 to 34 years	87	14.3%	903	14.4%	33,535	13.5%
35 to 44 years	64	10.5%	782	12.4%	36,370	14.6%
45 to 54 years	95	15.7%	906	14.4%	40,053	16.1%
55 to 64 years	140	23.1%	1,098	17.5%	46,524	18.7%
65 to 74 years	110	18.1%	1,212	19.3%	46,561	18.7%
75 years and over	88	14.5%	1,114	17.7%	38,137	15.3%
Total	**607**	**100.0%**	**6,287**	**100.0%**	**249,122**	**100.0%**

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.
Source: ESRI, Housing Profile, 2019; Partners for Economic Solutions, 2019.

Table A-5. Households by Income, 2018

	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Household Income						
Less than $25,000	384	63.4%	2,209	35.1%	59,193	23.8%
$25,000 to $34,999	79	13.0%	760	12.1%	29,490	11.8%
$35,000 to $49,999	55	9.1%	1,043	16.6%	41,237	16.6%
$50,000 to $74,999	39	6.4%	1,174	18.7%	49,580	19.9%
$75,000 to $99,999	26	4.3%	525	8.3%	30,557	12.3%
$100,000 to $149,999	10	1.7%	324	5.2%	24,685	9.9%
$150,000 or more	13	2.1%	254	4.0%	14,380	5.8%
Total	**606**	**100.0%**	**6,289**	**100.0%**	**249,122**	**100.0%**
Median Household Income	**$16,744**		**$36,845**		**$47,429**	

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.
Source: ESRI, Housing Income Profile, 2019; Partners for Economic Solutions, 2019.

Table A-6. Employed Population Aged 16 and Over by Occupation, 2018

	Core Area		Lake Wales	
Industry/ Occupation	Number	Percent	Number	Percent
Employed Residents by Occupation				
White Collar	115	25.1%	2,720	44.7%
Management, Business, Financial	4	0.9%	475	7.8%
Professional Services	48	10.5%	742	12.2%
Sales	25	5.5%	657	10.8%
Administrative Support	38	8.3%	846	13.9%
Services	213	46.5%	1,862	30.6%
Blue Collar	130	28.4%	1,503	24.7%
Farming, Forestry, Fishing	17	3.7%	329	5.4%
Construction, Extraction	44	9.6%	310	5.1%
Installation, Maintenance, Repair	4	0.9%	146	2.4%
Production	42	9.2%	323	5.3%
Transportation, Material Moving	23	5.0%	396	6.5%
Total	**458**	**100.1%**	**6,085**	**100.0%**

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.
Source: ESRI, Community Profile, 2019; Partners for Economic Solutions, 2019.

Table A-7. Means of Transportation to Work, 2016

Workers 16 and Over	Study Area		Lake Wales		Polk County	
	Employed Residents	Percent	Employed Residents	Percent	Employed Residents	Percent
Means of Transportation						
Car, Truck, or Van	347	89.7%	4,445	88.8%	229,461	92.3%
Drove alone	283	73.1%	3,822	76.3%	203,407	81.8%
Carpooled	64	16.5%	623	12.4%	26,054	10.5%
Public Transportation (excluding taxicab)	13	3.4%	18	0.4%	1,297	0.5%
Walked	9	2.3%	129	2.6%	2,708	1.1%
Taxicab , Motorcycle, Bicycle, Other	18	4.7%	171	3.4%	5,015	2.0%
Worked from Home	-	0.0%	243	4.9%	10,138	4.1%
Total	**387**	**100.0%**	**5,006**	**100.0%**	**248,619**	**100.0%**

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.

Source: U.S. Census Bureau, 2012-2016 American Community Survey (ACS); Partners For Economic Solutions, 2019.

