

WILDWOOD
FLORIDA

CITY OF WILDWOOD, FLORIDA

DOWNTOWN MASTER PLAN

NOVEMBER 10, 2021

PRODUCED BY

AYRES



Wildwood, Florida

Mission Statement: “The City of Wildwood commits to improving the quality of life for all its citizens and businesses and pledges to collaborate with all stakeholders in our community to foster pride, develop a vibrant and diverse economy and community, and plan for the future needs of our community”

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INTRODUCTION

INTRODUCTION

The City of Wildwood appointed Ayres in June of 2021 to prepare the Wildwood Downtown Master Plan. The goal of the plan is to revitalize the City's core downtown area taking into consideration the aspirations of the community.

Located in Sumter County, Florida, Wildwood is situated along U.S. Highway 301, near the intersection of Interstate 75 and Florida's Turnpike. It is centrally located 20 miles south of Ocala, 50 miles northwest of Orlando, 75 miles northeast of Tampa, and 90 minutes from either the Gulf or Atlantic coast. The community was established in 1889 and was named for its location within the natural surroundings.

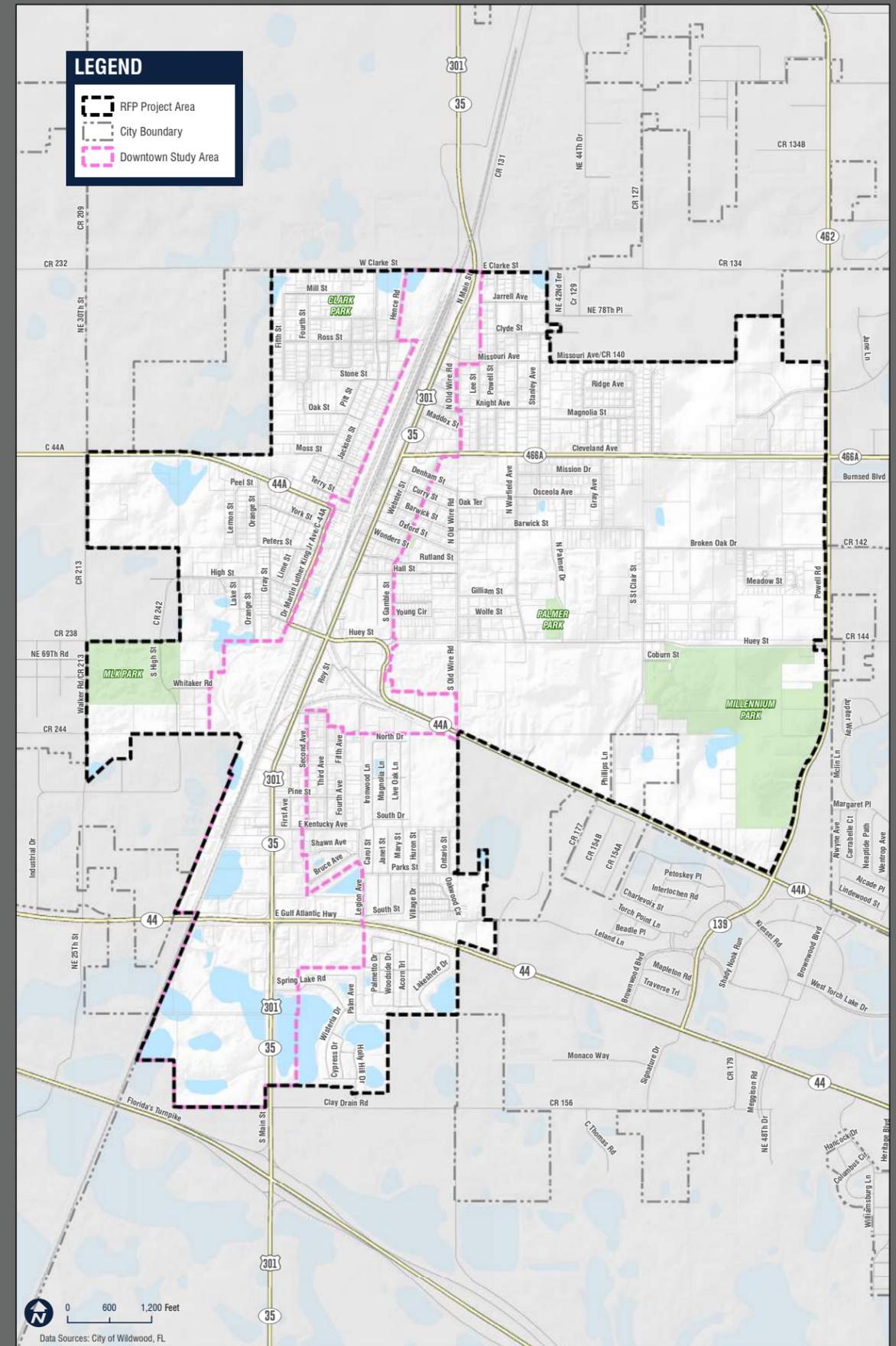
The City of Wildwood includes portions of The Villages development, a rapidly growing retirement community that encompasses multiple counties and municipalities. The City also has a Community



Redevelopment Area and a working CSX switching station in the downtown area. Wildwood occupies 57.26 square miles and has a population of 17,350 per the 2020 national census data. The median household income is \$41,968 per 2015-2019 American Community Survey 5-Year Estimate.

Once heavily reliant on the rail and transportation, the economy is now centered on retail trade, healthcare and social assistance, and construction. Transportation and warehousing are another growing job sector in Wildwood in recent years (source: Data USA).

The City of Wildwood is a rapidly changing community with great potential that wants to spur investment and redevelopment within its downtown district.



Project Objectives

The project intent, as defined by the City, is to complete a Downtown Master Plan considering land use, economic development, community revitalization, and landscape architecture aspects. The process is to be completed in a collaborative manner that involves a diverse spectrum of stakeholders and community members.

The **project objective** is to prepare a community-driven vision for the future development of downtown Wildwood.

Scope and Methodology

The scope of work defined early on was to identify a successful path forward for the complete redevelopment of the downtown core. This redevelopment would take into consideration previous and current planning efforts developed by the City and other consultants. To truly transform the downtown into a vibrant area, the project team will focus a methodology based on the main street framework.

This methodology focuses on 4 key points for successful growth: design, promotion, organization and economic vitality (As described by the Nation Main Street Center).

DESIGN supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

PROMOTION positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

ORGANIZATION involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

ECONOMIC VITALITY focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.



Downtown Study Area

The project area has been defined to focus on a specific area to address the challenges at hand and to concentrate on viable, action-oriented recommendations. The following is the rationale for establishing the downtown focus area project boundary:

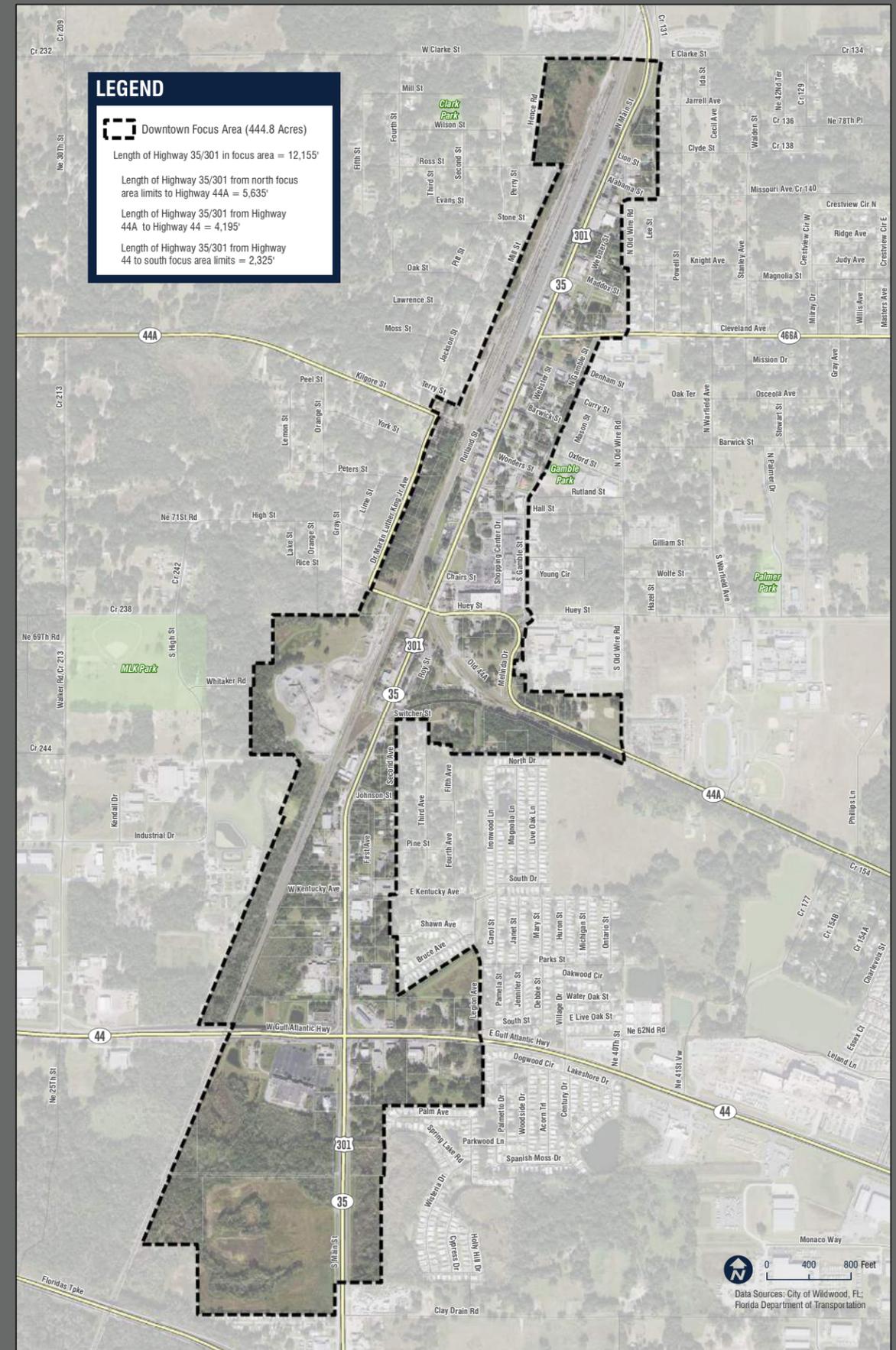
- 1 To focus on Highway 301/Main Street (the entire downtown core) in its entirety and its adjacent properties to make downtown more attractive (project purpose).
- 2 To include commercial and public lands that have more favorable zoning for redevelopment purposes.
- 3 To include vacant, underutilized, undeveloped, and public land on the south and north ends to leverage redevelopment potential.
- 4 To include portions of abandoned CSX rail spur, adjacent areas, and residual land for targeted redevelopment.

Downtown's Story

Downtown Wildwood was once known for its bustling railroad traffic, but as times have changed, vacant buildings and a major highway thoroughfare have lead to a decline in business growth and pedestrian safety concerns in the downtown district.

Despite the barriers downtown, the community has a strong foundation and residents help to make Wildwood a great place to live by planning and attending a variety of community events.

Motivated stakeholders and community members are excited to support a revival of Downtown Wildwood. Through participation in the master planning process, community members are helping to create a meaningful future vision for their town.



Downtown Focus Area Map

Related Planning Material

City of Wildwood Community Redevelopment Expansion Area Redevelopment Plan

The City of Wildwood worked with LPG Urban and Regional Planners, Inc. (LPG) to create this plan for the betterment of Downtown Wildwood.

The plan provides details on the existing conditions of the Community Redevelopment Area and recommendations for the future. Recommendations were organized into specific achievable projects listed in order or priority.

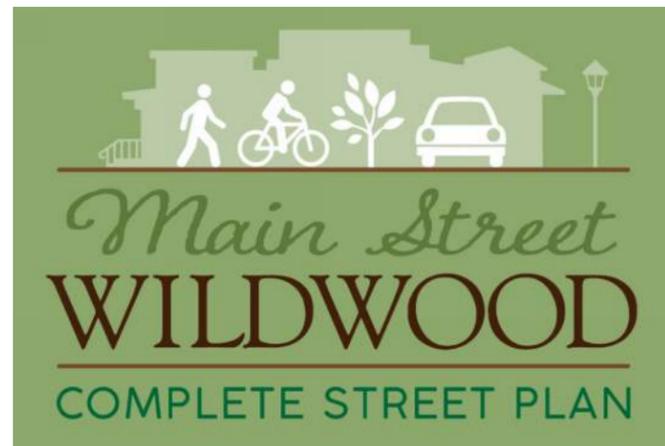
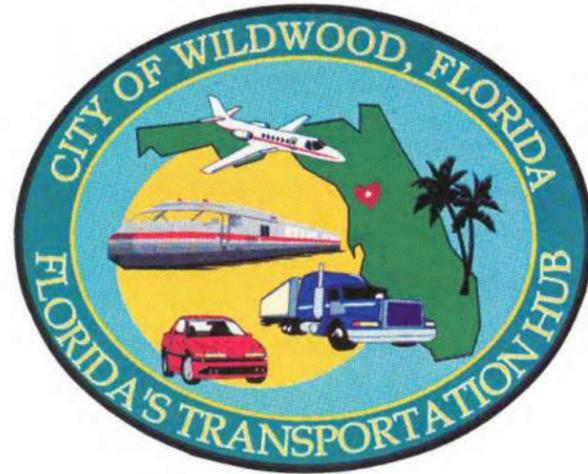
This document was referenced during the Wildwood Downtown Master Planning process.

Main Street Wildwood Complete Street Plan

The Wildwood Main Street Complete Street Plan was put together by HDR in partnership with the Lake-Sumter Metropolitan Planning Organization and the City of Wildwood. The plan expanded on previous planning work and looked to provide improvements to the existing Main Street corridor.

Top safety issues reported by residents through community engagement included lack of pedestrian crossings, vehicle speed, aesthetics, and parking opportunities.

The proposed plan considers “traffic calming, improved pedestrian crossings, safe school access, access management, and multi-modal needs.” Other recommendations include reducing driveways, increasing lighting for safety, improve pedestrian crossings by shortening crossing distance, and



improving streetscaping throughout the corridor on the east side.

The Complete Street Plan received support from the community and is recommended to be implemented as part of this report.

CURRY ST MID-BLOCK CROSSING



Main Street
WILDWOOD

24

US 301 at HUEY ST.



Main Street
WILDWOOD

21

REFERENCED FROM THE MAIN STREET WILDWOOD COMPLETE STREET PLAN.



2

VISION & GOALS

VISION AND GOALS

Vision Statement

Community partnership is essential for the revitalization of Wildwood. New development will help to bridge the physical and social gap caused by highway and railroad division. A more walkable environment will connect the surrounding neighborhoods to historic downtown and encourage active engagement with nature. Sustainable solutions that are diverse and adaptable, promote local entrepreneurship and investment, and are accessible to all people will be encouraged in the community. Agrarian and railroad history will be embraced as downtown becomes the hub for culture, events, and entertainment. Redevelopment in Wildwood will foster a renewed sense of hometown pride while the community balances local needs and regional draw.

Goals

- 1 Position downtown Wildwood as a place where unique and authentic businesses thrive.
- 2 Establish a clear sense of place that represents the history and culture of Wildwood.
- 3 Ensure that downtown Wildwood is safely and easily accessible to residents and employees through multiple modes of transportation.
- 4 Ensure that parking needs and locations respond to a changing landscape over time.



Public Engagement



Public engagement is crucial to the master planning process. The Wildwood Downtown Master Plan began in June with a hands-on community workshop to introduce the project to residents and gather feedback about their goals and aspirations. A community survey was simultaneously available as another form of engagement for the residents to participate in. This survey gathered feedback on how the community viewed Downtown and interest level in improving the community. Stakeholder interviews

in July helped to get project advocates on board and push the process forward. Ayres reconvened with Wildwood residents for a virtual open house at the beginning of August to share project progress and findings from past community feedback. This meeting helped to kick off the next community survey which gathered more specific information about the downtown vision. The survey asked about specific improvements that could be implemented in the downtown district and surrounding area.

Key themes that emerged during community discussion:

- Safety
- Multimodal Transportation
- Parking
- Planning and Economic Development
- Parks, Open Space and Urban Design

TRADITIONS ARE TO COMMUNITY WHAT MEMORIES ARE TO INDIVIDUALS PLACE A DOT ON THE EVENTS YOU WOULD LIKE TO SEE IN DOWNTOWN WILDWOOD

FALL HARVEST FESTIVAL, COMMUNITY GARDEN PARTY, FOOD TRUCK FRIDAYS, OUTDOOR CONCERTS, CHRISTMAS PARADE AND LIGHTS, MARATHON RUNNING, FARMERS MARKET, ART IN THE PARK, START, HAVE AN IDEA WE MISSED? GRAB A STICKY NOTE AND HELP US UNDERSTAND

DESIGN THAT RHYMES ACROSS SPACE GIVES A SENSE OF PLACE? PLACE A DOT ON WHAT YOU WOULD LIKE DOWNTOWN WILDWOOD TO REPRESENT

SMALL DOWNTOWN, PARKS AND OPENSACE, PEDESTRIAN FRIENDLY, ART AND CULTURE, MULTIMODAL, OUTDOOR DINING, RAILROAD DEVELOPMENT, COFFEE SHOP is a MUST, HOME TAKEOVER, DOWNTOWN PARKING REWIND, RAILROAD TO DOWNTOWN, HAVE AN IDEA WE MISSED? GRAB A STICKY NOTE AND HELP US UNDERSTAND

WE CAN'T KNOW WHERE WE ARE GOING UNLESS WE KNOW WHERE WE HAVE BEEN PLACE A DOT ON THE HISTORY THAT MEANS THE MOST TO YOU!

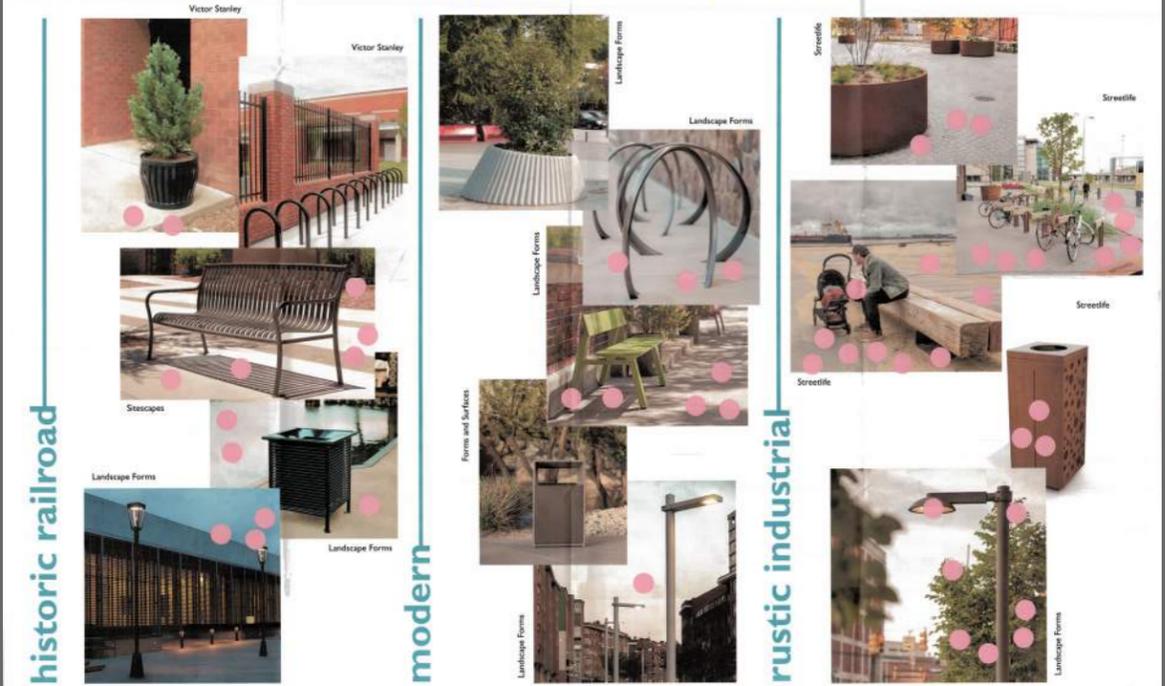
PRE SETTLEMENT LONGLEAF PINE GRASSLAND, CROSSROAD DEVELOPMENT, EARLY AGRICULTURE, FAMILY AND COMMUNITY, EARLY DEVELOPMENT, CATTLE RANCHING, RAILROAD, HAVE AN IDEA WE MISSED? GRAB A STICKY NOTE AND HELP US UNDERSTAND



A final community engagement event occurred in September to present the final master plan phases and spark discussion about sense of place in Wildwood. Different site furnishing themes and development types were discussed in relation to Downtown. After gathering final feedback from the community in September, final improvements were made to the master plan document preceding the City Commission presentation in November.

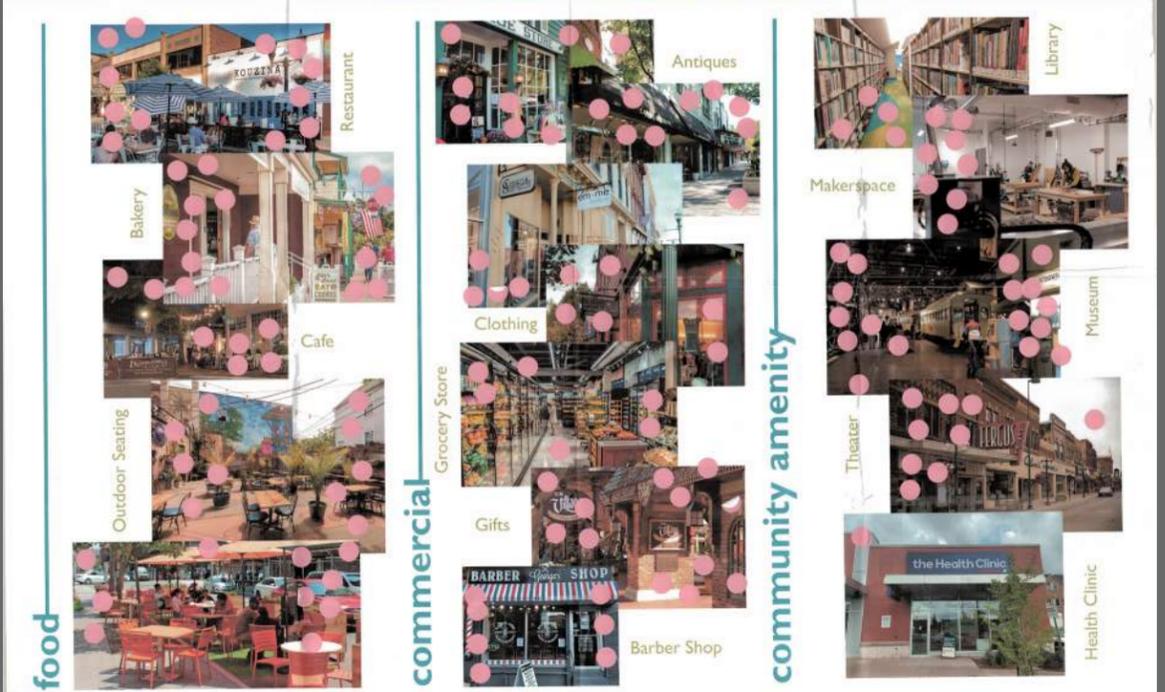
WILDWOOD PLACEMAKING SITE FURNISHINGS

Place dots on the site furniture that you like the most.



WILDWOOD PLACEMAKING DEVELOPMENT TYPE

Place dots on the development type that you would love to see in Wildwood.



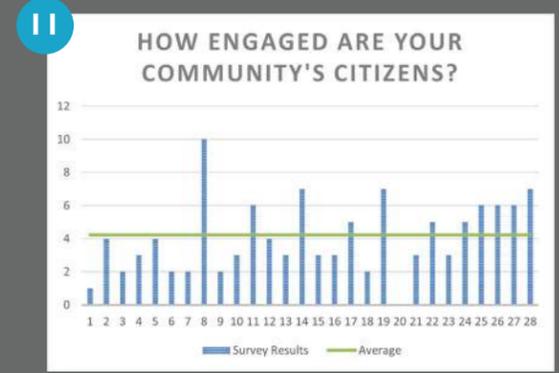
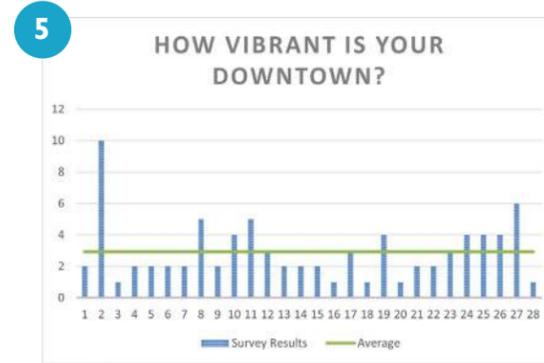
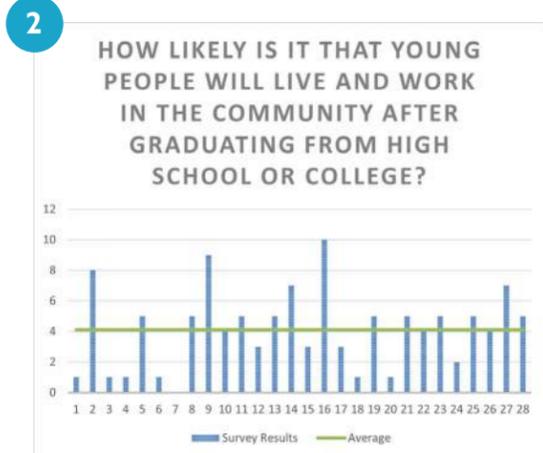
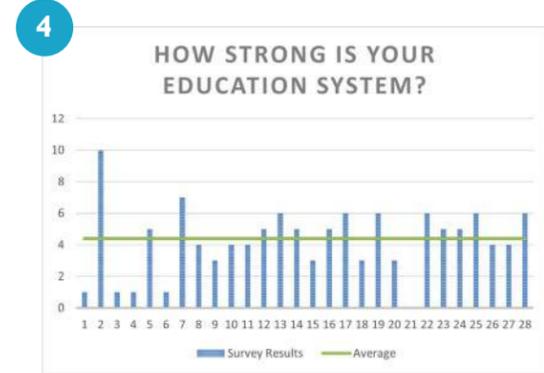
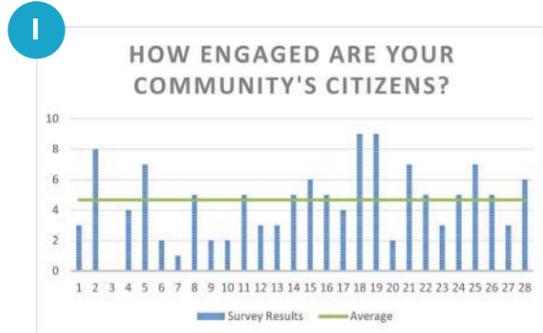
September Community Workshop

Outreach Survey

June Results

An outreach survey was presented to the community in June to gain a better understanding of Wildwood through firsthand resident perspectives. The questions covered topics such as community engagement, workforce, businesses, education, barriers, and opportunities. The survey helped

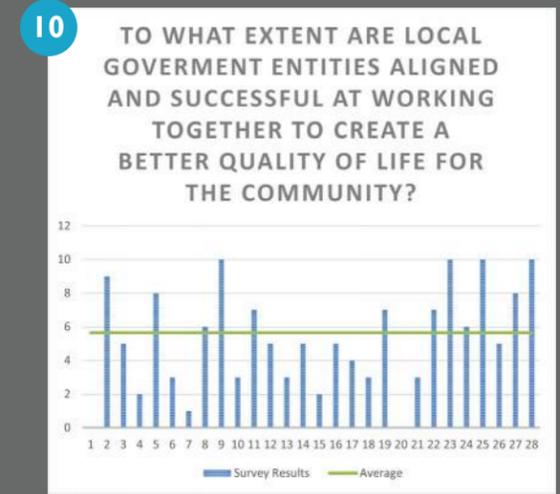
Ayres reach additional residents that may not have been able to attend the first community workshop. Respondents were able to access the survey from the Downtown Master Plan website. Detailed survey results can be seen below.



12 What do you feel are your community's top opportunities to improve?



13 What barriers do you feel are blocking your community from reaching it's potential?



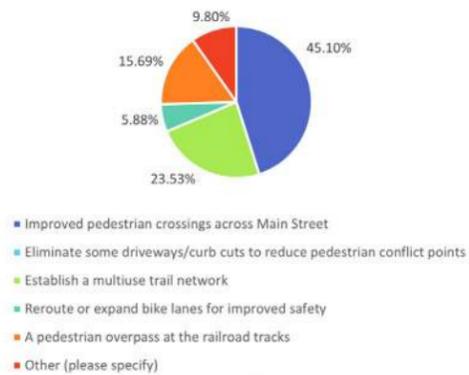
Outreach Survey

August Results

A second outreach survey was introduced during the virtual open house at the beginning of August. The goal of this survey was to keep community members engaged in the master planning process and gather more specific information on place making and amenity preferences. Questions included pedestrian improvement, redevelopment and beautification project opportunities. The survey also helped to gather information about pedestrian safety and downtown parking access. The following graphics provide more information on the August survey.

1

WHAT PEDESTRIAN AND BIKE IMPROVEMENTS WOULD YOU SUPPORT?



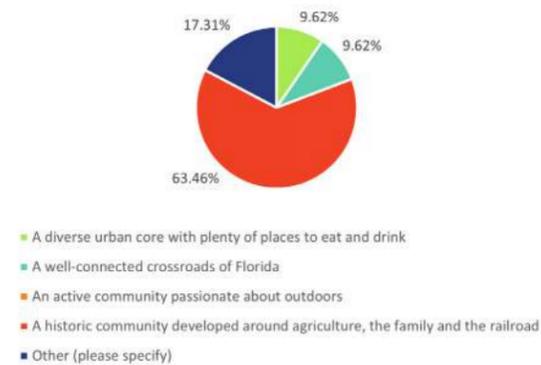
2

WHAT REDEVELOPMENT PROJECT WOULD YOU LIKE TO SEE IN THE COMMUNITY?



3

WHAT PHRASE BEST DESCRIBES WILDWOOD AS A PLACE?



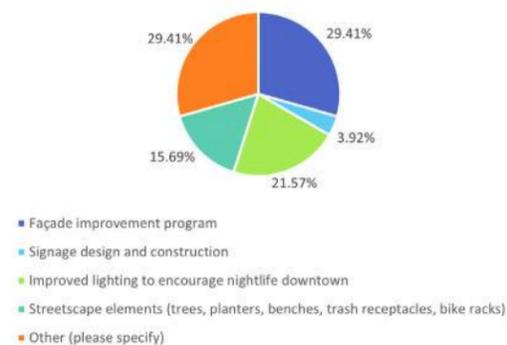
4

WHAT BEAUTIFICATION PROJECT WOULD YOU BE WILLING TO HELP WITH?



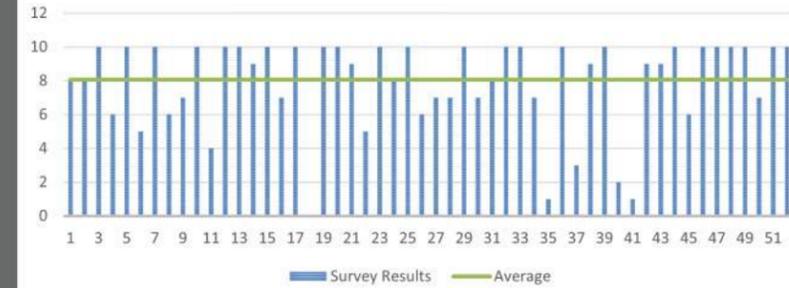
5

WHAT TYPES OF ASSISTANCE SHOULD BE PROVIDED FOR DOWNTOWN REDEVELOPMENT?



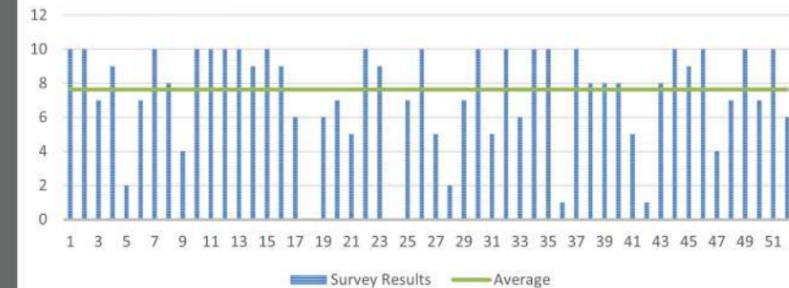
6

HOW IMPORTANT IS A SAFE AND SECURE RAILROAD CROSSING?



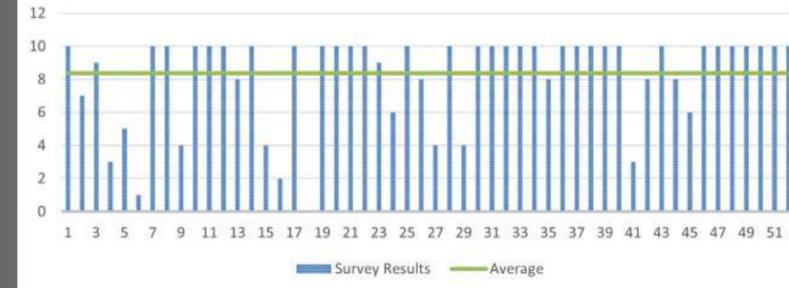
7

HOW IMPORTANT IS PARKING ALONG MAIN STREET?



8

HOW IMPORTANT IS IT TO SLOW DOWN TRAFFIC THROUGH DOWNTOWN?



9

What can we do to better promote the activities and businesses downtown?





3

ASSESSMENTS

ASSESSMENTS

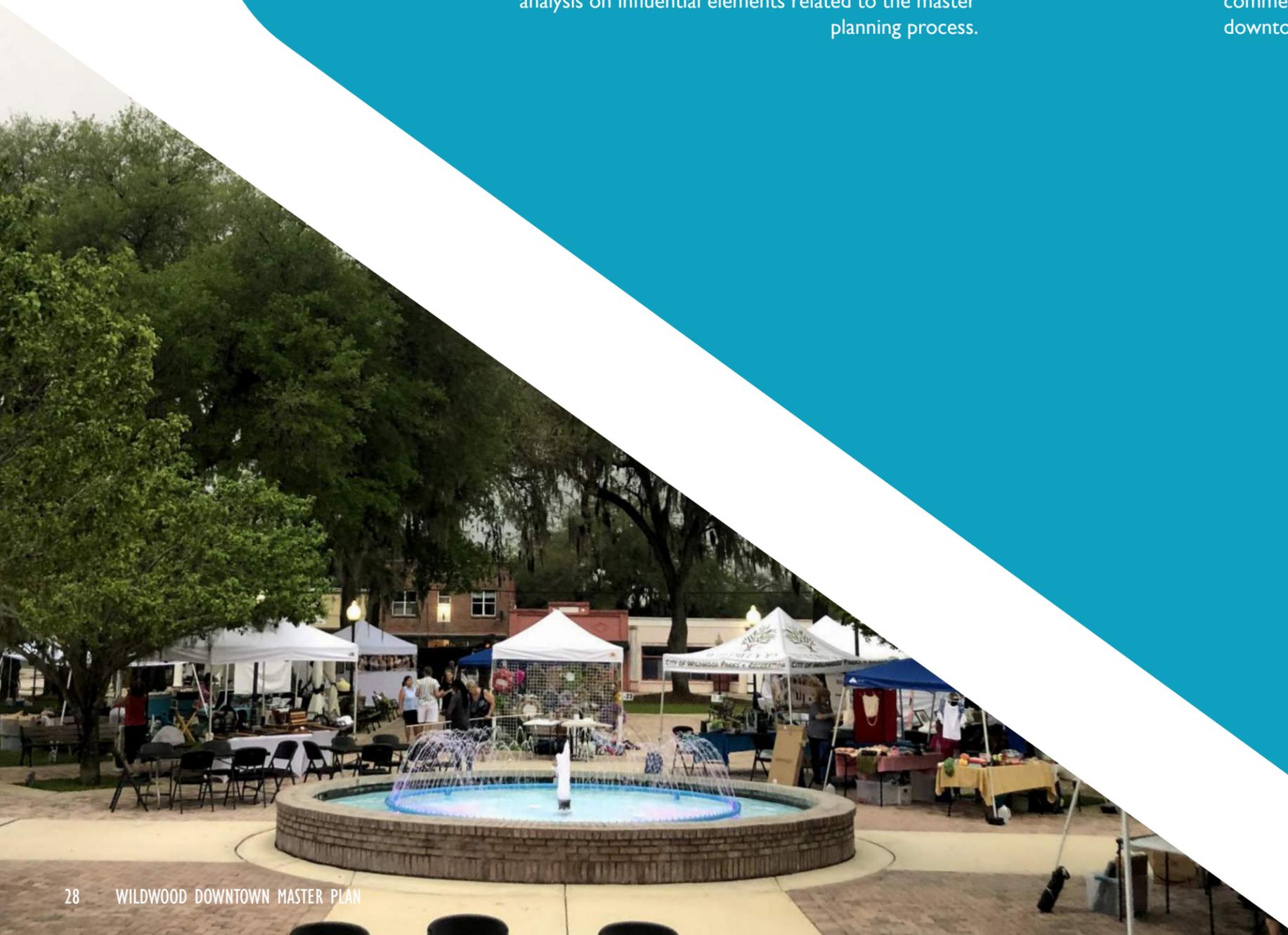
Current Conditions

The City of Wildwood has a strong community foundation and with that comes great opportunity for the future. With improvements to the physical infrastructure, downtown events that are already being held in the community will continue to thrive. The following pages provide detailed inventory and analysis on influential elements related to the master planning process.

Inventory & Analysis

Wildwood is situated at the crossroads of notable transportation corridors in Florida. Highway 301 and Interstate 75 bring considerable traffic through town. Land use studies show that Wildwood was planned in a traditional manner with commercial development concentrated in the downtown core. With strategic planning and

implementation recommendations, this master plan will address the circulation barriers of Highway 301 and the Railroad in order to provide opportunity for increased pedestrian access and community development in the downtown district.



City Development Context

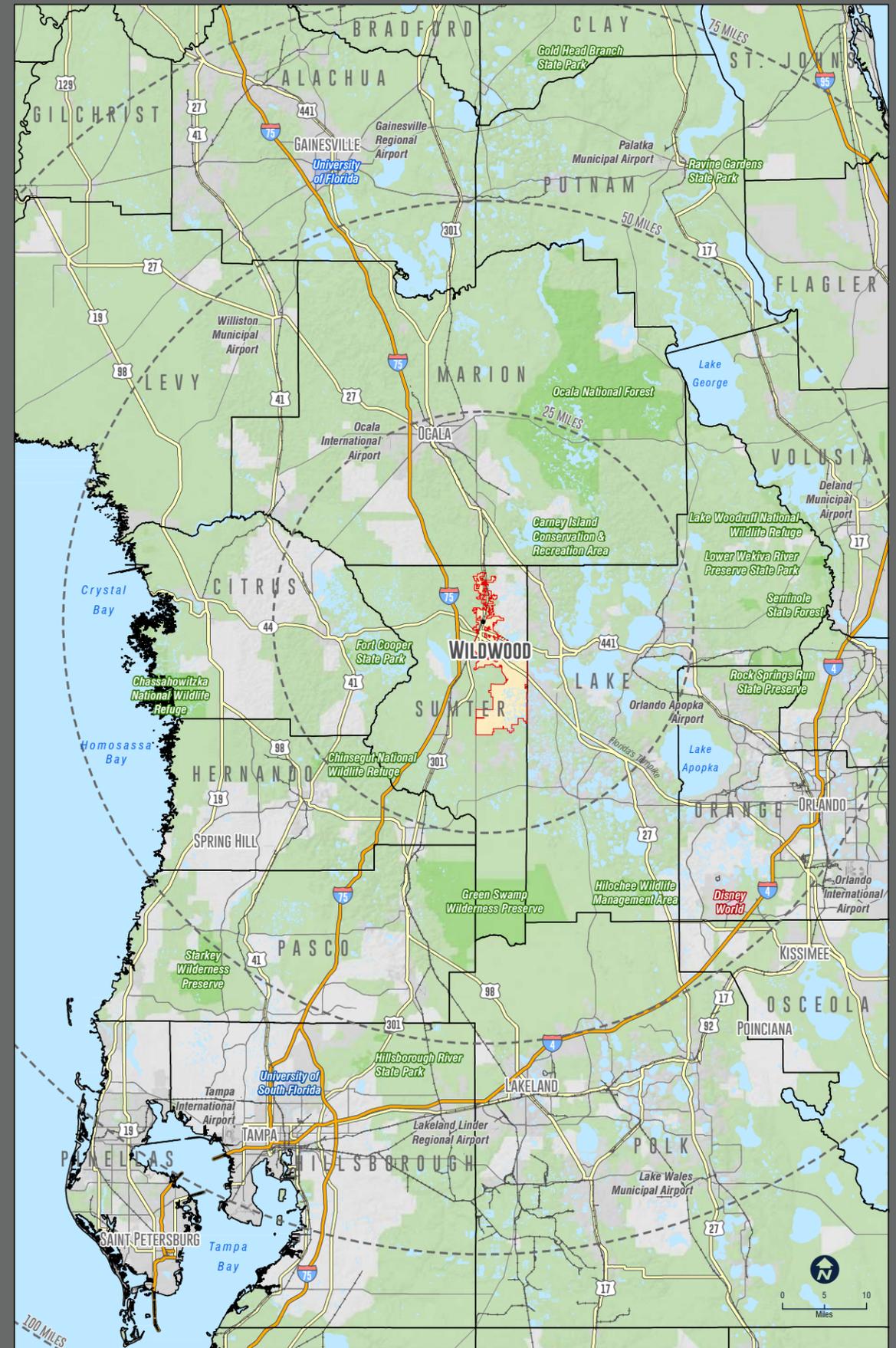
Regional Context

Wildwood has a centralized location in Florida with easy access to both coasts. The major metropolitan areas of Tampa, Orlando and Gainesville are within a 90-mile radius. It is often referred to as “The Crossroads of Florida,” strategically located at the juncture of Interstate 75, Florida’s Turnpike, State Road 44, and U.S. Highway 301. Wildwood is served by Ocala International Airport and other metropolitan airports in Orlando, Tampa, and Gainesville.

The rail line crossing the City was more prominent earlier than in present-day context. In the latter 20th century, Wildwood served as a dividing yard for

Seaboard Airline Railroad, and later Seaboard Coast Line and Amtrak trains, where such trains from New Orleans and New York City were split and combined to serve St. Petersburg and Miami. Today, Wildwood Station is a working CSX switching station in the downtown area, which operates mostly for freight transportation.

Being close to the major national and state transportation corridors, the City has a unique advantage of being well-connected, but at the same time being a pass-through community as there is no attraction or incentive to stop here.



Sub-Regional Context

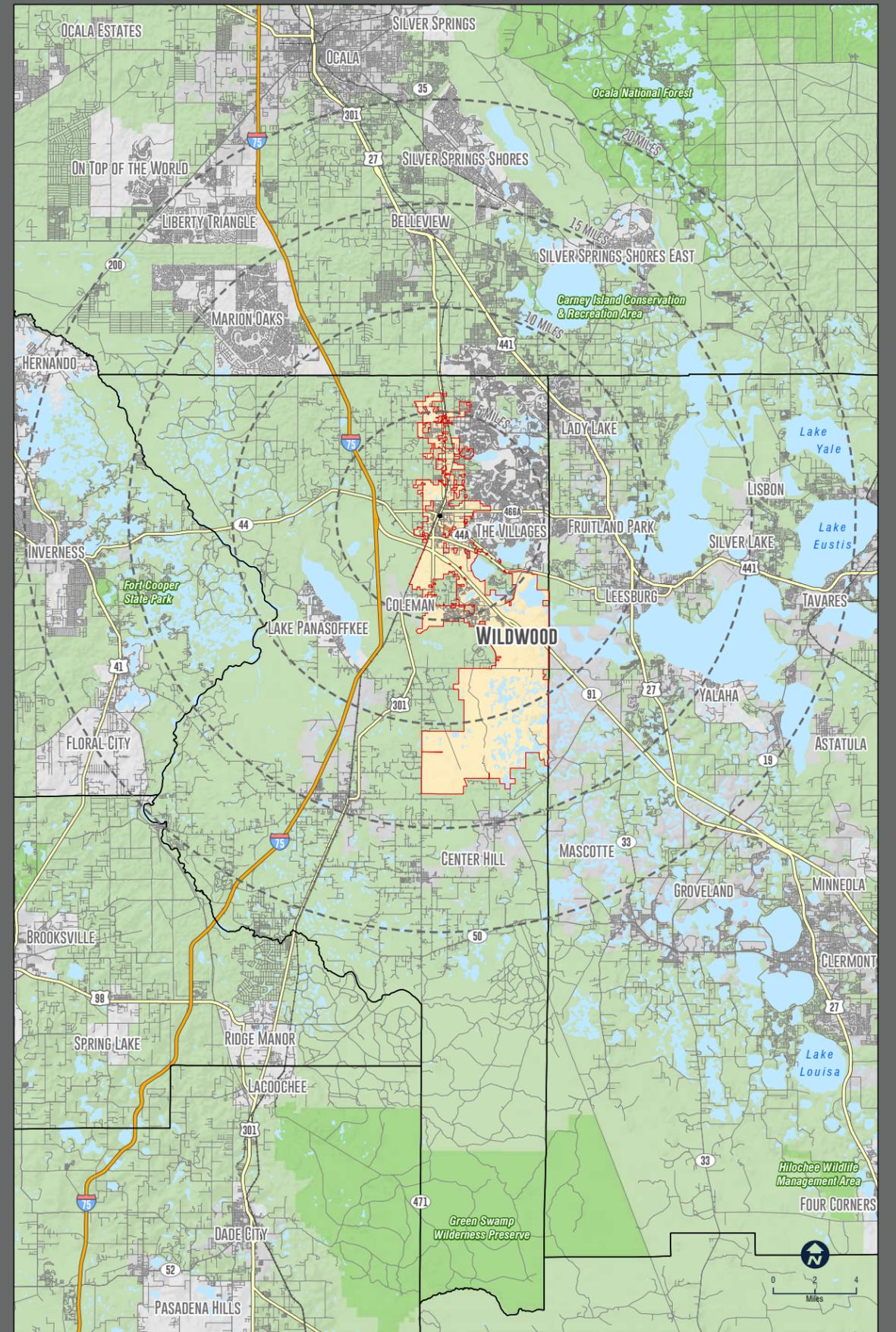
At the sub-regional context, the City is located within 10 miles of The Villages, a corporation focused on master-planned, age restricted, residential communities. According to the US census data, The Villages was the fastest growing metropolitan area in the United States, growing 32.8 percent, from 94,279 in 2010 to 125,165 in 2017.

As The Villages has expanded into different regions throughout Sumter County, early annexation of property to the south is providing positive development. Currently there is an influx of additional housing stock consistently being proposed by The Villages. This housing stock, and corresponding population increase, will contribute to additional tax revenue for the City of Wildwood and also to the influx of new development that will help promote an

economic spark.

These developments are supported by commercial and office development along the major commercial corridors of 466A, 44A and 44. The nearby I-75 and the Florida Turnpike have resulted in hospitality and touristic commercial activities along prime locations near the highway exits and connecting roads.

The City of Wildwood, although being close to these valuable development assets and economic trip generators, has not been able to capitalize fully on its location and this residential community base. The physical constraints of the existing circulation (cross roads of Florida) and the extent of the railroad operations hinders the flexibility of future development until a momentum and threshold is met.



Land Use

The land use development is derived mainly by the transportation corridors that go through the City. The CSX rail and Highway 301 run parallel and go through the City in a N-S direction. The major portion of the City's development is over to the east of this corridor. Other major E-W corridors including 466A, 44A and 44 connect the City to the major new development areas of The Villages to the East. The City's commercial development is situated along these corridors.

The City is planned in a traditional manner with commercial development along the main transportation corridors, and residential neighborhoods nearby. The land development patterns are generated by the City's traditional zoning, with primary use separation by zoning categories and associated densities. Certain areas, especially in the northern end, appear to have fragmented and substandard land parcellation.



Overall, the City's density can be categorized as "low", with a population density of 127 persons per square mile. This is attributed to the large agriculture tracts outside the core city. However, it is to be noted that the permissible residential density is 15 units/acre in the downtown commercial zones and 24 units/acre within the planned development zones is considered to be low.