Table A-8. Households by Tenure, 2000-2018

	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Tenure, 2000						
Owner	297	39.5%	3,381	69.2%	137,410	73.4%
Renter	455	60.5%	1,506	30.8%	49,823	26.6%
Tenure, 2010						
Owner	230	37.0%	3,381	58.4%	160,573	70.6%
Renter	392	63.0%	2,409	41.6%	66,912	29.4%
Tenure, 2018						
Owner	194	32.0%	3,496	55.6%	169,698	68.1%
Renter	413	68.0%	2,794	44.4%	79,425	31.9%

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.

Source: ESRI, 2019; Partners for Economic Solutions, 2019.

Table A-9. Tenure by Age of Householder, 2010

	Core Area				Lake Wales			
	Owner		Renter		Owner		Renter	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Age of Householder								
15 to 24 years	2	0.9%	26	6.6%	21	0.6%	292	12.1%
25 to 34 years	11	4.8%	78	19.9%	194	5.7%	539	22.4%
35 to 44 years	14	6.1%	50	12.8%	301	8.9%	399	16.6%
45 to 54 years	43	18.7%	87	22.2%	517	15.3%	388	16.1%
55 to 64 years	52	22.6%	80	20.4%	745	22.0%	325	13.5%
65 to 74 years	47	20.4%	44	11.2%	868	25.7%	199	8.3%
75 to 84 years	48	20.9%	21	5.4%	552	16.3%	161	6.7%
85 years and over	13	5.7%	6	1.5%	182	5.4%	107	4.4%
Total	**230**	**100.0%**	**392**	**100.0%**	**3,380**	**100.0%**	**2,410**	**100.0%**

	Polk County			
	Owner		Renter	
	Number	Percent	Number	Percent
15 to 24 years	1,757	1.1%	6,733	10.0%
25 to 34 years	13,045	8.1%	16,531	24.7%
35 to 44 years	22,584	14.1%	14,119	21.1%
45 to 54 years	30,741	19.2%	11,964	17.8%
55 to 64 years	33,623	21.0%	7,886	11.8%
65 to 74 years	32,008	19.9%	4,804	7.2%
75 to 84 years	20,354	12.7%	3,175	4.7%
85 years and over	6,330	3.9%	1,831	2.7%
Total	**160,442**	**100.0%**	**67,043**	**100.0%**

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.

Source: ESRI, Housing Income Profile, 2019; Partners for Economic Solutions, 2019.

Table A-10. Housing Units by Year Built, 2016

	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Year Built						
2010 or later	-	0.0%	204	3.1%	6,603	2.3%
2000 to 2009	68	9.2%	1,669	25.4%	69,974	24.7%
1990 to 1999	19	2.6%	981	15.0%	49,641	17.5%
1980 to 1989	41	5.6%	561	8.6%	54,600	19.3%
1970 to 1979	152	20.6%	924	14.1%	45,075	15.9%
1960 to 1969	94	12.8%	566	8.6%	23,123	8.2%
1950 to 1959	116	15.7%	715	10.9%	18,234	6.4%
1940 to 1949	149	20.2%	304	4.6%	6,026	2.1%
1939 or Earlier	98	13.3%	636	9.7%	10,057	3.5%
Total	**737**	**100.0%**	**6,560**	**100.0%**	**283,333**	**100.0%**
Median Year Built	**1961**		**1982**		**1987**	

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.

Source: ESRI American Community Survey (ACS), 2012-2016; Partners for Economic Solutions, 2019.

Table A-11. Housing Units by Number of Units in Structure, 2016						
	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Units in Structure						
1, Detached	479	65.0%	4,359	66.4%	171,996	60.7%
1, Attached	11	1.5%	37	0.6%	7,180	2.5%
2	35	4.7%	273	4.2%	9,647	3.4%
3 to 4	72	9.8%	350	5.3%	9,615	3.4%
5 to 9	63	8.5%	473	7.2%	8,165	2.9%
10 to 19	12	1.6%	302	4.6%	6,417	2.3%
20 to 49	17	2.3%	201	3.1%	3,382	1.2%
50 or more	5	0.7%	213	3.2%	4,885	1.7%
Mobile Home	43	5.8%	347	5.3%	61,391	21.7%
Other	-	0.0%	5	0.1%	655	0.2%
Total	**737**	**100.0%**	**6,560**	**100.0%**	**283,333**	**100.0%**

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.