The core downtown area between the northern City limits and Hwy 44A consists of mostly older traditional neighborhood oriented mixed-commercial development. There are some flourishing auto-oriented commercial businesses along this corridor.

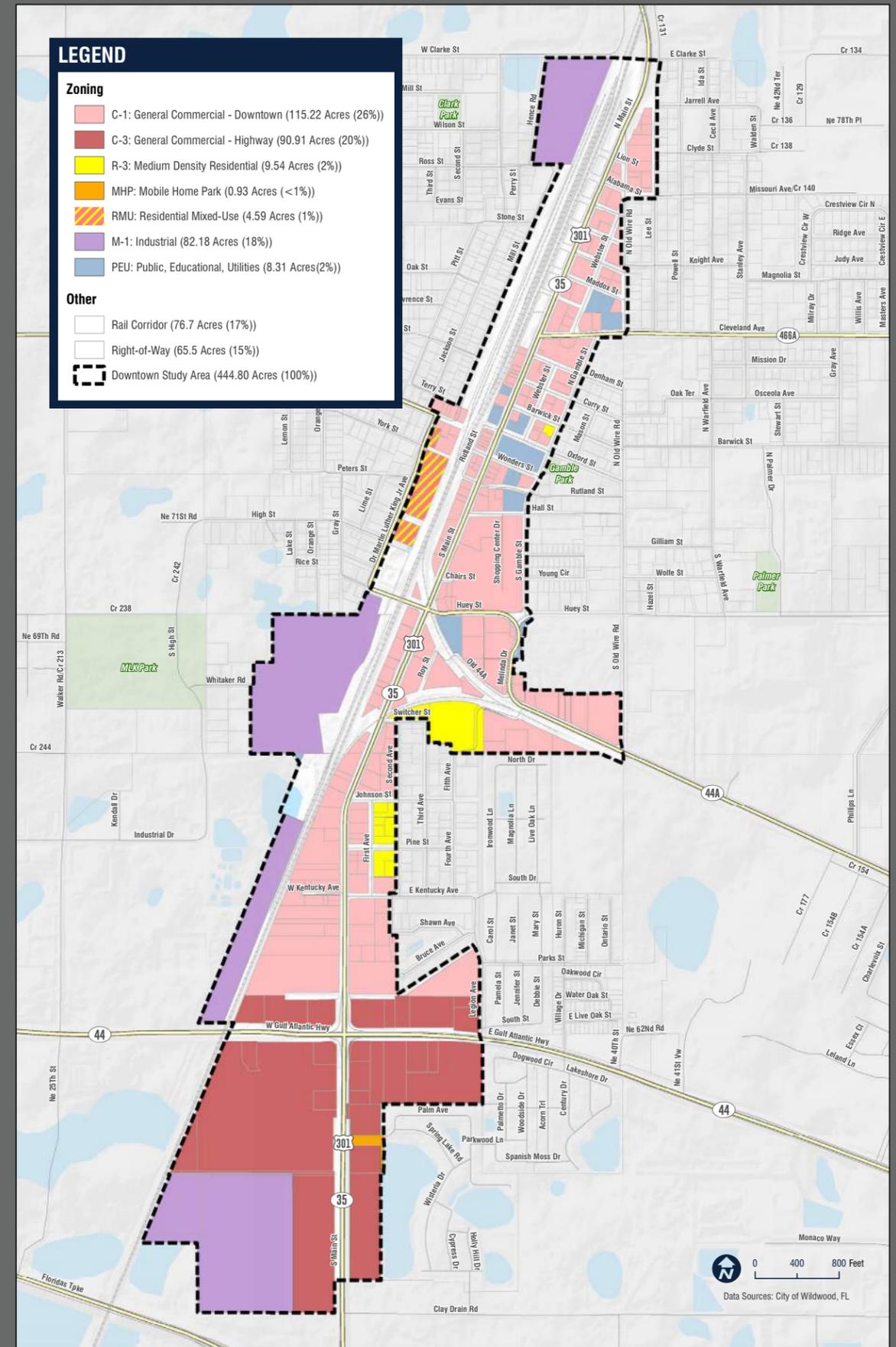
Between 44A and the southern City limits, there are a mix of small older commercial plots and a few larger planned commercial developments. Winn-Dixie, located at Highway 44 and Main Street recently vacated the core.

There are some major industrial land allocations to the west of Main Street, two of which are vacant.

Outside the core downtown area are relatively stable, but older residential neighborhoods.

Schools and public facilities are mostly situated within the residential neighborhoods. Except for the City Hall, MLK Park and Millenium Park there is a significant lack of parks and open spaces within the downtown focus area.

The Florida Midland Railroad owns an abandoned railroad spur that once led to Leesburg, but now solely serves as a home for several abandoned freight cars along County Road 44A.

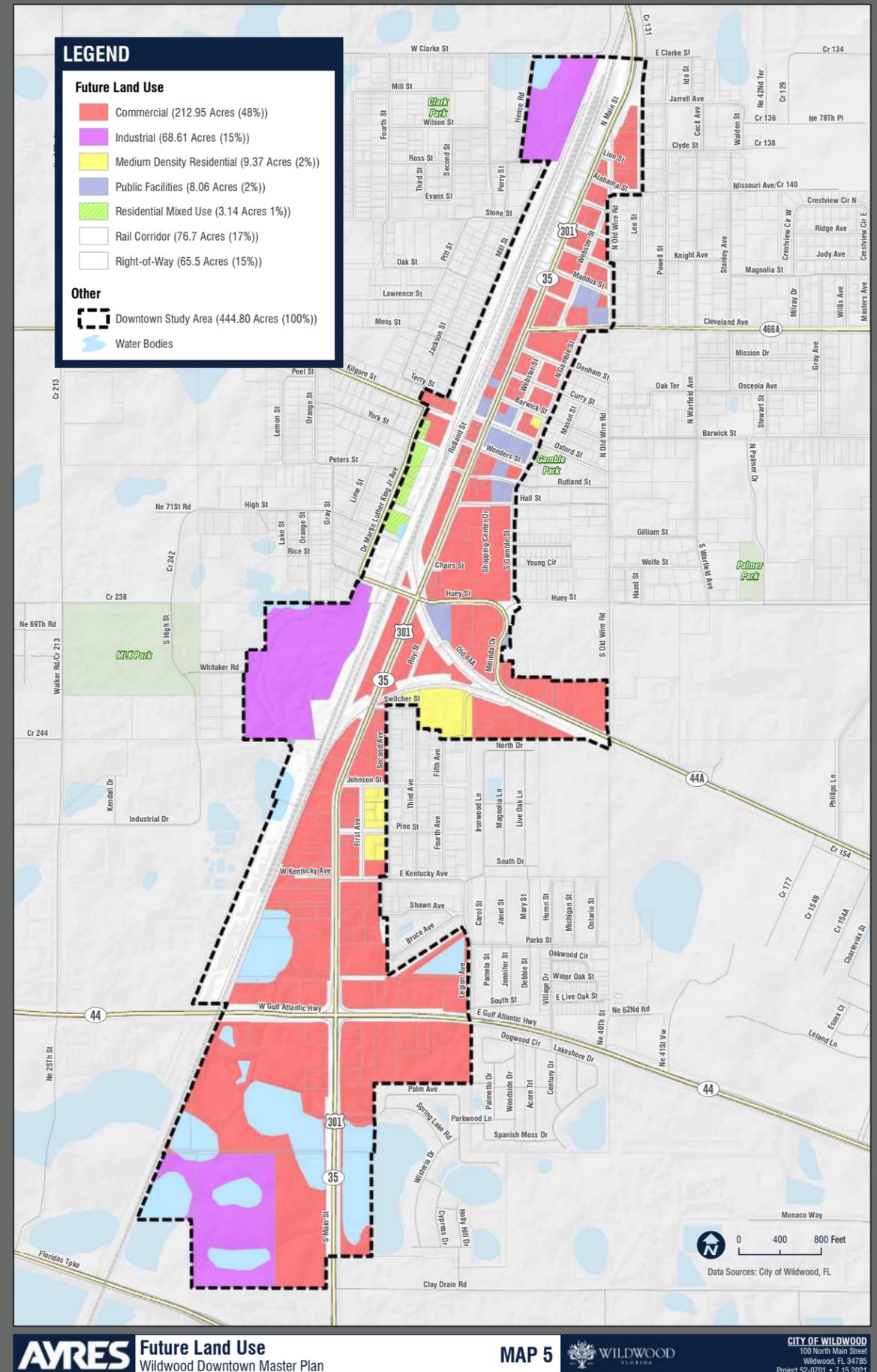


Future Land Use - Comprehensive Plan

The Comprehensive Plan strives to promote the ideals of Smart Growth. The future land use element sets forth land use designation categories aligned with the City's zoning and land development classifications.

The City's development regulations do allow for residential development in the commercial areas

promoting mixed-use. Provisions for density increase are also set forth where land located within 2 miles of the "Mixed Use Center" may be eligible for the density increase. The plans encourage pedestrian friendly circulation and the use of multi-modal transportation and increased density with 1/4 mile to transit stops.



Railroad Operations

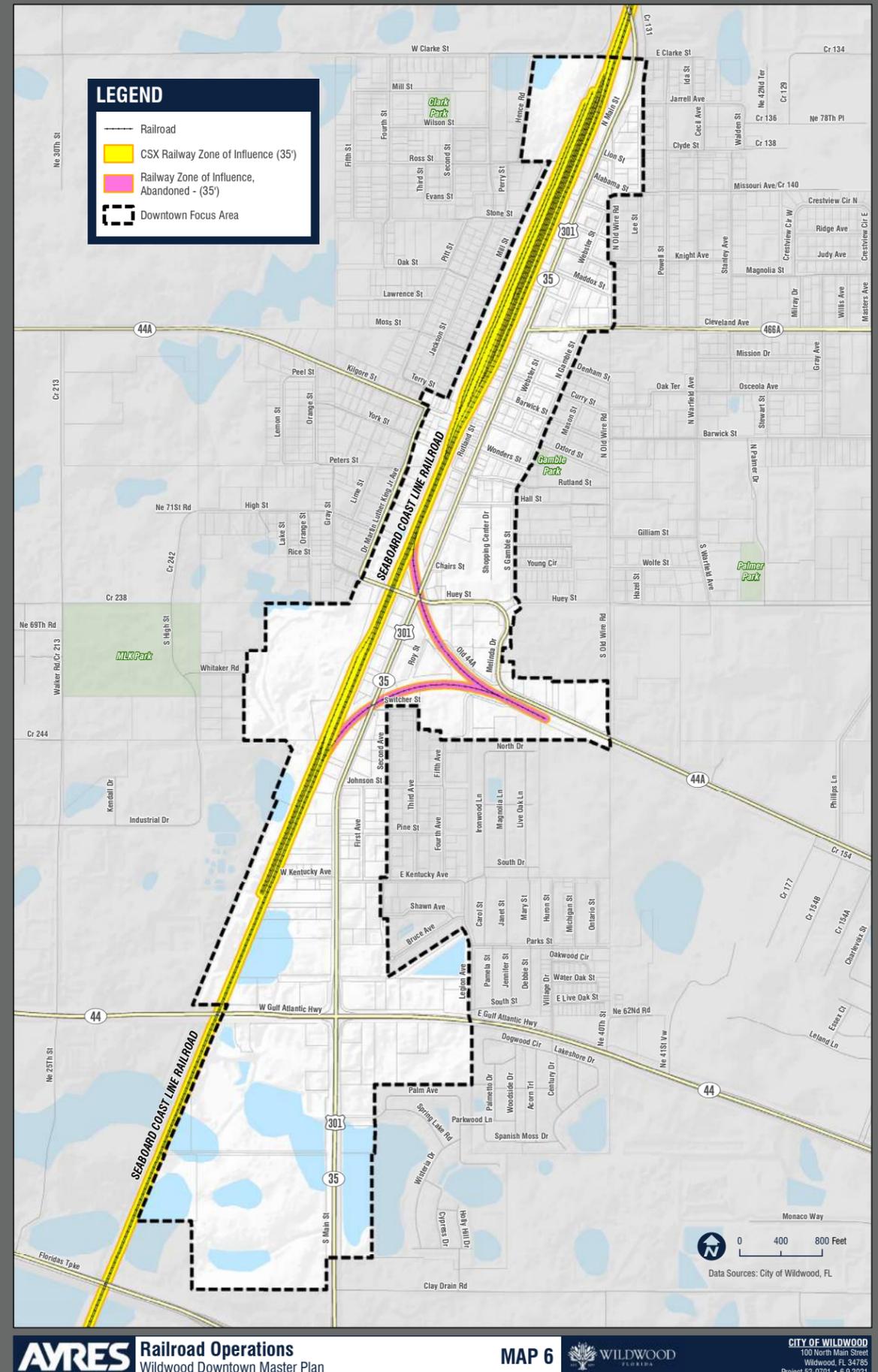
Wildwood Station is a working CSX switching station in the downtown area, which operates mostly for freight transportation. The station operates as a CSX maintenance yard, and until 2004, was served by Amtrak's Palmetto between New York City and Tampa. Amtrak's Thruway Motorcoach bus service makes a stop in Wildwood. The bus travels from Jacksonville to Dade City, and is timed to meet arrivals and departures of the Silver Star train in Jacksonville.

The trains can extend several miles long resulting in significant delays in crossing at grade. The Huey



Street/Lynum Street at grade crossing within downtown, though important, is not an ideal connection for pedestrians and vehicles from east to west across the rail line.

Bike and pedestrian connections from east to west are severely limited because of the length and width of rail operation and street arrangement. Development that abuts the railroad is limited due to the CSX zone of influence that extend outside of the CSX right-of-way.



Transportation Corridors & Parking

Vehicular Circulation

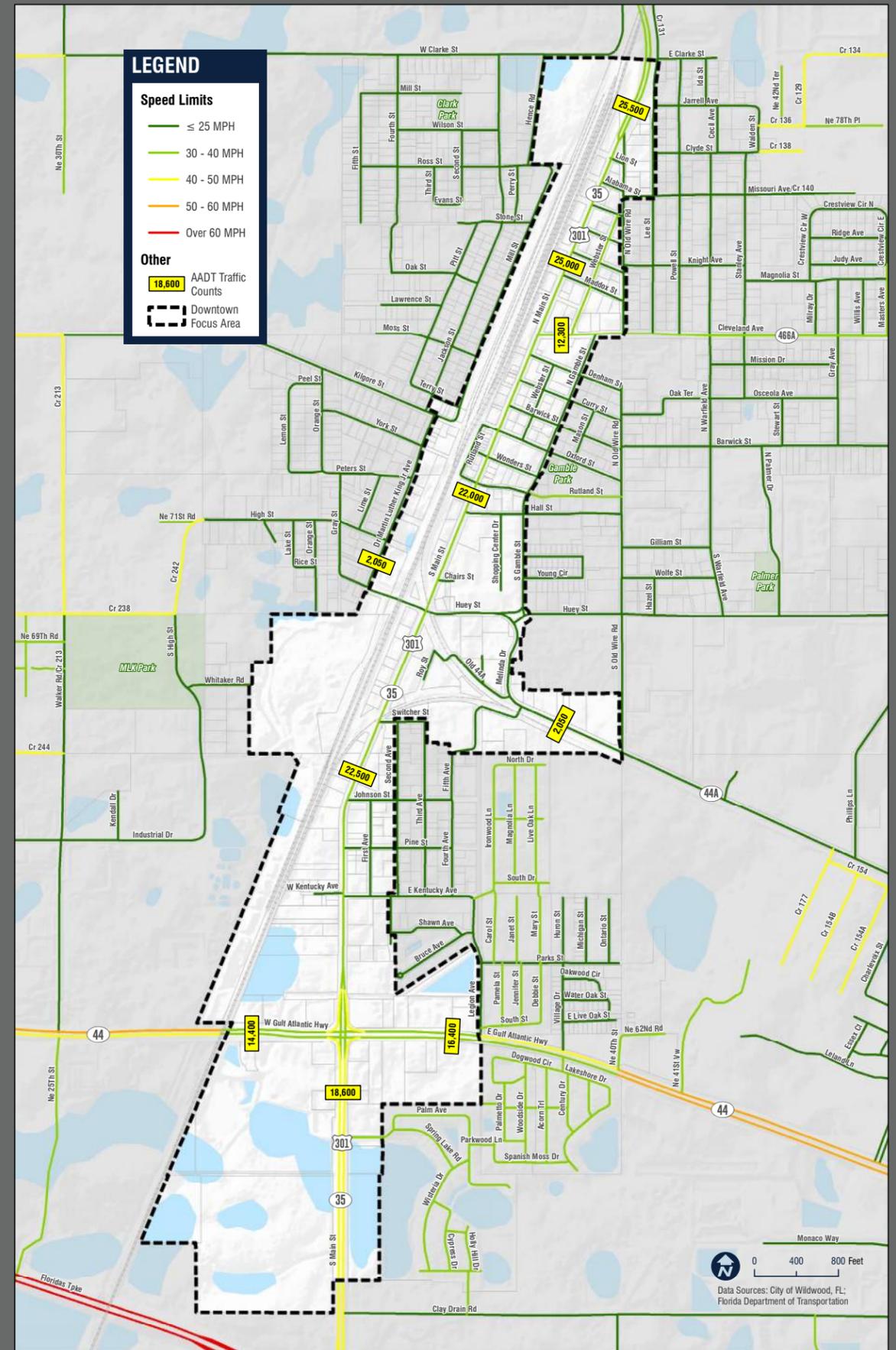
US 301 / Main St services the north/south movements through the City of Wildwood as a divided four-lane principal urban arterial roadway (per 2010 Urban Area Boundary & Federal Functional Classification Sumter County) with eleven-foot lanes, thirteen-foot center turn lane and four-foot shoulders providing access to the many adjacent neighborhoods. Right-of-way varies throughout the roadway from eighty-two to ninety-feet as it parallels the east side of the railroad. The 2020 Annual Average Daily Traffic (AADT) volume varies from 4,700 vehicles to 25,000 vehicles north of the N Old Wire Rd intersection. US 301 / Main St transitions from a grass median to a dual-left-turn-lane north of the SR 44/W Gulf Atlantic Hwy intersection. Posted speeds also similarly transition from 45 mph to 40 mph. Three signalized intersections are located along US 301/ S Main St: SR 44/W Gulf Atlantic Hwy; CR 44A / Huey St/ Lynam St, and CR 466A / Cleveland Ave. A single railroad track crosses US 301 diagonally at Switcher St. Switcher St is stop controlled while US 301 is controlled by overhead railroad flashers and crossing gates.

CR 466A is a two-lane divided minor urban arterial roadway with eleven-foot lanes, thirteen-foot dual-left, center turn-lane and six-foot bicycle lanes on both sides adjacent to the curb and gutter. AADT is 12,300 vehicles and a posted speed of 30 mph. Right-of-way is a consistent seventy-six feet along the roadway. Residential and collector side streets are stop controlled. Dedicated left turn lanes with raised medians, in lieu of dual left center turn lane, exist as one approaches US 301.

CR 44A is a two-lane undivided rural, major collector with eleven-foot lanes with no paved

shoulders that intersects SR 44 approximately 3.25 miles east of the railroad while providing a secondary east-west route on the south side of Wildwood. CR 44A bends northerly to intersect and terminate at Huey St. The posted speed is 35 mph and drops to 25 mph as it nears Huey St. AADT is 2,050. The right-of-way width is typically sixty feet.

SR 44 is a four-lane principal arterial rural roadway with twelve-foot lanes, thirty-foot median and five-foot paved shoulders as it approaches Wildwood from the east. Just east of Village Dr. SR 44 becomes an urban facility with curb, gutter and closed drainage system. Bicycle key hole lanes are present at newer unsignalized intersections, but bike lanes are not present until west of US 301. The posted speed limit is 35 mph. AADT is 14,400 vehicles within the project limits with the right-of-way width is ninety-feet. The US 301 intersection is signalized. SR 44 rises up to extend over the railroad west of US 301. Most of the local/residential roads do not have pavement markings and are only sixteen – eighteen-foot wide. Speed limit signs are lacking on the local roadways. AADT values have not been determined for these roads. Right-of-way varies from fifty to sixty-feet on the local roads east of the railroad but only sixteen to forty-feet on the west side.



Transportation Map

Bike and Pedestrian Facilities

East of Railroad

US 301 / Main St provides pedestrians with five-foot sidewalks located close to the right-of-way on both sides north of the SR 44 / W Gulf Atlantic Hwy intersection to access businesses and side streets. The raised curb and gutters also start past the intersections so sidewalk widening may be possible into the utility strip with proper utility adjustments. Bike lanes but can be added with further research into lane reduction and/or re-purposing. CR 466A / Cleveland Ave has seven-foot wide sidewalks and seven-foot bike lanes located on both sides of the roadway. The local roads connecting to CR 466A (besides N Old Wire Rd with a five-foot sidewalk running parallel along the east side) have limited sidewalks. Since these local roads have ample right-of-way, sidewalks can be added to promote pedestrian activity and pedestrian safety. While the entire city has promoted a “golf cart” friendly narrative the streetscape itself needs to be updated and improved to attract golf cart circulation throughout Wildwood.

West of Railroad

The west side of the community has one five-foot sidewalk traveling along the west side of Doctor MLK Jr Ave and the various local roads have no pedestrian features nor bike lanes. Majority of these local roads have no pavement markings nor posted speed limit

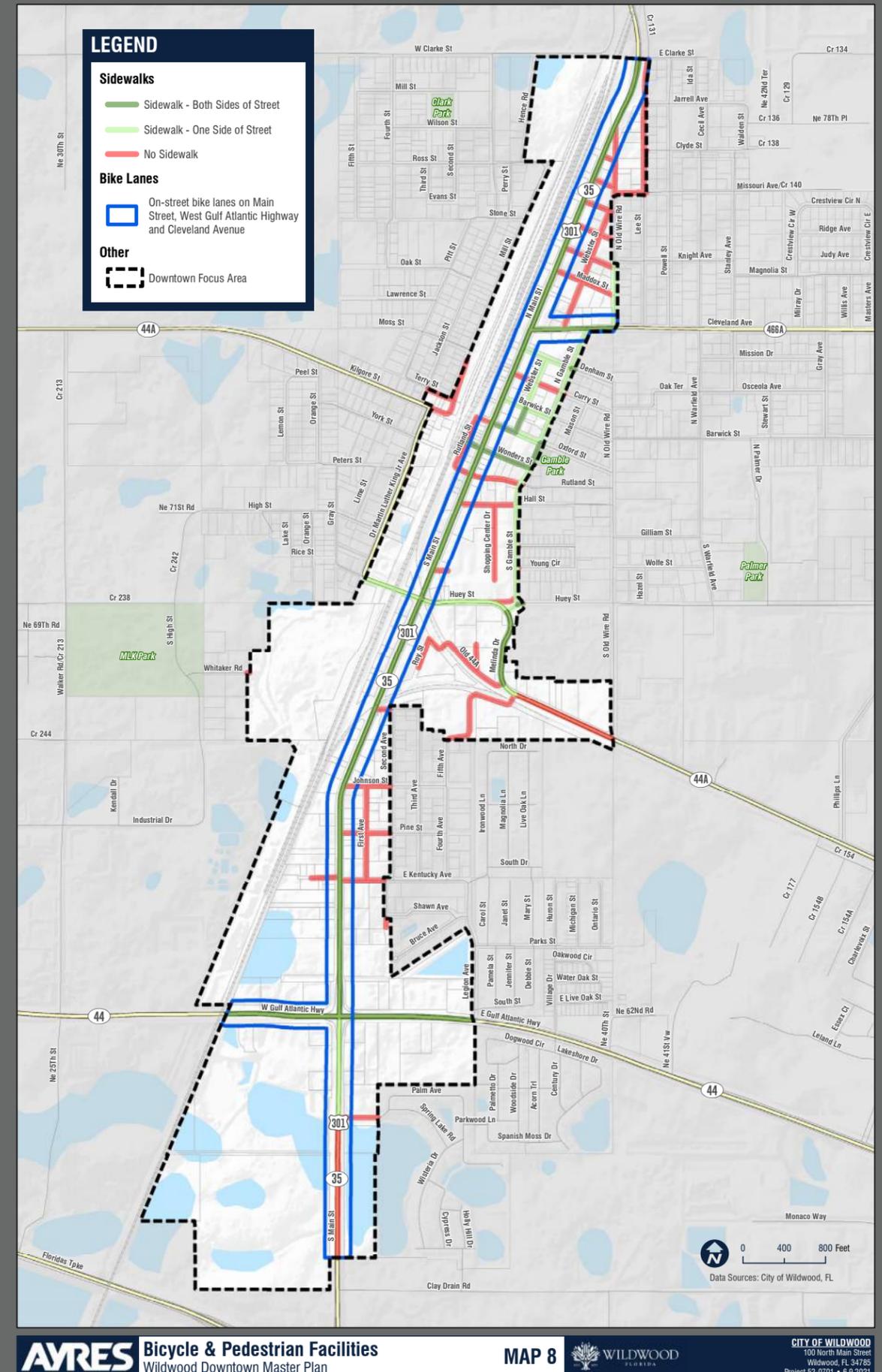


signs and are approximately sixteen-feet in width. Right-of-way in this area is very narrow. Additional pedestrian facilities will be challenging. Doctor MLK Jr Ave has right-of-way limits of sixty-feet which can accommodate pedestrian and bike facilities on the east side of the road. Constructing and connecting pedestrian facilities with the sidewalks on US 301 can provide west side residents multimodal access to the businesses.