Source: ESRI American Community Survey (ACS), 2012-2016; Partners for Economic Solutions, 2019.

Table A-12. Housing by Tenure and Vacancy Status, 2018						
	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Occupied Units						
Owner-Occupied Units	194	24.0%	3,494	46.7%	169,591	55.1%
Renter-Occupied Units	413	51.2%	2,796	37.3%	79,532	25.8%
Vacant Units	200	24.8%	1,196	16.0%	58,859	19.1%
Total Units	**807**	**100.0%**	**7,486**	**100.0%**	**307,982**	**100.0%**

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.

Source: U.S. Census Bureau, 2012-2016 American Community Survey (ACS); Partners For Economic Solutions, 2019.

Table A-13. Housing by Tenure and Vacancy Status, 2010						
	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Vacant Units						
Vacant Units						
For rent	95	56.2%	446	40.2%	12,562	23.4%
Rented, not occupied	2	1.2%	19	1.7%	568	1.1%
For sale only	6	3.6%	171	15.4%	7,283	13.6%
Sold, not occupied	2	1.2%	28	2.5%	1,062	2.0%
Seasonal, recreation use	4	2.4%	244	22.0%	23,241	43.3%
For seasonal workers	-	0.0%	6	0.5%	72	0.1%
Other vacant	60	35.5%	196	17.7%	8,941	16.6%
Total Units	**169**	**100.0%**	**1,110**	**100.0%**	**53,729**	**100.0%**

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.

Source: U.S. Census Bureau, 2012-2016 American Community Survey (ACS); Partners For Economic Solutions, 2019.

Table A-14. Single-Family Home Listings and Sales				
	Core Area		Lake Wales	
Asking/Sales Price	Number of Units	Percent	Number of Units	Percent
Current Listings - April 2019				
Less than $50,000	2	67%	3	6%
$50,000-$99,999	1	33%	5	10%
$100,000-$149,999	0	0%	5	10%
$150,000-$199.999	0	0%	19	40%
$200,000-$249,000	0	0%	15	31%
$250,000 or more	0	0%	1	2%
Total	**3**	**100%**	**48**	**100%**
Median Price	**$155,000**		**$184,900**	
Home Sales, January - March 2019				
Less than $50,000	3	75%	6	12%
$50,000-$99,999	1	25%	10	20%
$100,000-$149,999	0	0%	15	30%
$150,000-$199.999	0	0%	13	26%
$200,000-$249,000	0	0%	4	8%
$250,000 or more	0	0%	2	4%
Total	**4**	**100%**	**50**	**100%**
Median Price	**$205,995**		**$139,750**	

Note: Core Area roughly bounded by Dr. MLK Jr Boulevard, Dr. JA Wiltshire Avenue, G Street, Florida Avenue, Scenic Highway, Townsend Avenue, S. 3rd Street, Johnson Avenue and Tillman Avenue.

Source: Multiple Listing retrieved from Redfin.com, April 2019; Partners for Economic Solutions, 2019.