SR 44 / E Gulf Atlantic Hwy

This corridor currently has five-foot sidewalks on each side which continue parallel throughout the roadway and five-foot bicycle lanes which continue eastward up until the US 301 intersection. Constructing a sidewalk and/or shared use path another 3.5 miles east would connect many residential homes and businesses with safe multimodal access.

Per Florida Statutes Section 320.01(41), golf carts fall into the category of low speed vehicles (LSV) classified as “any four-wheeled vehicle whose top speed is greater than 20 miles per hour, but not greater than 25 miles per hour”. They can be operated on streets where the posted speed limit is 35 mph or less with proper equipment. All the roadways except US 301 have a posted speed of 35 mph or less so golf carts can freely access them.



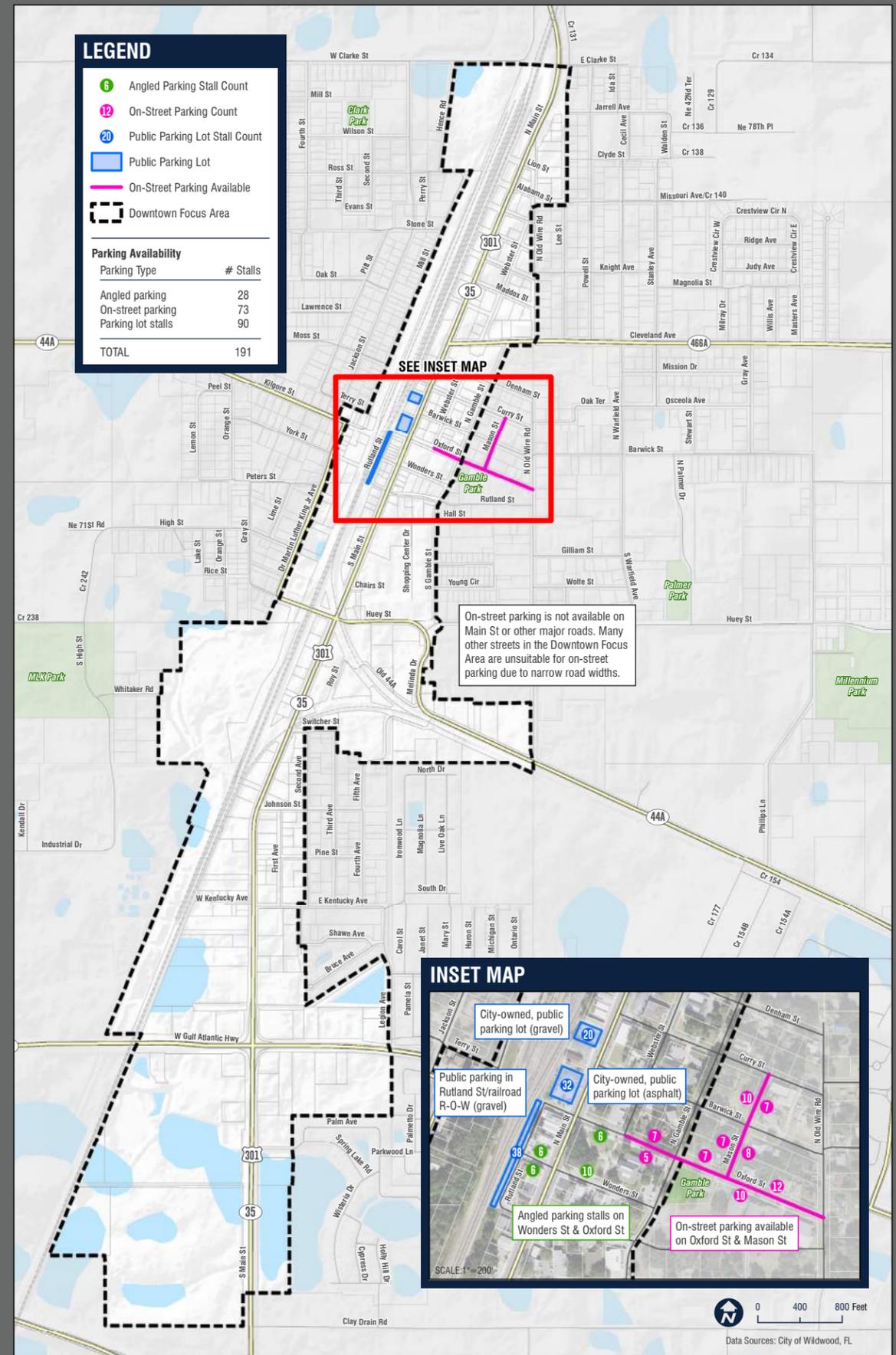
Parking

The downtown district in Wildwood currently lacks both on-street and off-street public parking opportunities in key locations to support local business. There are limited lots along Main Street and a few opportunities for street parking available on side streets. With main street being Highway 301 and speeds above 35 miles per hour, on-street parking is not permitted along Main Street.

Street parking has many benefits for a downtown district. It helps to slow traffic as it narrows the

street and makes businesses much more accessible for customers. On-street parking should be expanded where possible. Public parking lots should also be introduced throughout the downtown core to help attract visitors to downtown. Public lots on both sides of Highway 301 will help to reduce conflicts between vehicles and pedestrians crossing 301.

The plan will also consider other types of parking such as bike parking and scooter parking to promote other modes of transportation to the downtown area.



County and FDOT Plans

Sumter County and Florida FDOT have proposed typical sections for the following roadways:

US 301 / Main St

Five-foot bike lanes are to be added by reducing the lanes to ten-feet. The sidewalks are to be widened out to back of curb on both sides to seven-foot sidewalks

CR 466A / Cleveland Ave

No roadway improvements proposed

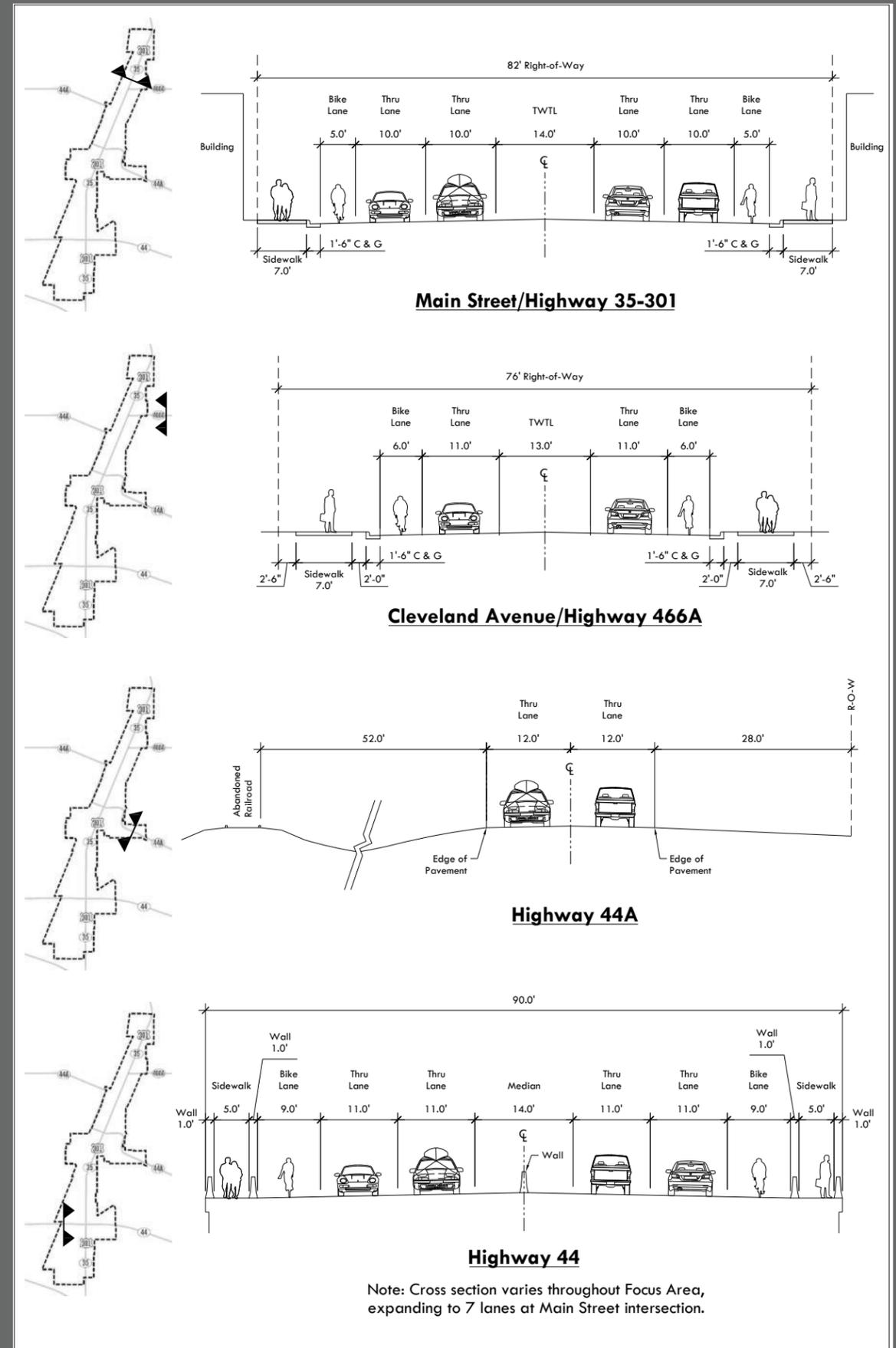
CR 44A / Huey Rd

City owned and maintained right of way. Preliminary design for a roundabout to increase pedestrian safety at critical crossing points and improve vehicle circulation.

SR 44 / E Gulf Atlantic Hwy

Bike lanes are to be widened from five to nine-foot and the median is repurposed from thirty to fourteen-feet. A wall is also proposed between the sidewalk and road.

See typical cross sections on the next page.



Redevelopment

The City of Wildwood's Community Redevelopment Agency (CRA) was established in 1989 with the passing of the Redevelopment Plan and establishment of a Trust Fund. The objective was to fund specific projects in the redevelopment area. In 2006, the Plan was revised and expanded to an area of 1,987 acres with the sunset provision of 2036.

The program prioritizes downtown over other areas and projects and identifies the following as crucial projects. "The establishment and revitalization of Downtown is the main focus of this CRA. An identifiable Downtown in which the people can live,



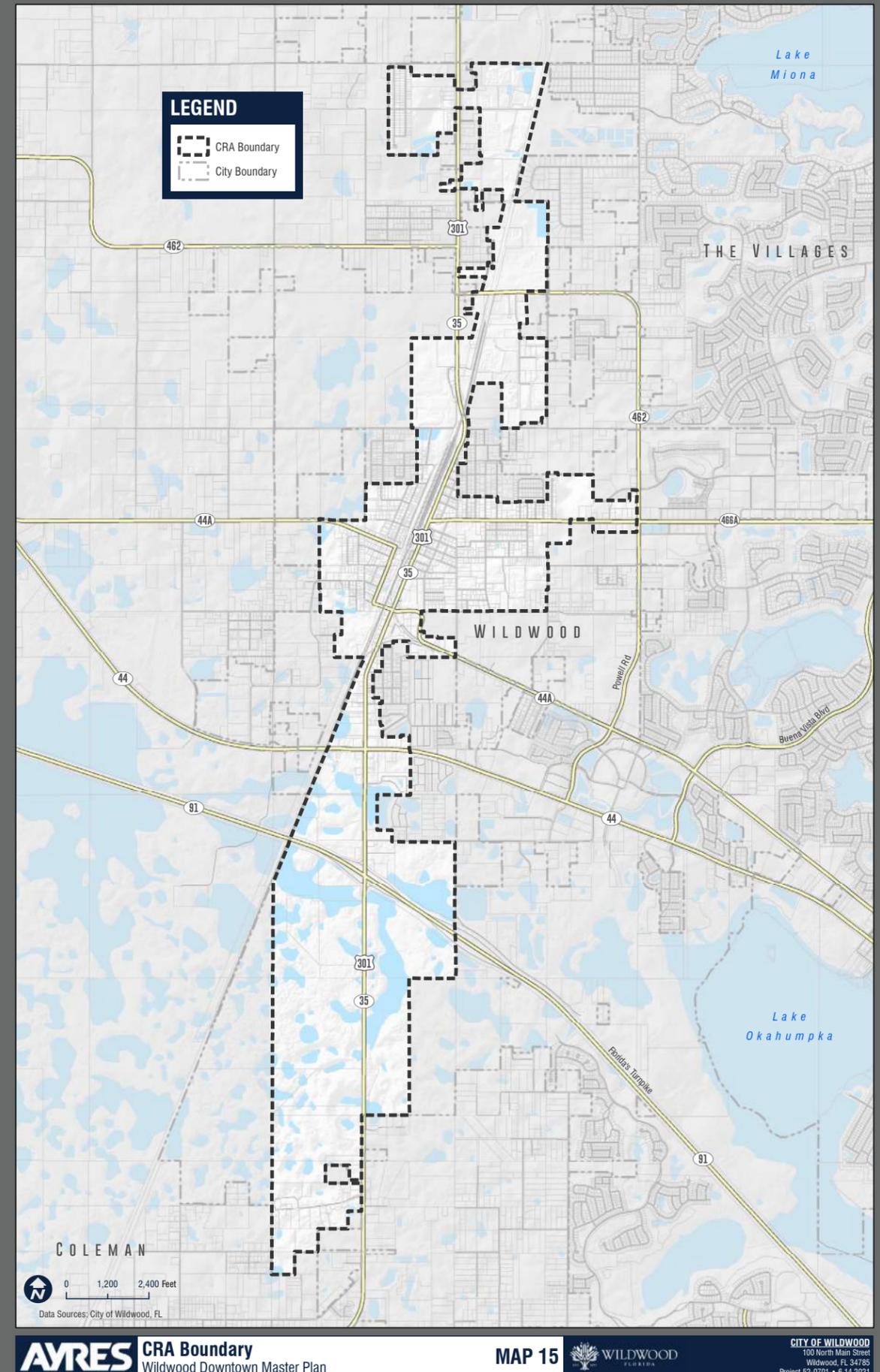
work, and play is not only beneficial to the City, but will be an asset to everyone. Every healthy City has a functioning downtown. The Downtown will act as a nucleus as the City continues to grow economically." Another key element identified is, "the success of the economic redevelopment of the CRA corridor will be the ability to attract and retain the types of private sector businesses that foster a sense of financial stability and growth".

The City and its leadership intend to focus on redevelopment to mobilize public and private resources to achieve an economically balanced community with a superior quality of life, employment opportunities for current and future residents and a diversified tax base. Several redevelopment themes outlined in the redevelopment plan will be carried forward and prioritized in this plan, as they have not been implemented. A selection of these include:

- Improving downtown appeal through coordinated urban design focused on pedestrianization.
- Renovate historic buildings, adaptive reuse.
- Focus on mixed-use and diversified housing.
- Improve parks level of service and access to these facilities.
- Promoting sites for redevelopment.

This Plan seeks to identify target projects that can be implemented in line with the above previous aspirations of the City.

In the City's interest and as noted in the 2035 Comprehensive Plan, the City should further coordinate with the Sumter County Economic Development Council (SCEDC), to develop and implement a City-wide marketing plan, inclusive of the Community Redevelopment Agency (CRA).



Public and Vacant Properties

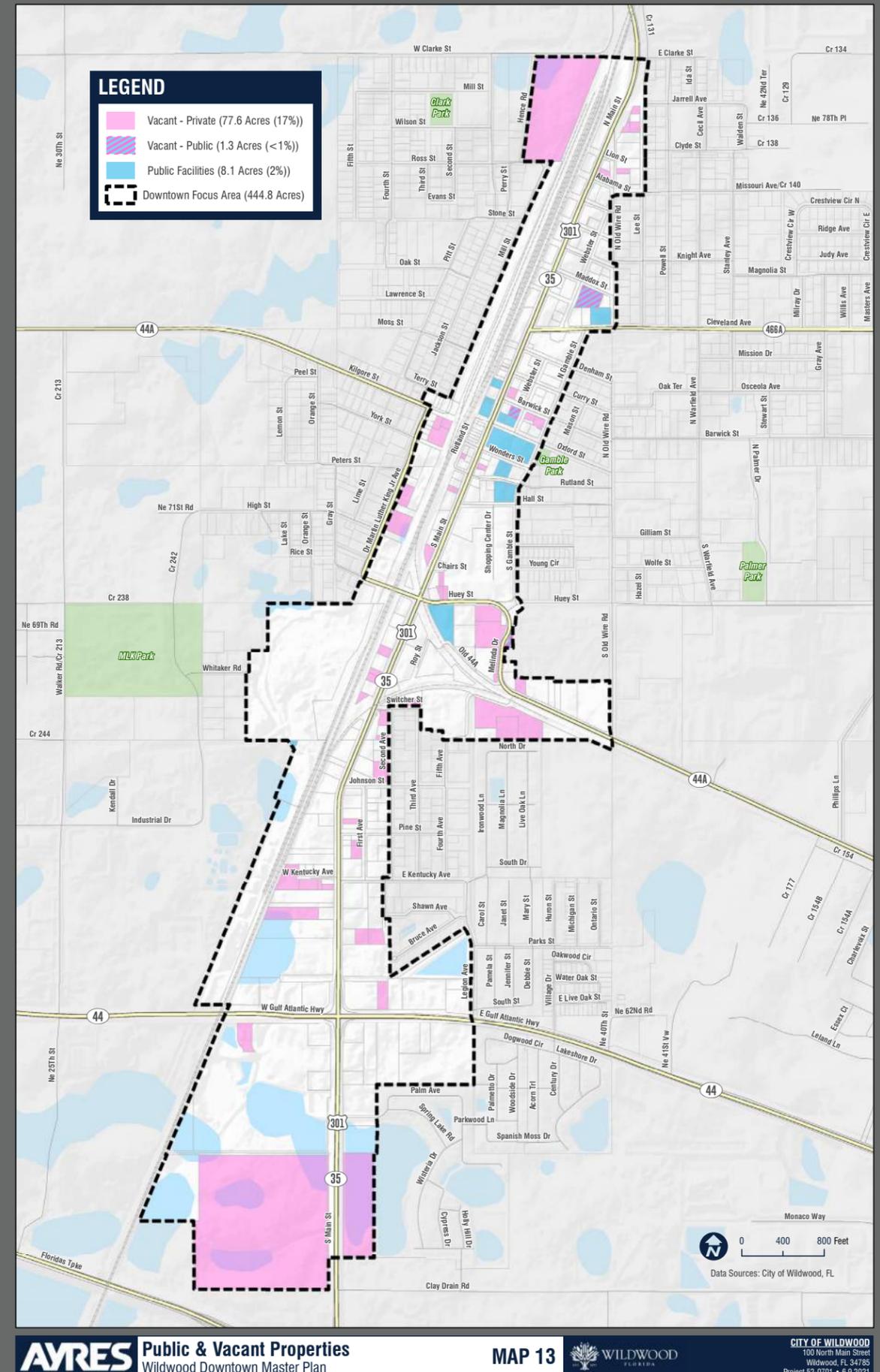
Of the total 445 acres in the downtown focus area, 80 acres (18%) have been identified as vacant. This presents a unique opportunity to promote desired development. There are also small tracts of public vacant land. The goal should be to target public infrastructure and incentives to spur the development of these sites.

The abandoned CSX rail spur adjacent to Highway 44A also presents a long-term redevelopment opportunity to reconfigure this gateway area and prepare for redevelopment. This is a significant long-term opportunity and coordination with the CSX is required.



As future development starts to become a reality, specific consideration should be given to development type and location. Early development should promote the attraction of both restaurants and local businesses. This will help to develop sustainable traffic over the course of the entire day.

As motivation and opportunities begin to surface, a mix of residential types both in the downtown core and surrounding area will help to bring residents to a downtown area that is active and inviting.



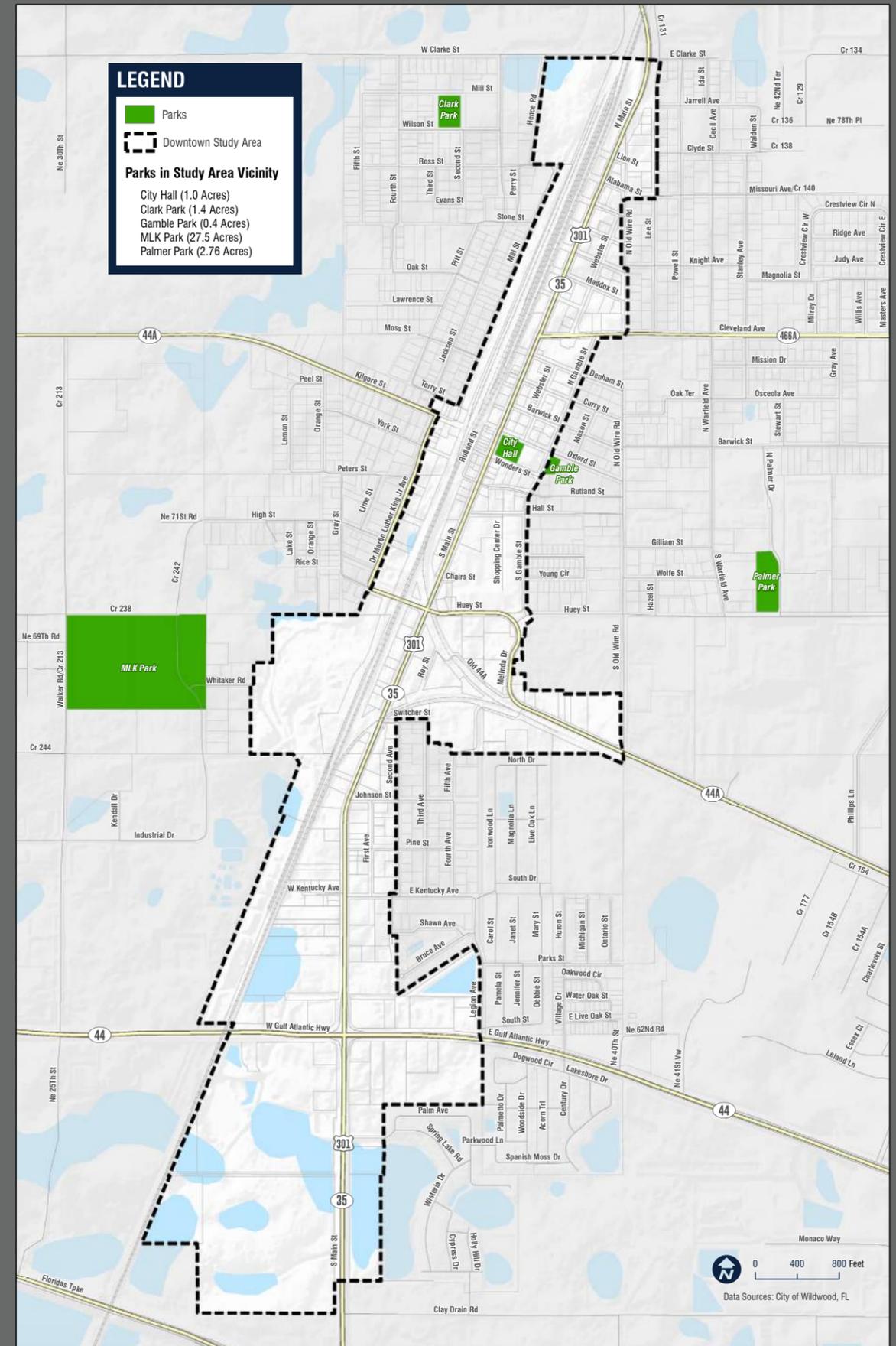
Parks and Open Space Integration

One of the main considerations to attract and retain a stable population in the city is to improve the overall quality of life. This can be done by improving public facilities such as schools, libraries, and parks. It is to be noted that, except for the City Hall Park, there is a significant lack of parks and open spaces within the downtown focus area and surrounding neighborhoods. Recent improvements to MLK Park will help to promote a more resilient community but given the lack of accessible outdoor space we still recommend improvements to help promote community connections through gatherings and events.

The primary commercial corridors have adequate right-of-way to reconfigure the street

and incorporate an urban trail for bicycles and pedestrians. A linear trail provides greater access for more residents to a “green area” from their homes. It is important for everyone to have a safe walkable route to a park space.

Public parks can be used for passive recreation, but they can also be activated and programed for events such as: hosting food trucks, music festivals, and farmers markets. These activities can bring a community together and encourage further development.



Visual Assessment

The overall image of Wildwood is eclectic with an older downtown area, planned in a tight traditional grid structure and larger single use developments as one moves away from the core. The City is clearly dominated by the presence of the rail line and Highway 301, a 4-lane transportation corridor designed for through traffic. The outskirts reflect a response to the commercial character of uses related

to large highways, including Highway 301 and 44, with standard hotels and commercial development sprinkled with automobile repair and sales establishment like other small rural towns. Amidst all this, there are glimmers of the City's old charm consisting of the historic downtown buildings, mature oak trees, and beautiful homes in the central core.



CSX Maintenance Yard from the northern City entrance



Highway 301 through downtown Main Street with on-street bike lanes on both sides



City Hall and Central Park



Southern style architecture within the old City area



Turn of last century commercial buildings in downtown



CSX Rail line along Highway 301 in downtown



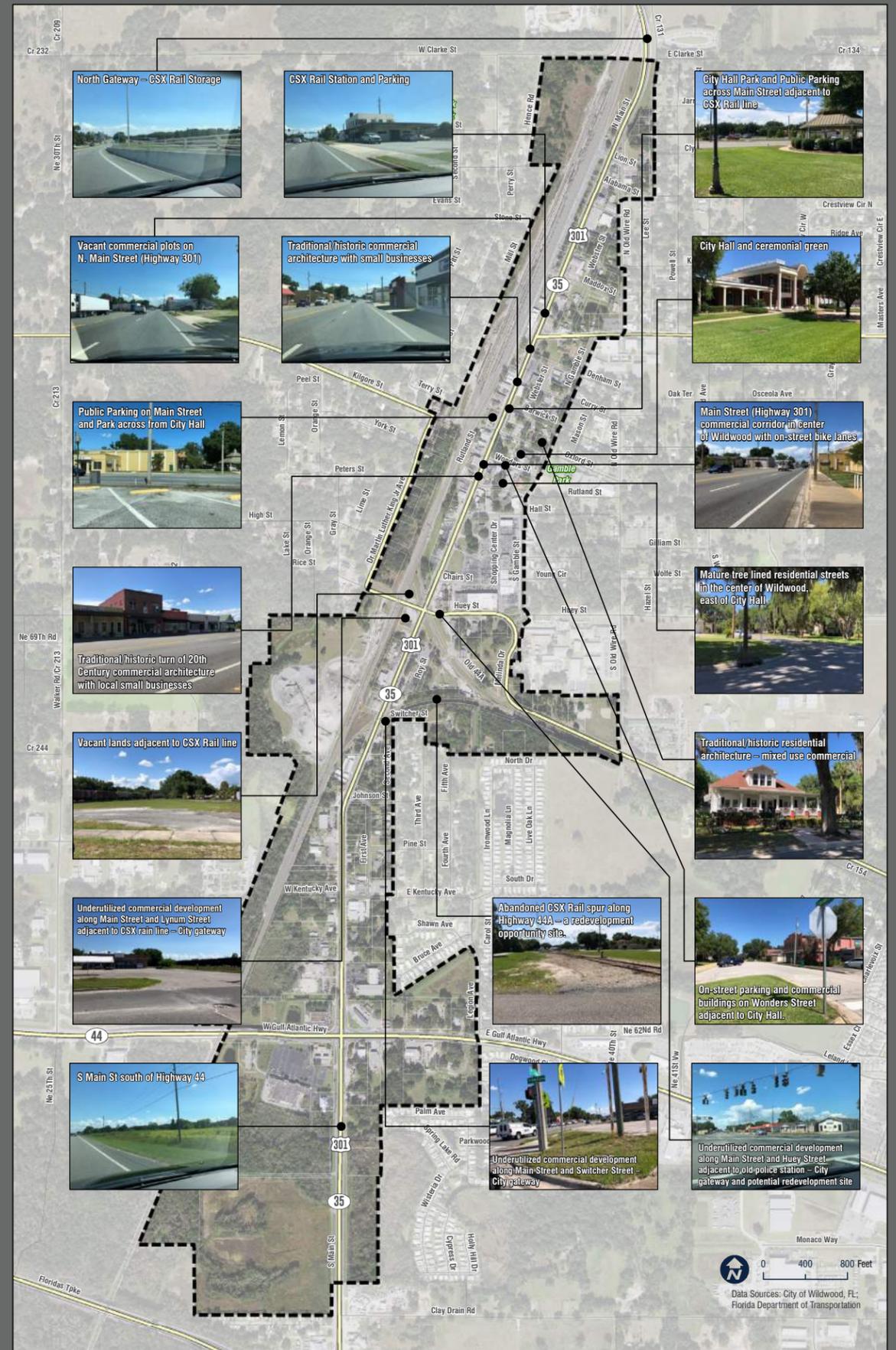
Abandoned rail spur near Highway 44A at the eastern gateway to downtown



Underutilized commercial land south of Highway 44A



Unappealing development at the southern gateway along Highway 301 and Highway 44



Visual Assessment Map

Challenges and Opportunities Based on the Assessment

Challenges

- Lack of Identity – no sense of place despite its strong history and unique name
- Unattractive downtown, with struggling businesses and dated commercial development
- High speed and large rail yard is a barrier, leaving room for a “one-sided” downtown
- FDOT corridor limitations on Hwy 301, Hwy 44
- Wrong land use in critical locations – i.e., industrial parcels
- Poor public spaces, mostly parking lot oriented
- Regulatory framework does not promote attractive development options
- Not attractive to younger populations, despite favorable location



Opportunities

- Captive population with history and strong community connection
- Strong surrounding demographic base
- FDOT collaborations and funding to transform downtown. Collaborate to promote complete streets that integrates urban trails within the downtown corridor and other activity areas
- Improve building design, quality of public and private properties
- Short term and Long term parking strategy
- City-wide bike-pedestrian corridors linking activity centers (origins and destinations)
- Vacant and public properties available for redevelopment, market with funding
- Catalyst projects and local partnerships
- Downtown core located by major roadways and connected through multiple circulation corridors
- Review zoning and land development regulations to increase density in critical locations - centers
- Consider eliminating minimum parking requirement within downtown
- Attract a major job provider considering central location, logistics and warehousing
- Attractive appearance with mature trees and landscape, sabal palms and oaks and Old Railroad Town charm and opportunity to brand





4

DOWNTOWN PLAN

DOWNTOWN PLAN

Vision and Theme

Towards a Resilient Wildwood

Build on the community's assets, leverage the connectivity as the cross-roads of Florida, celebrate the vibrant old railroad town character, leverage the links to the surrounding communities, retain residents, and attract new people to live, work, and play in the vibrant town.

Principles

The following principles were developed through research, stakeholder, and community feedback to form a solid foundation for the design development of Downtown Wildwood. Each principle serves an important role in the master plan concepts proposed in this section.

Principle 1: Densify Downtown with Main Street Commercial and Housing Diversification – promote high quality, mixed range of housing products to cater to various income ranges.

- 1) Allow various types of housing including, but not limited to, single family and multi-family homes.
- 2) Promote local businesses within downtown focusing on Main Street.
- 3) Permit residential higher density, up to 24 units/ acre in the downtown and commercial districts.
- 4) Integrate public transportation to reduce traffic, offer alternate modes of transportation and serve wider cross-section of the community.
- 5) Seek to make up to 10% of new housing affordable to low-income households.

Principle 2: Create and Empower Main Street - to strive for economic and cultural activities in Downtown.

- 1) Brand Downtown Wildwood – The Crossroads of Florida, where family and community meet. Residents within a 4-mile radius of Wildwood do not have access to an authentic downtown. This includes the following communities Oxford, The Villages, Coleman and Whitney Villas. Downtown Wildwood; with its old town railroad charm, reminiscent of small; towns in the Midwest and rustbelt, could be an attractive option for these residents estimated to socialize and entertain.
- 2) Infusion of themed activities and associated Branding
 - a. Downtown (Railroad Theme)
 - b. Uptown
 - c. The Junction
- 3) Visitor's center and parking, pedestrian bridge associated with rail station.
- 4) Archaeological, historic, architectural, and cultural resources of the City through the designation of local historic properties.

Principle 3: Quality of Life

- Focus - attract younger and diverse demographic to the City.
- 1) Bike and

pedestrian corridors and linkages to parks and amenities - complete streets.

- 2) Abandoned rail spur to Leesburg converted to developed areas with modern town amenities.
- 3) Tactical Urbanism - street art, combined with events and branding.
- 4) Ensure high-quality public-school facilities which meet the City's existing and future needs.

Principle 4: Downtown Infrastructure Upgrade – roads and utilities, to make redevelopment attractive.

- 1) Complete Streets reconfiguration of Hwy 301 – land adjustments, include sidewalks, landscape, open space siting area, etc.
- 2) Bike-pedestrian trails and connections to other amenities.
- 3) Gateway feature - pedestrian bridge @ Hwy 301 and 44.
- 4) Public transportation through downtown and linking employment centers with residential areas extending to The Villages.

Principle 5: Economic Development through Master Planning - by attracting and retaining diverse populations – demographic balance for employment.

- 1) Regulatory changes - zoning to eliminate min parking requirement within downtown – make effective with current Comprehensive Plan update.
- 2) Pursue DEP/Brownfield Grants, specifically for abandoned rail sites.
- 3) Redevelopment sites packaging – fragmented sites is issue.

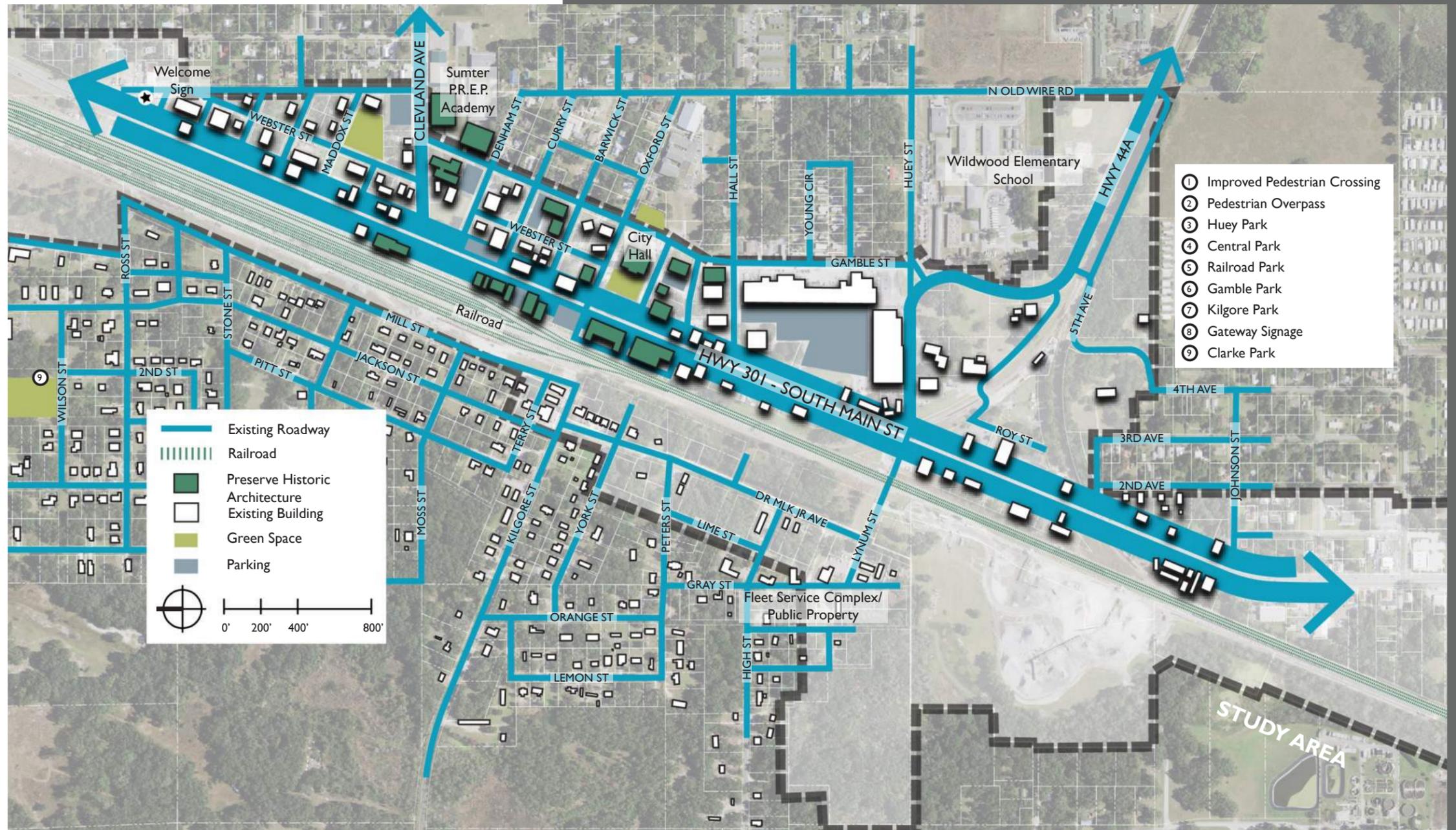


Downtown Master Plan

Existing Conditions

The existing conditions master plan concept reflects where Wildwood is today. This diagram serves as a baseline for future concepts and acts as a good reference when discussing opportunities for the community. Concept one will help the City measure progress in the coming years.

As we progress through the master plan on the next few pages, the design will highlight specific areas of redevelopment and infrastructure improvement. While there are certainly key areas that need infill, the buildings highlighted in green have been identified as buildings to save and preserve.



Downtown Master Plan

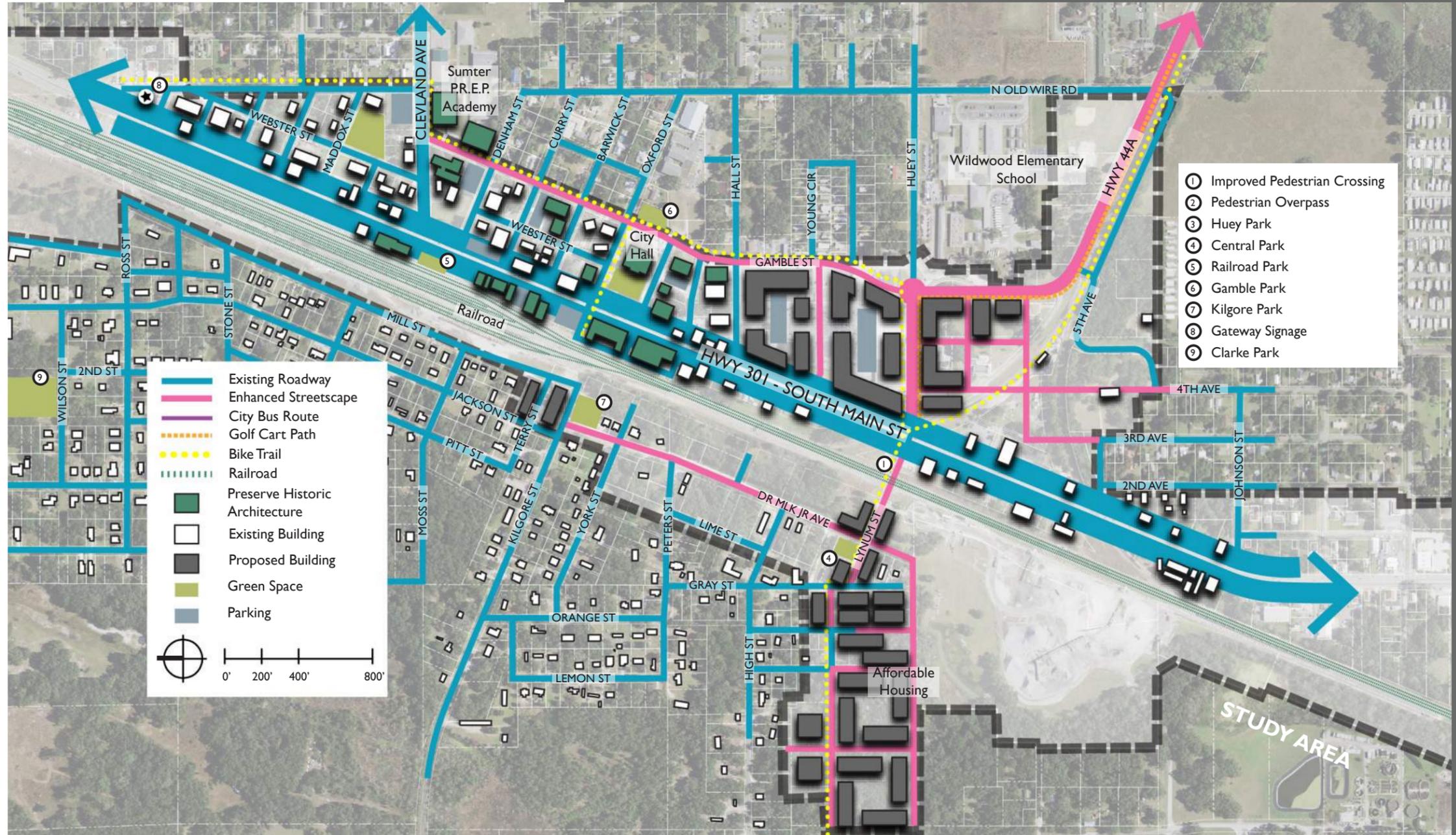
7 Year Plan

The purpose of the 7 Year Plan is to help the City of Wildwood plan for changes that have the potential to happen in the near future.

One of the major ideas proposed in this plan is the redevelopment of the shopping center in downtown Wildwood. Mixed-use buildings are proposed in this area of town to provide commercial and residential opportunities. New development on the west side of the railroad is concentrated at main intersection nodes to help connect east and west sides of the railway. To help promote downtown redevelopment, an affordable housing development is proposed on the west side of the tracks.

The plan encourages Highway 44A to be enhanced in this phase of redevelopment. A roundabout will help traffic flow as it transitions to Highway 301 or Gamble Street. While 301 redevelopment is going to be addressed in 10 and 30 year plans, Wildwood lacks an authentic downtown core. Gamble Street should be redeveloped to a more authentic downtown streetscape. See sections below for proposed improvements.

While the streetscape will provide improved circulation, key public space improvements will help to draw people downtown for events. Gamble Park is located near City Hall and will serve as a community park for farmers markets and other events that need expanded hardscape. Kilgore and Central Parks are located on the west side of the tracks and will serve as neighborhood parks and provide locations for family gatherings and safe social interactions.

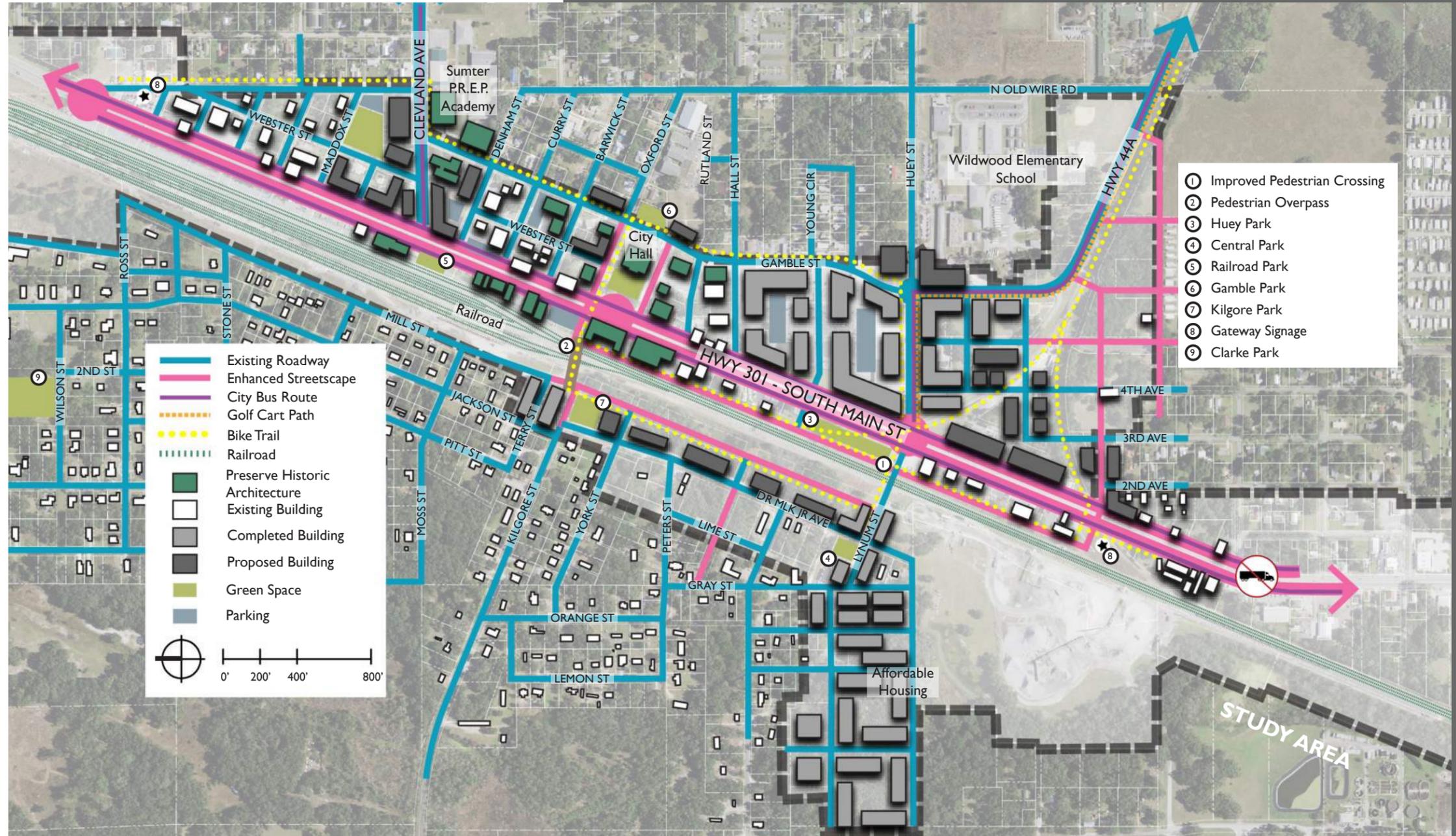


Downtown Master Plan

10 Year Plan

The 10 Year Plan continues to build on progress made with the 7 Year Plan. Additional development is proposed along Highway 301/South Main Street, concentrated at Cleveland Avenue and Highway 44A. This plan also encourages more development on the west side of the train tracks along Dr. MLK Avenue. This will start to build the business district on both sides of the tracks.

With a truck bypass being introduced in this plan, major improvements to Highway 301 will begin to transition this corridor to an authentic main street. These improvements will be based on the complete streets plan developed in a previous report. As the street is improved to help promote a more pedestrian friendly environment, new site furniture and placemaking elements will help to connect Gamble Street and the new Main Street corridor. A city bus route is recommended along Highway 301 with routes branching off at Cleveland Avenue and Highway 44A. A golf cart path is proposed along Highway 44A for residents to travel between The Villages. Additional bike paths are included in the 10 year plan with a major pedestrian overpass proposed at Oxford/Kilgore Street. This pedestrian overpass and new vehicle circulation along the railroad will begin to activate a blighted side of the rail corridor. This increased pedestrian circulation will create a safer environment for all residents.