Table A-15. Lake Wales Multi-Family Housing Trends, 2000-April 2019							
	Inventory		Occupied Units		Net Absorption in Units	Units Delivered	Effective Monthly Rent
Year	Buildings	Units	Number	Percent			
2000	46	1,862	1,714	92.1%	-	-	$485
2001	46	1,862	1,711	91.9%	- 3	-	$497
2002	46	1,862	1,705	91.5%	- 7	-	$525
2003	47	2,054	1,885	91.8%	180	192	$515
2004	47	2,054	1,884	91.7%	- 2	-	$573
2005	48	2,314	2,140	92.5%	256	260	$577
2006	48	2,314	2,122	91.7%	- 18	-	$615
2007	48	2,314	2,063	89.1%	- 60	-	$630
2008	48	2,314	2,042	88.2%	- 21	-	$621
2009	48	2,314	2,056	88.9%	14	-	$603
2010	48	2,314	2,079	89.8%	22	-	$601
2011	48	2,314	2,078	89.8%	- 1	-	$607
2012	49	2,386	2,166	90.8%	89	72	$620
2013	49	2,386	2,203	92.3%	37	-	$630
2014	49	2,386	2,215	92.8%	12	-	$650
2015	49	2,386	2,278	95.5%	64	-	$663
2016	49	2,386	2,283	95.7%	3	-	$676
2017	49	2,386	2,260	94.7%	- 24	-	$693
2018	49	2,386	2,275	95.3%	15	-	$706
Apr-19	49	2,386	2,277	95.4%	3	-	$710
2010-2019 Change							
Number	1	72	198	5.6%	220	72	$109
Percent	2.1%	3.1%	9.5%	6.2%			18.1%

Source: CoStar, April 2019; Partners for Economic Solutions, 2019.

Table A-16. Core Area Office Trends, 2000-April 2019

	Inventory		Occupied Space		Net Absorption in Square Feet	Square Feet of New Space	Base Rent
Year	Buildings	Square Feet	Square Feet	Percent			
2000	28	193,228	187,728	97.2%	- 3,000	0	$14.73
2001	28	193,228	183,728	95.1%	- 4,000	0	$14.43
2002	28	193,228	183,328	94.9%	- 400	0	$15.73
2003	28	193,228	183,528	95.0%	200	0	$13.05
2004	28	193,228	168,554	87.2%	- 14,974	0	$14.82
2005	28	193,228	162,654	84.2%	- 5,900	0	$11.23
2006	28	193,228	181,928	94.2%	19,274	0	$10.87
2007	28	193,228	177,828	92.0%	- 4,100	0	$19.67
2008	28	193,228	182,228	94.3%	4,400	0	$14.84
2009	28	193,228	174,648	90.4%	- 7,580	0	$18.68
2010	28	193,228	168,078	87.0%	- 6,570	0	$17.85
2011	29	196,798	179,063	91.0%	10,985	3,570	$13.42
2012	29	196,798	164,997	83.8%	- 14,066	0	$10.35
2013	29	196,798	168,810	85.8%	3,813	0	$10.68
2014	29	196,798	180,382	91.7%	11,572	0	$10.12
2015	29	196,798	186,141	94.6%	5,759	0	$10.73
2016	29	196,798	185,153	94.1%	- 988	0	$13.64
2017	29	196,798	179,062	91.0%	- 6,091	0	$13.52
2018	29	196,798	181,451	92.2%	2,389	0	$10.82
Apr-19	29	196,798	184,725	93.9%	3,274	0	$10.98
2010-2019 Change							
Number	1	3,570	16,647	6.9%	10,077	3,570	$6.87
Percent	3.6%	1.8%	9.9%	7.9%			-38.5%

Source: CoStar, April 2019; Partners for Economic Solutions, 2019.