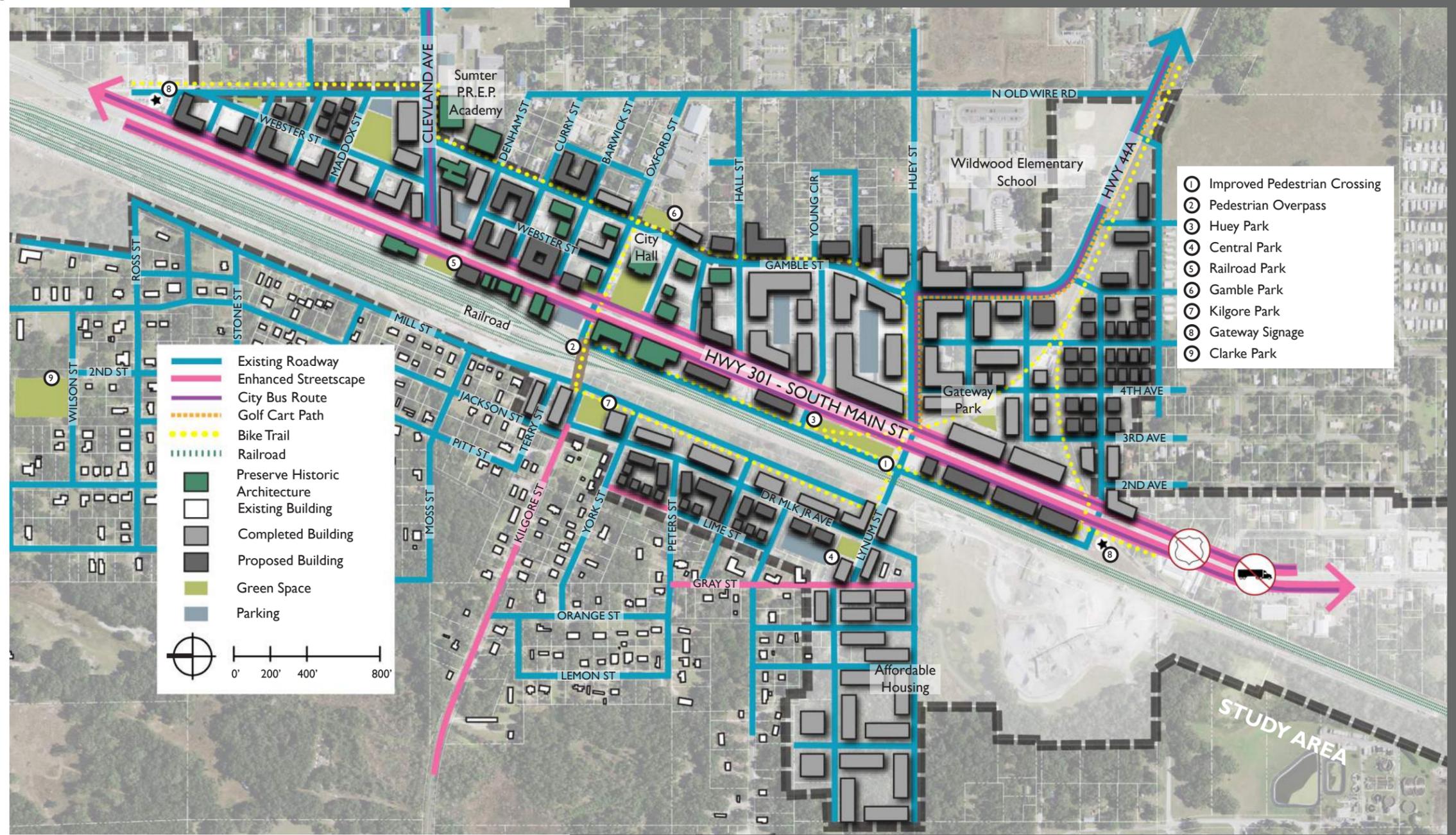


Downtown Master Plan

30 Year Plan

The 30 Year Plan completes the vision and principles proposed for Downtown Wildwood. It is a grand vision for the future that builds off previous efforts. The major improvement project that is part of this development phase is the full rerouting of Highway 301 and ownership of this right-of-way being turned back over to Wildwood. With the highway now rerouted and vehicle traffic reduced, a modification to Main Street can begin to encourage a truly authentic Main Street. On-street parking will be introduced to help reduce the scale of the streetscape and provide additional parking. Additional streetscape elements such as wayfinding kiosks, pedestrian scale lighting and increased planting density will be added to transition the streetscape into a pedestrian focused outdoor space. The result will be a streetscape that slows traffic and makes this downtown corridor a pedestrian friendly destination.

With a downtown focused on pedestrian circulation and creating spaces that keep people downtown; additional development begins to infill on both the east and west side of the train tracks. This development will likely be a mix of residential, ranging from town homes to small mixed-use apartments, blended with a variety of missing commercial uses. By filling in these final gaps, the downtown will begin to feel like a safe and inviting place that has all of the character and elements that make it Authentically Wildwood.



Districts

Downtown (Historic Charm)

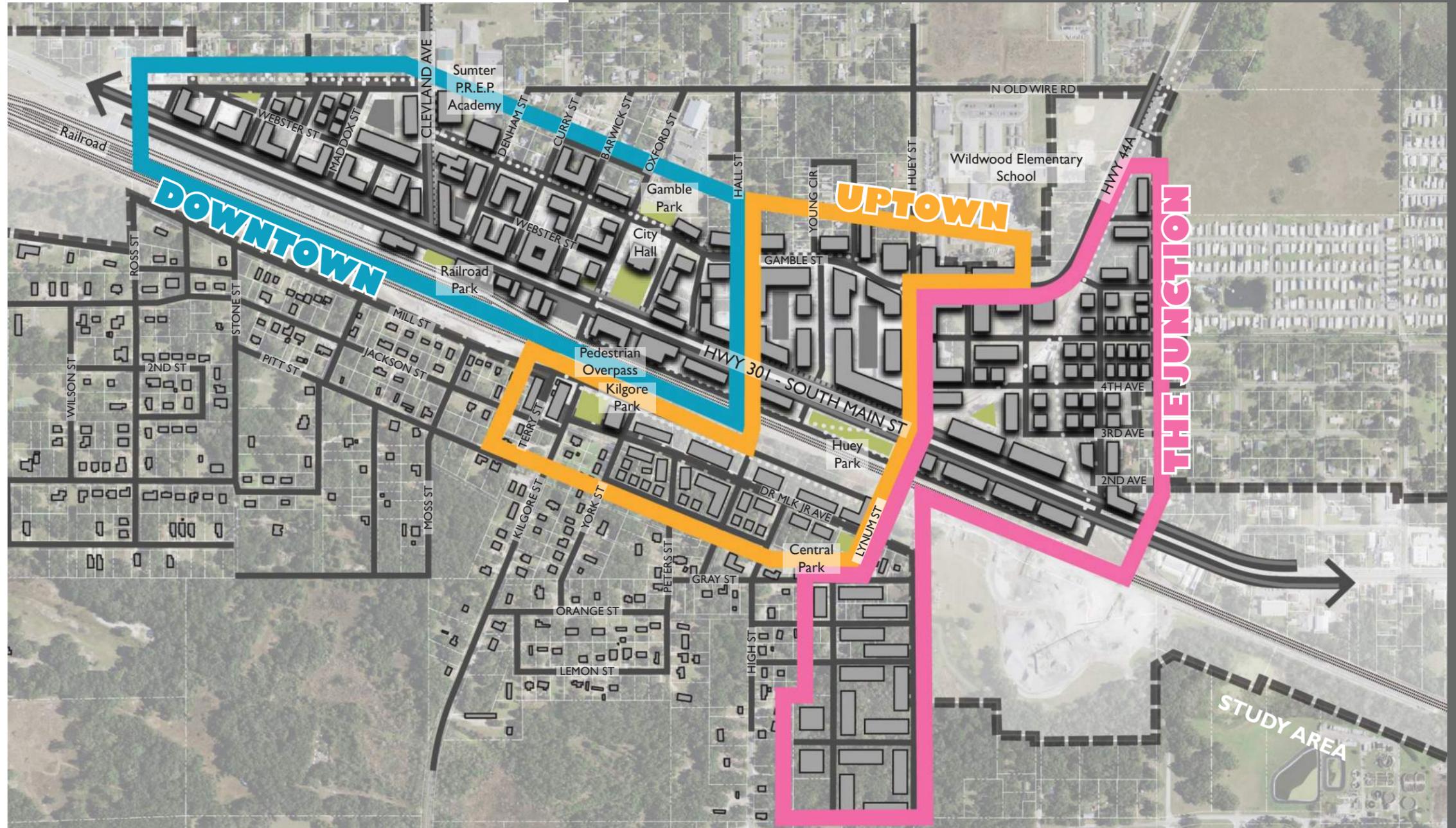
The Downtown District celebrates the rich railroad history of Wildwood and embraces the historic architecture and public green space. As new buildings pop up through this district, an emphasis on creating historic building facades should be encouraged and/or required. Public spaces in this district should draw from the placemaking elements highlighted in this report.

Uptown (Regional Gateway)

The Uptown District serves as the gateway to downtown Wildwood, welcoming the residents and greater region to experience shopping, vibrant community events, and local cuisine. A mix of both residential and commercial uses will help to create a sense of place that encourages live work lifestyle.

The Junction (Mixed-Use Residential)

The Junction is a thriving walkable mixed density neighborhood in downtown Wildwood that is great for families and is well connected to many community amenities. It has opportunities for commercial development on the west side of the railroad concentrated along Central Avenue. This neighborhood is well connected to the rest of downtown Wildwood through enhanced pedestrian crossings. There is also an affordable housing complex located on the far west side of this neighborhood in close proximity to Martin Luther King Jr. Park.



Street Sections

Highway 301 / South Main Street

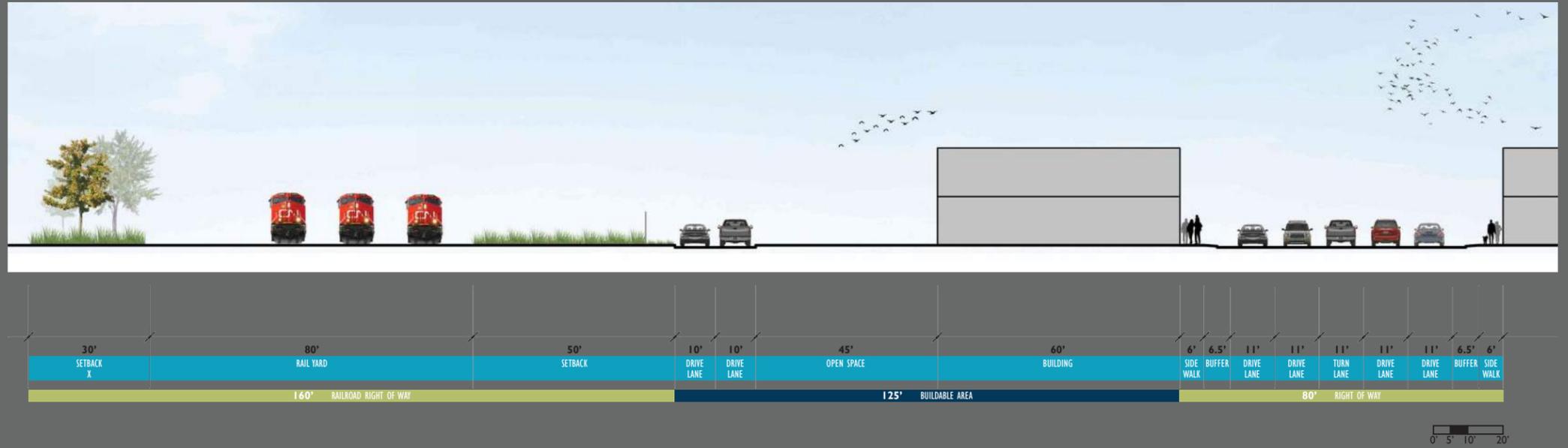
The transformation of Highway 301, also known as South Main Street, will be central to the redevelopment of the downtown corridor in Wildwood. Introducing a complete street and working towards rerouting the highway with the 30 Year Master Plan will greatly improve the pedestrian experience along South Main Street.

The **existing streetscape** is vehicle-centric and uninviting for the pedestrian. The area is walkable with sidewalks on both sides of the street, but pedestrian safety is a concern. There is currently a considerable amount of open space situated behind South Main Street that has great potential.

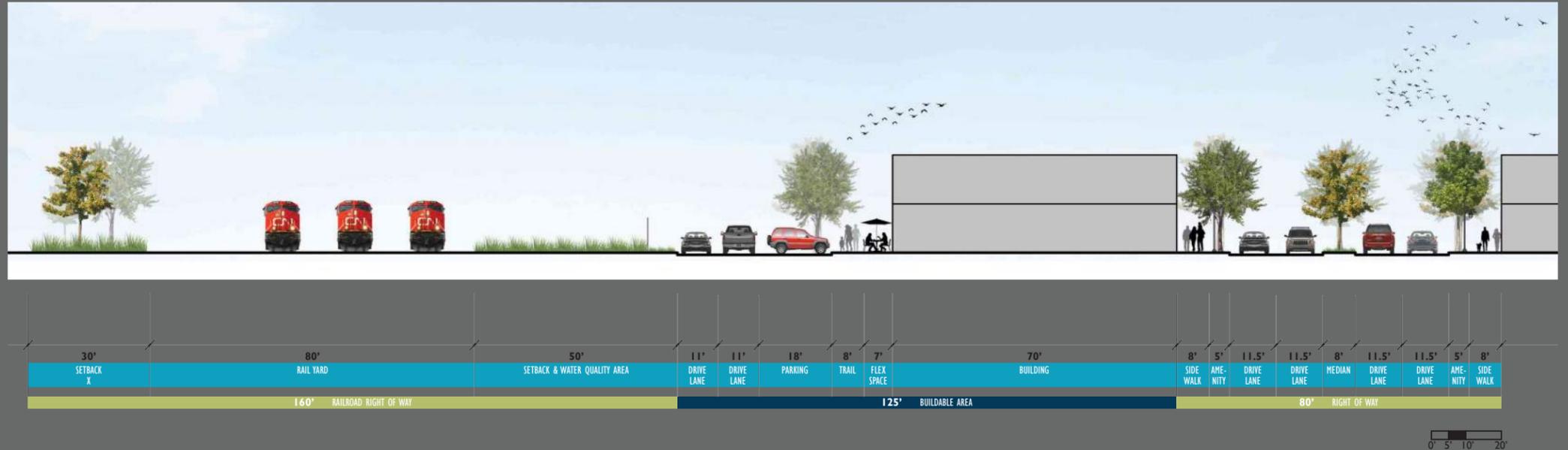
A **complete street** approach is recommended within the 10 Year Plan. This streetscape includes widening the sidewalk and introducing street trees along the amenity zone and central median. This phase also recommends improvements behind Main Street. These include parking, street trees, a trail, and flex space in the previously unused open space. The flex space can be activated by businesses with amenities like patio seating or sidewalk sales.

Rerouting Highway 301 will come to fruition under the 30 Year Master Plan. Providing another truck route will allow for continued transformation to South Main Street. Additional improvements at this stage include street parking and a bike lane on both sides of the street. This streetscape prioritizes the pedestrian and acts as a functional and inviting downtown district.

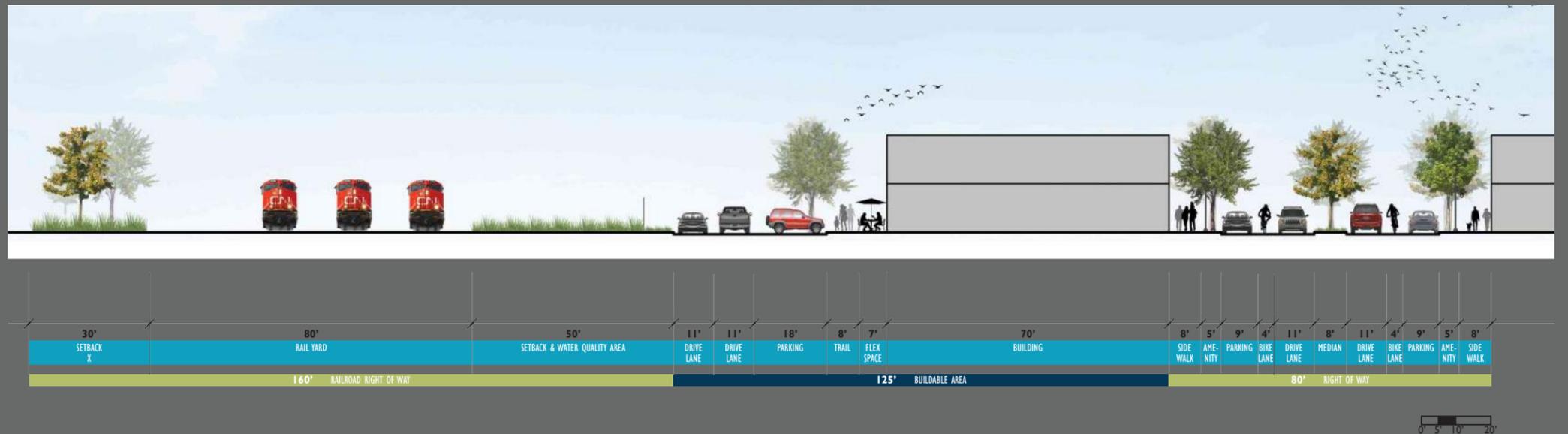
Existing Street



Complete Street



Reroute Highway



Gamble Street

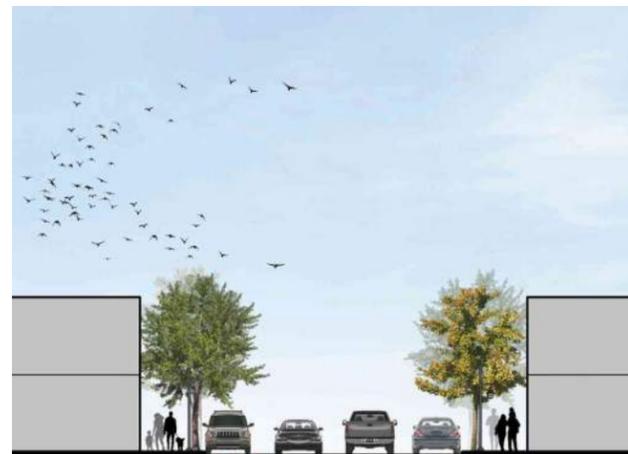
An enhanced urban streetscape along Gamble Street is recommended in the 7 year master plan. While the long term vision is to transition Highway 301 to a main street, that development process is expected to take an extended amount of time and likely being completed in the 30 year plan. These streetscape improvements along Gamble Street are critical to developing the feel and density of downtown Wildwood while Highway 301 improvements are progressing through the 10 and 30 year plan.

To encourage density and pedestrian circulation, wide sidewalks are recommended on both sides of Gamble Street to encourage pedestrian circulation along the corridor. On-street parking and circulation that allows for golf carts should be improved through expanded connections to help draw visitors in from surrounding areas.

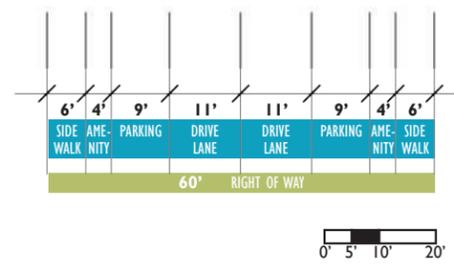
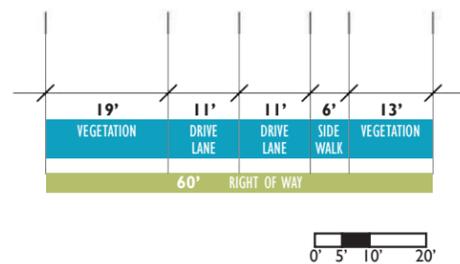
Placemaking elements scattered along Gamble Street will begin the process of developing the place identity for downtown. This rustic industrial image will help to draw a connection between the railroad a few blocks over. Green infrastructure installed at iconic locations will help to highlight the rustic materials but also support Wildwood's connection to nature as downtown begins to increase density.



Existing Street



Proposed Street



Placemaking

Rustic Industrial

Site furnishings have the ability to enhance an environment and contribute to the sense of place in a community. These recommendations were compiled for a rustic industrial theme. Elements of CorTen steel and driftwood will add unique character to the downtown and surrounding districts in Wildwood. The following site furnishings were selected from Streetlife and Landscape Forms supply companies.



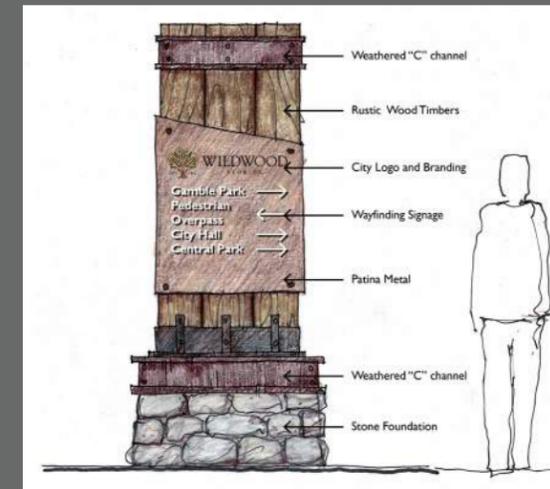
DRIFTER BENCH | Streetlife



SHRUBTUB CYLINDRICAL PLANTER | Streetlife



ROUGH AND READY BIKE RACK | Streetlife



PLACEMAKING SIGNAGE



STREET LIGHT | Frisco, Colorado



BOX BINS EXTRA SLIM TRASH RECEPTACLE | Streetlife



5

**PLAN
IMPLEMENTATION
& NEXT STEPS**

PLAN IMPLEMENTATION AND NEXT STEPS

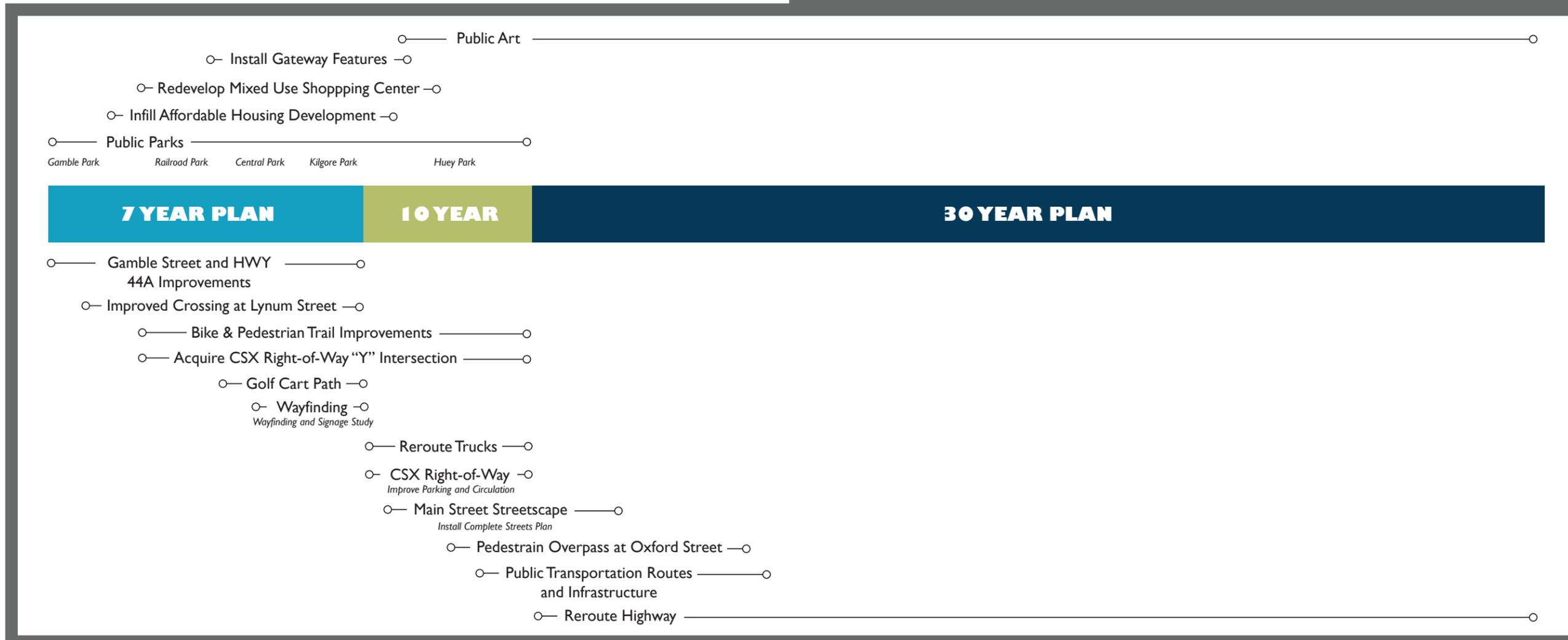
Projects & Timelines

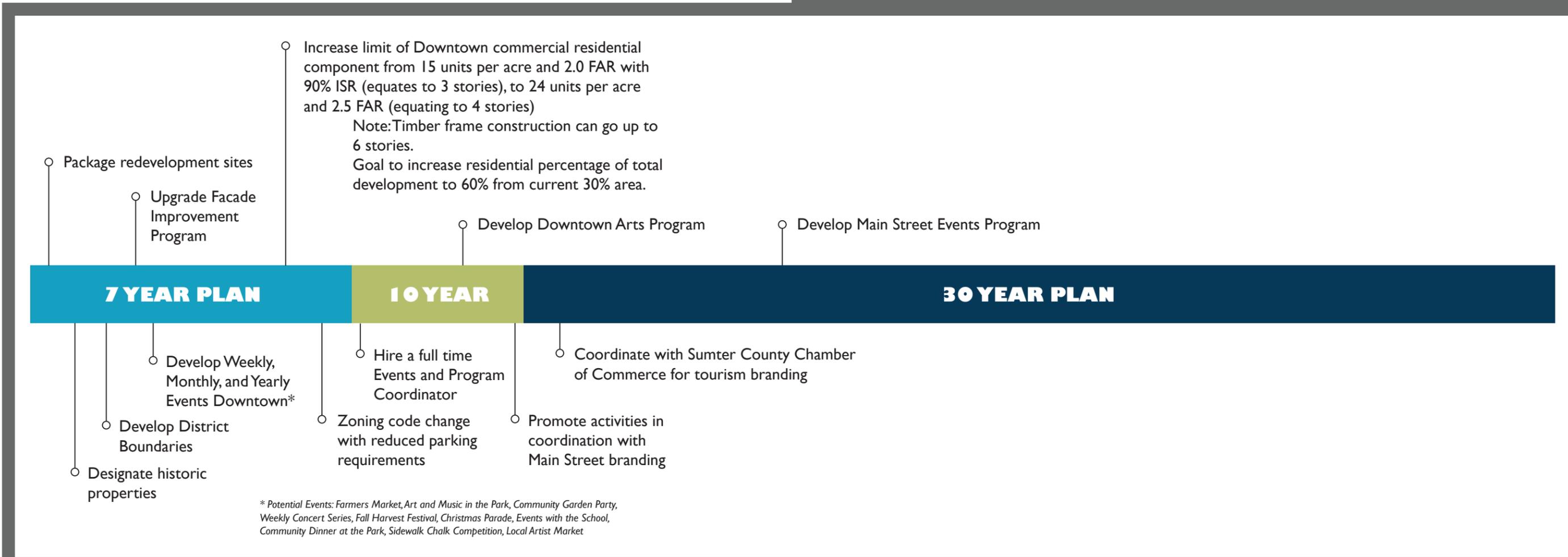
The following timelines provide recommendations on timing for foundational projects throughout each phase of implementation. While some projects will be completed within a few years, others will stretch over

the complete 30 Year Master Plan implementation process. Two different timelines are provided. One for physical improvements and another for programmatic recommendations.

Physical

The physical improvement recommendations begin with infrastructure updates for redevelopment sites and Gamble Street streetscape reconfigurations. Following those foundational changes, sites will be developed with affordable housing, mixed use developments, and public parks. Pedestrian circulation will expand with bike trails and golf cart paths. Updates to Highway 301/Main Street will begin with the 10 Year Master Plan. This will spur exciting development in Wildwood.





Promotion and Branding

Promotion and branding recommendations will happen in conjunction with the physical projects noted previously. One can not occur without the other. These include policy and code updates to encourage development, historic designation to preserve meaningful property, and promotion of newly developed physical projects. Implementing initiatives such as a branding strategy can help to further the sense of place in Downtown Wildwood.

Potential Grant Funding Solutions

- 1) Economic Development Agency (EDA) Grants
- 2) Environmental Protection Agency (EPA) Grants
- 3) Community Development Block Grants (CDBG) for Housing
- 4) Florida Department of Transportation (DOT) Local Area Planning (LAP) Grants
- 5) Florida Department of Environmental Protection, Florida Communities Trust, Parks and Open Space Program (FCT) Grants
- 6) Florida Department of Environmental Protection, Land and Water Conservation Fund Grants
- 7) Federal Railroad Administration Consolidated Rail infrastructure and safety improvement program Grants
- 8) Florida Department of Transportation Transportation Regional Incentive Program (TRIP) Grants
- 9) Florida Department of Transportation Federal Descriary Grants
- 10) Federal Railroad Administration Railroad Trespassing Enforcement Grants
- 11) Federal Railroad Administration Rebuild American Infrastructure with Sustainability and Equity Grants.
- 12) Art Place America Placemaking Grants
- 13) The J.W. Mcconnel Family Foundation Placemaking Grants

Local Government Funding Solutions

- 1) Wildwood Capital Improvments
- 2) Tax Incremental Financing (TIF)
- 3) Tax Incremental District (TID)

Cost Share Solutions

- 1) Sumter County Grants and Cost Share
- 2) CSX Safety Improvements
- 3) Strategic Funding for Specific Community Projects.
- 4) Crowd Funding through Patronicity, LLC

Funding Strategy

Specific project funding is going to hinge on the type of project, timing and available allocated funding. Priority should be given to public projects that will promote improvements through the City's public spaces. This includes right-of-ways, parks and publicly owned property. As these projects develop programing of events and gatherings, there should be an emphasis on the design process. The ability to design and promote events throughout downtown will help to increase pedestrian traffic and promote additional economic development.

Wildwood is well positioned to submit on multiple grants but specifically the ones highlighted in this report. These grants range from both small local grants to help with placemaking, to large federal grants to help improve railroad safety. By securing both local and federal grants, the community can stretch dollars even further. A few key factors that contribute the greatest impact are the discrepancy in social index, challenges of working with a CSX rail yard, brownfield redevelopment opportunities, and the public safety hazard of Highway 301. FDOT actively tries to promote roadway improvements to improve pedestrian safety and help to create a multi model environment.

The Community Redevelopment Agency (CRA) that has been setup since 1989 within Wildwood's City limits offers a fantastic opportunity to improve areas that need the most attention but also offer significant economic benefit. As developers begin to gain interest in Downtown Wildwood, the funds used from the CRA should still promote public improvement projects that will begin to change the character of the downtown. This includes, but is not limited to, streetscape, placemaking projects, public park projects that promote activities and events, along with utility and infrastructure improvements such as parking.

As the next phase of projects come online, a strategic approach should be looked at for each individual project. A grant funding strategy should be one of the first steps taken in the next year. This will help to identify what future projects could receive funding, which ones are not worth pursuing and which ones should be modified to help secure grant funds. This grant funding strategy will also help to identify if there are any missing areas of information that need to be considered.



7

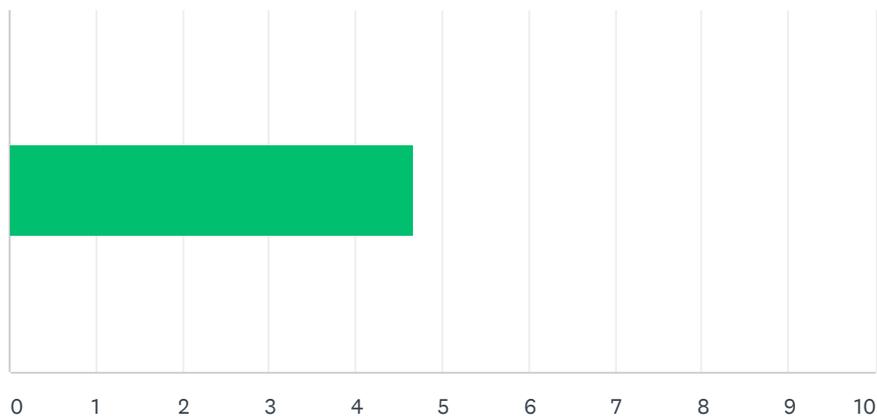
APPENDIX

APPENDIX

Survey Results

Q1 CITIZEN ENGAGEMENT On a scale of 1 to 10, how engaged are your community's citizens?
SCORE OF 1: Few people vote. Even fewer attend public meetings. Few attempts are made to promote dialogue between community leaders and citizens. Most letters to the editor and social media posts on local issues have a tone of disillusionment, pessimism, and anger. In the past when people have given their input, they haven't seen results so they've given up trying.
SCORE OF 10: Voter turnout is high. Public meetings and events attract a large and diverse crowd. Civic leaders communicate with citizens often and through various avenues. While not everyone agrees on the issues, there's plenty of spirited debate. There's a sense of optimism in the air, volunteerism is high, and neighbors reach out and help neighbors.

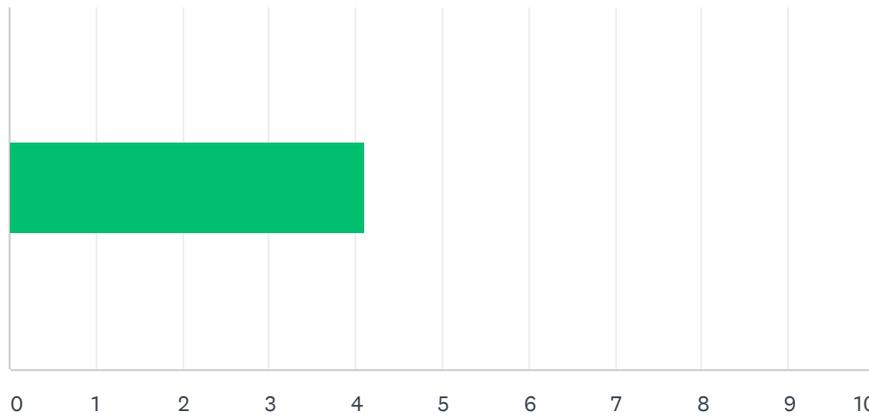
Answered: 27 Skipped: 1



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	5	126	27
Total Respondents: 27			

Q2 ABILITY TO KEEP TALENT AT HOME On a scale of 1 to 10, how likely is it that young people will live and work in the community after graduating from high school or college?
SCORE OF 1: Young people are very likely to leave home after graduation. There are few good jobs and little in the way of nightlife and entertainment. Many young people have already left, so there are few opportunities for a social life.
SCORE OF 10: Young people often stay after they graduate high school or move back home after college. There is no reason not to. Good jobs are plentiful. Downtown is thriving, with an abundance of cool restaurants, bars, and coffee shops. And young people have lots of opportunities to socialize—a healthy population of Millennials already lives here.

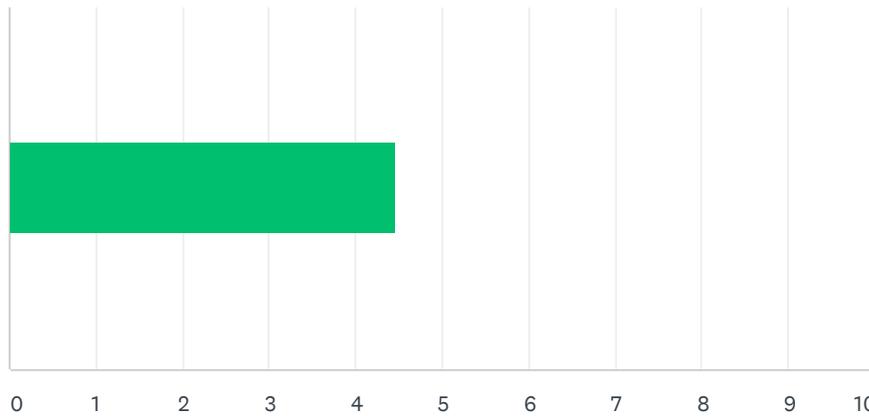
Answered: 28 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	4	115	28
Total Respondents: 28			

Q3 ABILITY TO ATTRACT NEW BUSINESSES/TALENT On a scale of 1 to 10, how attractive is your town to new businesses and/or talent?
SCORE OF 1: We struggle to attract business investment. We don't have the strong economy, education system, vibrant quality of life, or thriving population of young people that companies look for. As a result, we rely heavily on incentive deals, which don't always yield the desired results.
SCORE OF 10: Companies compete to relocate here, and talent gravitates to us. We have strong schools, a great healthcare system, and great neighborhoods. We know our strengths and communicate them well to attract the kinds of businesses we want. In fact, we don't typically have to court investors. Growth here happens organically.

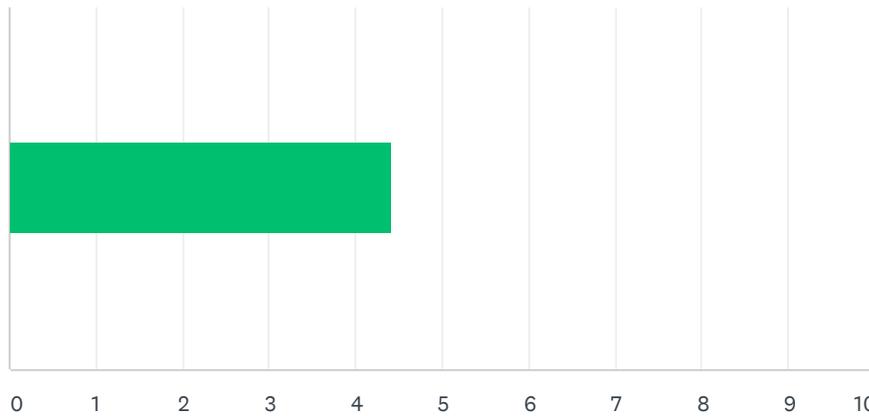
Answered: 28 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	4	125	28
Total Respondents: 28			

Q4 QUALITY OF EDUCATION On a scale of 1 to 10, how strong is your education system?
SCORE OF 1: We have high poverty rates and the low kindergarten readiness rates that go along with them. Not surprisingly, our high school graduation rates are low as well. Our schools do little to prepare graduates for the workforce, so it's tough to attract business investment.
SCORE OF 10: Education is thriving. There's a strong focus on early childhood development and, as a result, kids enter kindergarten ready to learn. Twelve years down the road, our high school graduation rates reflect this. Our schools are on top of what it takes to prepare young people for the future, making our community attractive to all types of businesses that want to set up shop here.

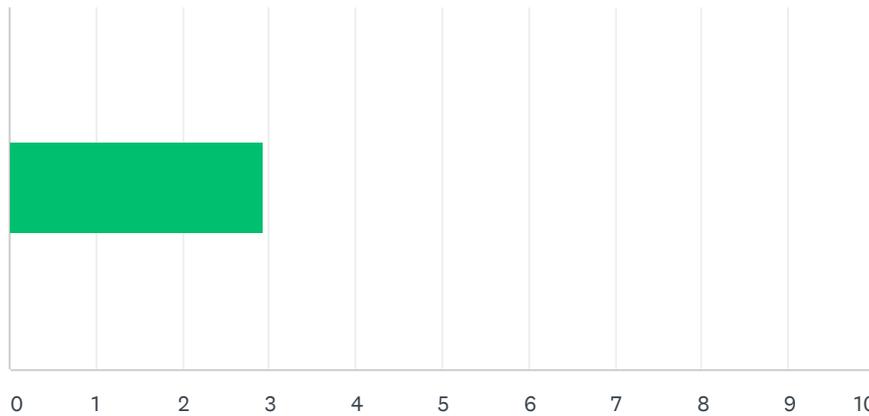
Answered: 27 Skipped: 1



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	4	119	27
Total Respondents: 27			

Q5 VIBRANCY OF DOWNTOWN On a scale of 1 to 10, how vibrant is your downtown?
SCORE OF 1: It's practically a ghost town. There are lots of boarded-up buildings, few restaurants and shops, and very little foot traffic. No one wants to live or work downtown. Weekends are dead, as people drive out of town en masse to dine and shop in other cities nearby.
SCORE OF 10: There's always something going on downtown: a festival, a concert, a farmer's market. There are tons of places to eat, drink, and shop. Lots of (non-retail) small businesses are moving in too, and the housing market has exploded (it's especially popular with young people and empty-nesters). There's always new construction happening, and tax values are soaring.

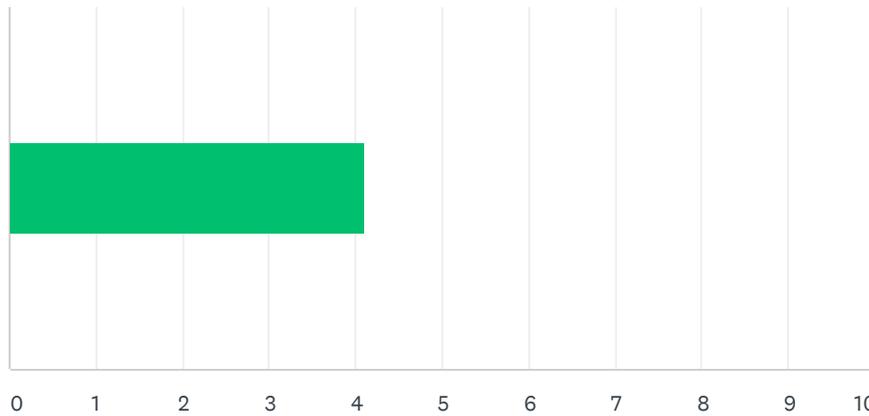
Answered: 28 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	3	82	28
Total Respondents: 28			

Q6 ABILITY TO GET WEALTH OFF THE SIDELINES On a scale of 1 to 10, how successful are you at getting wealth off the sidelines and encouraging people to invest in the community?
SCORE OF 1:Community philanthropy is almost nonexistent. There are citizens with the resources to invest, but no one helps them envision what they could help the community become.
SCORE OF 10:Community philanthropy is thriving. Leaders are good at seeking out local sources of benevolent wealth and helping them see the value of investing locally. The satisfaction of helping make life better for everyone is the best ROI there is.

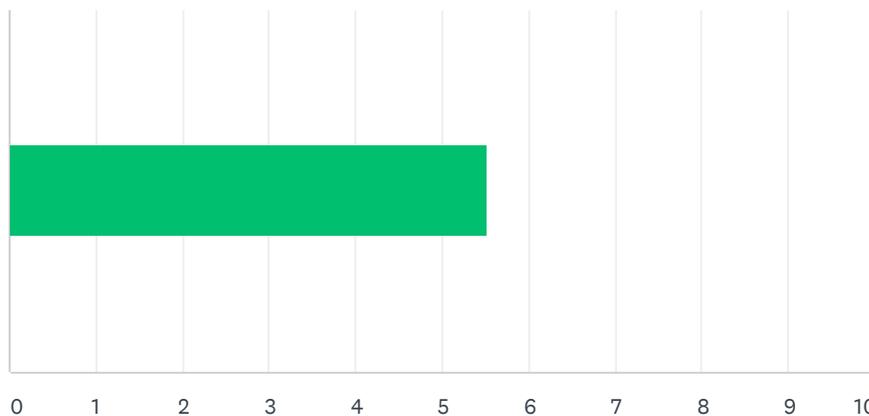
Answered: 28 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	4	115	28
Total Respondents: 28			

Q7 EASE OF DOING BUSINESS On a scale of 1 to 10, how easy is it to create and run a small business in your community?
SCORE OF 1: It's not easy at all. Request for Proposal (RFP) processes are murky and changeable. Government officials are inaccessible to entrepreneurs. Zoning rules are vague, and codes are inconsistently applied and enforced. Incompatible businesses are placed next to each other, and vacant buildings abound.
SCORE OF 10: Local government does a great job of establishing clear RFP criteria and processes, smart zoning laws, and unambiguous codes. Everyone knows what to expect. Rules and guidelines are consistently enforced. Officials are accessible and easy to work with. For all of these reasons, we're experiencing brisk economic growth.

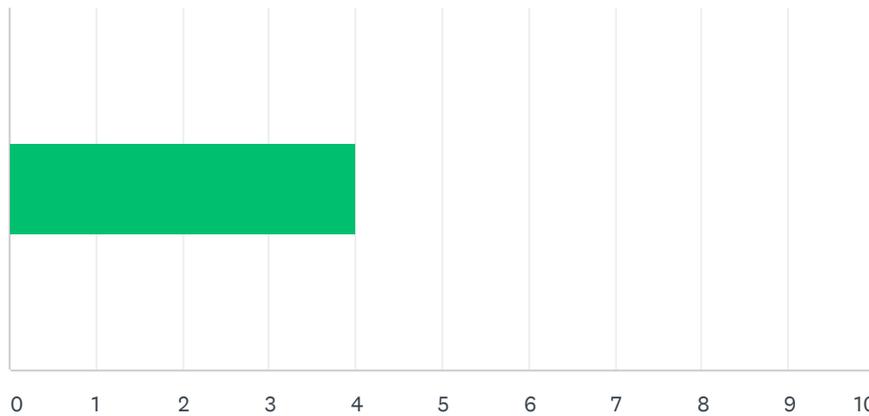
Answered: 25 Skipped: 3



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	6	138	25
Total Respondents: 25			

Q8 TRAINING AND DEVELOPMENT OF SMALL BUSINESS On a scale of 1 to 10, how likely are small business owners to receive the training and development they need to thrive long-term?
SCORE OF 1: There are few, if any, mentors or skill-building resources available to entrepreneurs. As a result, many new businesses fail within a few years.
SCORE OF 10: Few entrepreneurs start out with strong business and leadership skills. That's why we make it a priority to provide the support and the resources they need. We have mentorship programs and regular training and development events in place. Local business leaders are galvanized and on fire to help each other and move the community toward vibrancy.

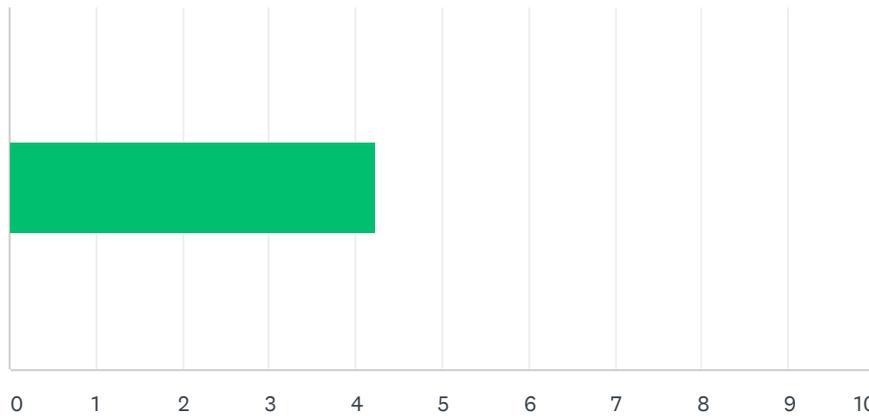
Answered: 26 Skipped: 2



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	4	104	26
Total Respondents: 26			

Q9 OBJECTIVE MEASUREMENT & TRACKING OF OUTCOMES On a scale of 1 to 10, how proficient is your community at measuring, tracking, and reporting outcomes and results and making objective decisions based on them?
SCORE OF 1: We don't have a good system in place to gather data and track the metrics that gauge the state of our community. As a result, we make decisions haphazardly, based on opinions or personal preferences rather than pressing problems we face.
SCORE OF 10: We religiously measure and track our community's key indicators (graduation rates, per capita income, crime, etc.). We keep critical data updated and on a dashboard so we can see it at a glance. This allows us to share the facts with decision makers and citizens alike.