Table A-17. Lake Wales Office History, 2000-April 2019

	Inventory		Occupied Space		Net Absorption in Square Feet	Square Feet of New Space	Gross Rent per Square Foot
Year	Buildings	Square Feet	Square Feet	Percent			
2000	72	373,745	357,645	95.7%	- 12,100	0	$14.04
2001	72	373,745	348,745	93.3%	- 8,900	0	$13.08
2002	72	373,745	349,545	93.5%	800	0	$14.16
2003	72	373,745	350,045	93.7%	500	0	$13.07
2004	73	393,745	353,971	89.9%	3,926	20,000	$14.57
2005	73	393,745	327,671	83.2%	- 26,300	0	$16.08
2006	74	398,232	360,332	90.5%	32,661	4,487	$16.56
2007	76	412,946	367,346	89.0%	7,014	14,714	$22.03
2008	76	412,946	372,594	90.2%	5,248	0	$21.65
2009	77	431,446	382,603	88.7%	10,009	18,500	$19.14
2010	77	431,446	373,015	86.5%	- 9,588	0	$19.29
2011	78	435,016	385,728	88.7%	12,713	3,570	$18.31
2012	78	435,016	372,862	85.7%	- 12,866	0	$19.15
2013	79	443,966	379,243	85.4%	6,381	8,950	$18.94
2014	79	443,966	405,353	91.3%	26,110	0	$19.11
2015	79	443,966	411,727	92.7%	6,374	0	$15.82
2016	79	443,966	411,032	92.6%	- 695	0	$17.82
2017	79	443,966	408,380	92.0%	- 2,652	0	$21.60
2018	79	443,966	428,619	96.5%	20,239	0	$17.95
Apr-19	79	443,966	431,893	97.3%	3,274	0	$18.64
2010-2019 Change							
Number	2	12,520	58,878	10.8%	49,290	12,520	$0.65
Percent	2.6%	2.9%	15.8%	12.5%			-3.4%

Source: CoStar, April 2019; Partners for Economic Solutions, 2019.

Table A-18. Core Area Retail Trends, 2006-April 2019

	Inventory		Occupied Space		Net Absorption in Square Feet	New Space in Square Feet
Year	Buildings	Square Feet	Square Feet	Percent		
2006	34	177,644	169,744	95.6%	2,240	19,540
2007	34	177,644	171,314	96.4%	1,570	0
2008	34	177,644	167,314	94.2%	13,800	0
2009	34	177,644	164,274	92.5%	-3,040	0
2010	34	177,644	165,874	93.4%	1,600	0
2011	34	177,644	171,384	96.5%	5,510	0
2012	34	177,644	169,347	95.3%	-2,037	0
2013	34	177,644	163,731	92.2%	-5,616	0
2014	34	177,644	169,607	95.5%	5,876	0
2015	34	177,644	169,107	95.2%	-500	0
2016	34	177,644	173,444	97.6%	4,337	0
2017	34	177,644	174,784	98.4%	1,340	0
2018	34	177,644	177,644	100.0%	2,860	0
Apr-19	34	177,644	177,644	100.0%	0	0
2009-2019 Change						
Number	0	0	13,370	7.5%	10,330	0
Percent	0.0%	0.0%	8.1%	8.1%		

Source: CoStar, April 2019; Partners for Economic Solutions, 2019.

Table A-19. Lake Wales Retail History, 2006-April 2019

	Inventory		Occupied Space		Net Absorption in Square Feet	New Space in Square Feet
Year	Buildings	Square Feet	Square Feet	Percent		
2006	148	2,494,296	2,354,258	94.4%	- 27,803	58,279
2007	151	2,664,876	2,412,457	90.5%	132,273	170,580
2008	153	2,672,202	2,411,936	90.3%	17,279	7,326
2009	155	2,699,579	2,488,259	92.2%	76,323	27,377
2010	159	2,805,041	2,608,361	93.0%	120,102	105,462
2011	159	2,805,041	2,576,868	91.9%	- 31,493	0
2012	159	2,805,041	2,593,165	92.4%	16,297	0
2013	161	2,820,641	2,601,221	92.2%	8,056	15,600
2014	162	2,822,803	2,634,964	93.3%	33,743	6,705
2015	164	2,834,177	2,662,376	93.9%	27,412	11,374
2016	165	2,843,277	2,656,652	93.4%	- 5,724	9,100
2017	165	2,843,277	2,572,564	90.5%	- 84,088	0
2018	167	2,892,237	2,756,819	95.3%	184,255	48,960
Apr-19	169	2,899,857	2,774,617	95.7%	15,898	5,720
2009-2019 Change						
Number	14	220,035	344,883	5.0%	362,162	231,904
Percent	9.2%	8.2%	14.3%	5.5%		

Source: CoStar, April 2019; Partners for Economic Solutions, 2019.