Answered: 27 Skipped: 1



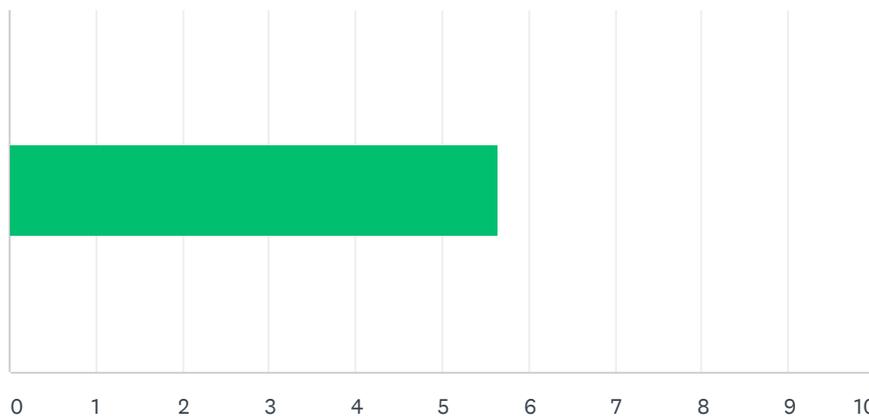
ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	4	114	27
Total Respondents: 27			

Q10 ALIGNMENT OF LOCAL GOVERNMENT ENTITIES On a scale of 1 to 10, to what extent are local government entities aligned and successful at working together to create a better quality of life for your community?

SCORE OF 1: They are not aligned at all. Various departments are siloed in their goal-setting and decision-making. For example, the EDC ignores crucial quality of life factors such as the state of education or healthcare in the community. Therefore little progress is made.

SCORE OF 10: Government leaders do a great job of bringing together various departments to work toward common goals. Leaders share data and regularly communicate and collaborate with each other. There is a strong sense among citizens that government officials are working hard to create a better quality of life inside the community.

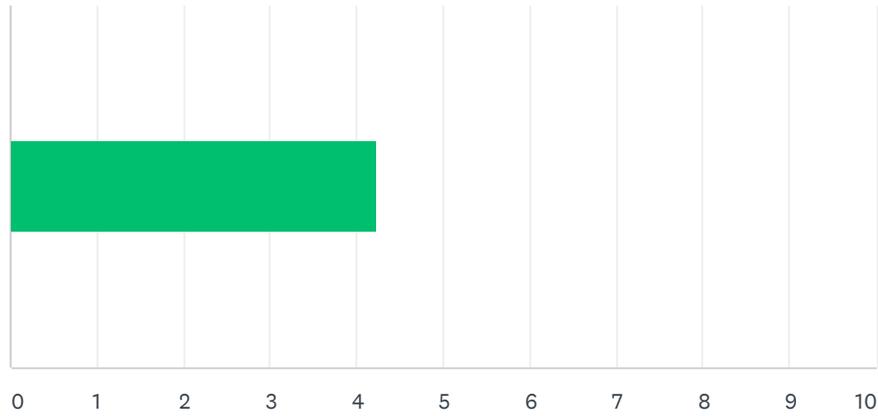
Answered: 26 Skipped: 2



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	6	147	26
Total Respondents: 26			

Q11 A FEW MORE QUESTIONS On a scale of 1 to 10, how engaged are your community's citizens?

Answered: 27 Skipped: 1



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	4	114	27
Total Respondents: 27			

Q12 What do you feel are your community's top one to three opportunities to improve?

Answered: 24 Skipped: 4

ANSWER CHOICES	RESPONSES	
Opportunity 1:	100.00%	24
Opportunity 2:	91.67%	22
Opportunity 3:	79.17%	19

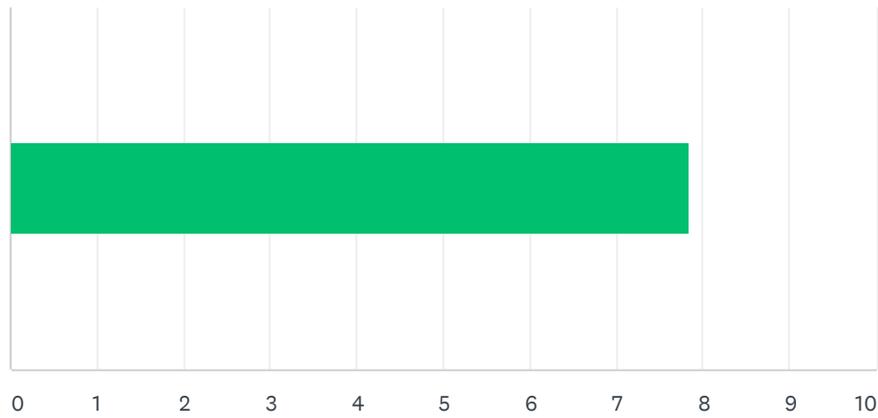
Q13 What barriers do you feel are blocking your community from reaching its potential?

Answered: 23 Skipped: 5

ANSWER CHOICES	RESPONSES	
Barrier 1:	100.00%	23
Barrier 2:	91.30%	21
Barrier 3:	73.91%	17

Q14 On a scale of 1 to 10, with 10 being the most committed, how committed are you to making your community the best it can be?

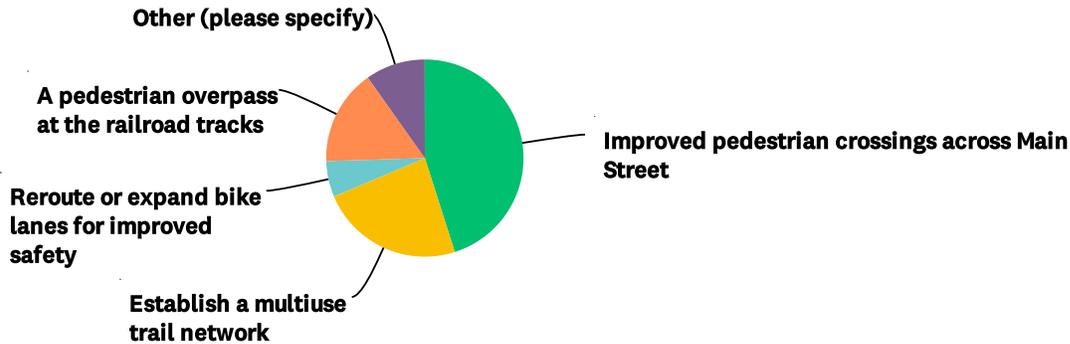
Answered: 26 Skipped: 2



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	8	204	26
Total Respondents: 26			

Q1 What pedestrian and bike improvements would you support?

Answered: 51 Skipped: 1

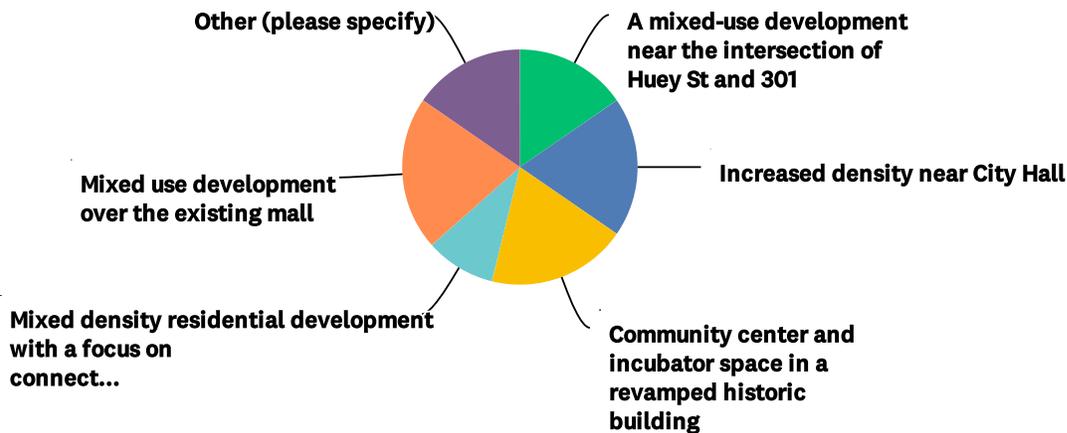


ANSWER CHOICES	RESPONSES	
Improved pedestrian crossings across Main Street	45.10%	23
Eliminate some driveways/curb cuts to reduce pedestrian conflict points	0.00%	0
Establish a multiuse trail network	23.53%	12
Reroute or expand bike lanes for improved safety	5.88%	3
A pedestrian overpass at the railroad tracks	15.69%	8
Other (please specify)	9.80%	5
TOTAL		51

#	OTHER (PLEASE SPECIFY)	DATE
1	We need the crosswalks across 301, but a trail system would be great also.	9/6/2021 11:03 AM
2	A separate bike/run path off the main roads for safety	8/31/2021 9:16 AM
3	Who the heck is crossing 301? I have lived here for 42 years. Once in awhile maybe some students will cross after school, only because they missed the bus to go home on the west side of town. There's never been large groups of people trying to cross 301 daily. Now I can say when I goto one of the thrift shops, it's terrifying to walk on sidewalk up to store fronts, it's loud from trucks and traffic and the wind from cars blows you sideways. You can reach out and touch passing cars while on sidewalk. So, the image I see with wider sidewalks and trees separating traffic /road and sidewalks are a must. The roundabout is perfect, especially for all the villagers , because that's the only demographic of people that are coming to that area to eat at The Coutilion and then walk it off to a thrift store afterwards.	8/15/2021 7:14 AM
4	Running and biking paths leading out to the community shelter and parks area.	7/30/2021 1:30 AM
5	Numbers 1, 4 & 5!	7/27/2021 1:57 PM

Q2 What redevelopment project would you like to see in the community?

Answered: 52 Skipped: 0

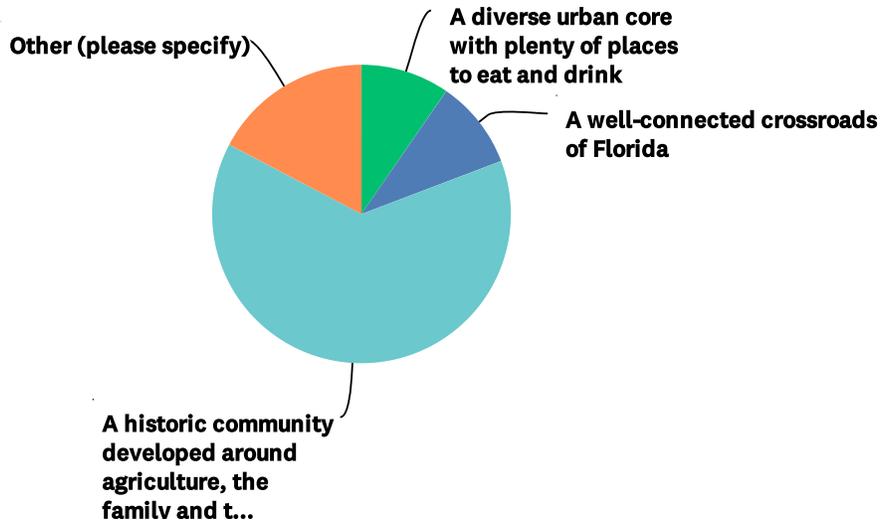


ANSWER CHOICES	RESPONSES
A mixed-use development near the intersection of Huey St and 301	15.38% 8
Increased density near City Hall	19.23% 10
Community center and incubator space in a revamped historic building	19.23% 10
Mixed density residential development with a focus on connecting with your neighbors	9.62% 5
Mixed use development over the existing mall	21.15% 11
Other (please specify)	15.38% 8
TOTAL	52

#	OTHER (PLEASE SPECIFY)	DATE
1	Space for kids	9/13/2021 7:03 PM
2	More eateries, food places . That will draw in the young and old. Ever seen downtown Leesburg Mainstreet?	8/15/2021 7:14 AM
3	Restore & repurpose historic buildings on 301.	8/3/2021 2:49 PM
4	Revamp historic buildings for lease to dining and shopping space	8/2/2021 11:27 AM
5	All interesting Ideas, not stand alone.	7/30/2021 11:30 AM
6	Community Pool / Recreation Center improvements	7/29/2021 1:09 PM
7	affordable housing	7/27/2021 6:53 PM
8	1, 2, 3 & 5. and yess I know we should allow for some early wins.	7/27/2021 1:57 PM

Q3 What phrase best describes Wildwood as a place?

Answered: 52 Skipped: 0

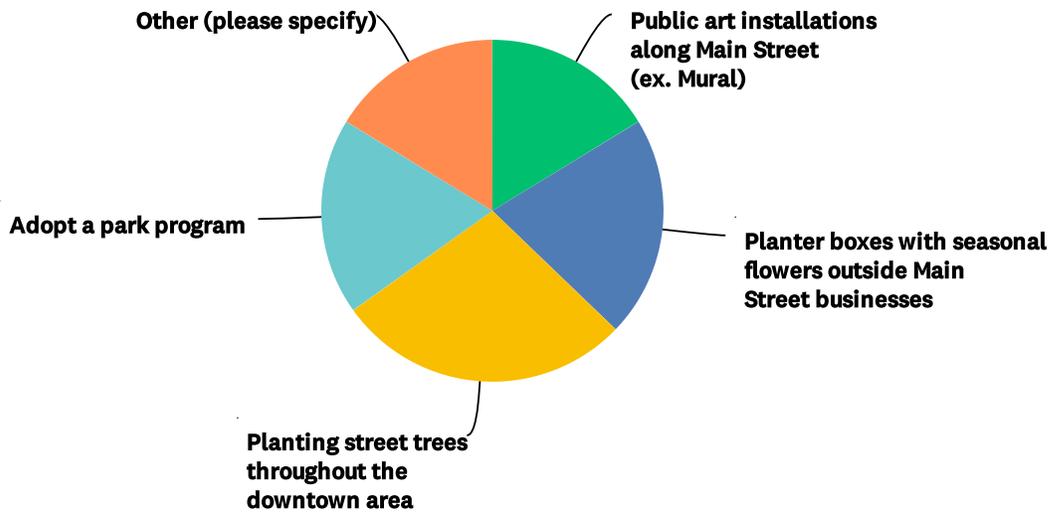


ANSWER CHOICES	RESPONSES
A diverse urban core with plenty of places to eat and drink	9.62% 5
A well-connected crossroads of Florida	9.62% 5
An active community passionate about outdoors	0.00% 0
A historic community developed around agriculture, the family and the railroad	63.46% 33
Other (please specify)	17.31% 9
TOTAL	52

#	OTHER (PLEASE SPECIFY)	DATE
1	/	10/8/2021 12:24 PM
2	Outdated and need improved space for older and younger generations	9/13/2021 7:03 PM
3	A town that has had huge growth . But has never changed . Downtown Wildwood should've been re built and thriving 10 years ago. We should be on E scooters already and enjoying a Saturday . But instead I can drop a computer off at Jacobs and maybe attend a craft /arts fair , I knew nothing about because nobody can read the blinking marquee by road while driving, we all pay our bills online, and the events aren't listed on utility payment area. Nobody navigates on the website to find events. There are so many ways to advertise to the local community and further. And it's free. I see a lot about wanting to connect and network within our community but your committee doesn't even know how to network to the locals that live here and are going to Leesburg and Ocala downtowns.	8/15/2021 7:14 AM
4	Uninviting. Centerless. Charmless	8/9/2021 10:34 AM
5	None.	8/3/2021 6:39 AM
6	Cross road, well connected TBD.	7/30/2021 11:30 AM
7	A community with no true center, heart, or place to appreciate/enjoy the history of the area.	7/27/2021 6:26 PM
8	A community in desperate need of revitalization.	7/27/2021 6:23 PM

Q4 What beautification project would you be willing to help with?

Answered: 43 Skipped: 9

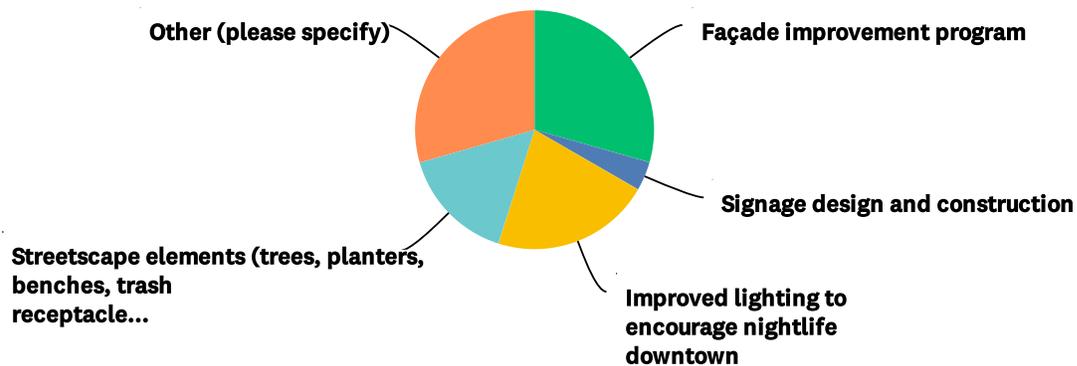


ANSWER CHOICES	RESPONSES
Public art installations along Main Street (ex. Mural)	16.28% 7
Planter boxes with seasonal flowers outside Main Street businesses	20.93% 9
Planting street trees throughout the downtown area	27.91% 12
Adopt a park program	18.60% 8
Other (please specify)	16.28% 7
TOTAL	43

#	OTHER (PLEASE SPECIFY)	DATE
1	Business Development advisor	9/8/2021 11:42 AM
2	ALL of the above!	9/6/2021 11:03 AM
3	Because of our ages (80's) we would not be able to actively participate but would be willing to offer suggestions.	8/9/2021 4:22 PM
4	Beautification not necessary until there is traffic and pedestrian issues are resolved so that it would be appreciated	8/2/2021 11:27 AM
5	Attractive Public Park to facilitate business and residential growth.	7/30/2021 11:30 AM
6	All of the above	7/27/2021 6:26 PM
7	3,4,1,2	7/27/2021 1:57 PM

Q5 What types of assistance should be provided for downtown redevelopment?

Answered: 51 Skipped: 1



ANSWER CHOICES	RESPONSES	
Façade improvement program	29.41%	15
Signage design and construction	3.92%	2
Improved lighting to encourage nightlife downtown	21.57%	11
Streetscape elements (trees, planters, benches, trash receptacles, bike racks)	15.69%	8
Other (please specify)	29.41%	15
TOTAL		51

#	OTHER (PLEASE SPECIFY)	DATE
1	cleaning the sidewalks and streets and offer more parking for customers	8/31/2021 7:20 PM
2	All the above	8/15/2021 7:14 AM
3	Facade improvement program that permit owners to utilize up to certain dollar amount or percent of the monies on improved placemaking. This can include signage on the buildings (cohesive signage regulation should be adopted) City should undertake a phased streetscape plan that compiments the facade improvement program.	8/9/2021 3:26 PM
4	All of the above!	8/4/2021 10:28 AM
5	All of the above, to the greatest extent possible.	8/3/2021 2:49 PM
6	Slow traffic down	8/3/2021 9:49 AM
7	All the above	8/3/2021 7:52 AM
8	Revitalization of historic section of downtown	8/2/2021 11:27 AM
9	Planning and financial help to promote growth.	7/30/2021 11:30 AM
10	All of the above are needed	7/30/2021 1:30 AM

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11	Rebuild inelegant, eyesore structures. Add attractive interests for tumpike traffic. Widen roads and create business loop roadways for 301 through traffic.	7/29/2021 1:09 PM
12	the ability to get across the street	7/27/2021 6:53 PM
13	Again, all of the above; they are all interrelated.	7/27/2021 6:26 PM
14	facade improvement and improved streetscape elements.	7/27/2021 6:23 PM
15	1,2,3,4	7/27/2021 1:57 PM

Q6 On a scale of 1 to 10, with 10 being the most important, how important is a safe and secure pedestrian rail crossing?

Answered: 51 Skipped: 1



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	8	411	51
Total Respondents: 51			

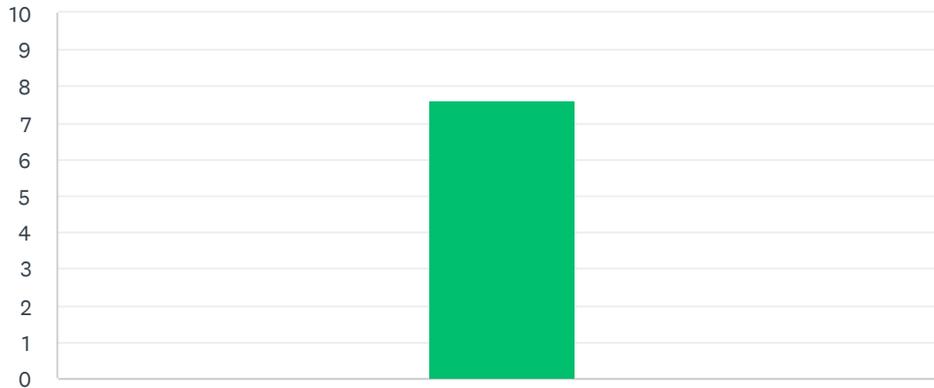
#		DATE
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2	8	10/7/2021 4:22 PM
3	10	9/24/2021 12:41 PM
4	6	9/15/2021 4:42 PM
5	10	9/13/2021 7:03 PM
6	5	9/8/2021 1:12 PM
7	10	9/8/2021 11:42 AM
8	6	9/6/2021 11:03 AM
9	7	9/5/2021 5:11 PM
10	10	9/1/2021 10:16 AM
11	4	8/31/2021 7:20 PM
12	10	8/31/2021 1:37 PM
13	10	8/31/2021 10:33 AM
14	9	8/31/2021 9:16 AM
15	10	8/30/2021 5:34 AM
16	7	8/28/2021 3:46 PM
17	10	8/15/2021 7:14 AM
18	10	8/9/2021 3:26 PM
19	10	8/9/2021 11:46 AM

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20	9	8/9/2021 11:14 AM
21	5	8/9/2021 10:34 AM
22	10	8/9/2021 10:24 AM
23	8	8/6/2021 4:41 AM
24	10	8/5/2021 8:17 AM
25	6	8/4/2021 10:28 AM
26	7	8/3/2021 9:57 PM
27	7	8/3/2021 2:49 PM
28	10	8/3/2021 12:32 PM
29	7	8/3/2021 9:54 AM
30	8	8/3/2021 9:49 AM
31	10	8/3/2021 7:52 AM
32	10	8/3/2021 6:39 AM
33	7	8/3/2021 6:38 AM
34	1	8/2/2021 4:21 PM
35	10	8/2/2021 4:17 PM
36	3	8/2/2021 11:27 AM
37	9	8/1/2021 5:10 PM
38	10	7/30/2021 11:30 AM
39	2	7/30/2021 1:30 AM
40	1	7/29/2021 1:09 PM
41	9	7/29/2021 4:41 AM
42	9	7/28/2021 12:21 PM
43	10	7/28/2021 9:20 AM
44	6	7/28/2021 7:53 AM
45	10	7/27/2021 9:49 PM
46	10	7/27/2021 6:53 PM
47	10	7/27/2021 6:26 PM
48	10	7/27/2021 6:24 PM
49	7	7/27/2021 6:23 PM
50	10	7/27/2021 5:57 PM
51	10	7/27/2021 1:57 PM

Q7 On a scale of 1 to 10, with 10 being the most important, how important is parking along Main Street?

Answered: 50 Skipped: 2



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	8	382	50
Total Respondents: 50			

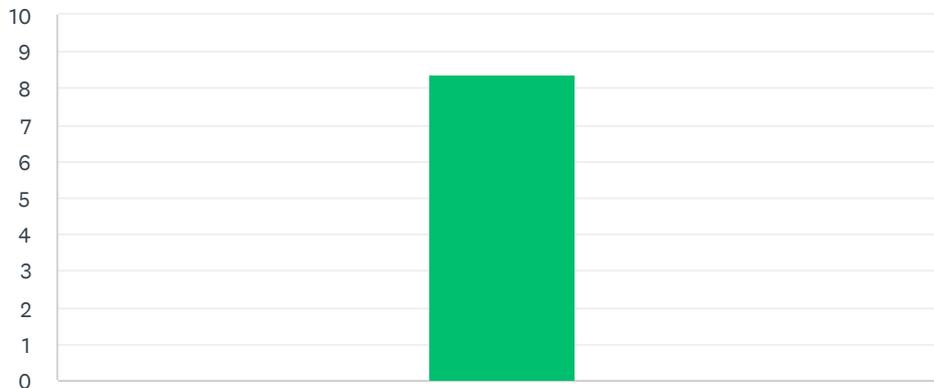
#		DATE
1	10	10/8/2021 12:24 PM
2	10	10/7/2021 4:22 PM
3	7	9/24/2021 12:41 PM
4	9	9/15/2021 4:42 PM
5	2	9/13/2021 7:03 PM
6	7	9/8/2021 1:12 PM
7	10	9/8/2021 11:42 AM
8	8	9/6/2021 11:03 AM
9	4	9/5/2021 5:11 PM
10	10	9/1/2021 10:16 AM
11	10	8/31/2021 7:20 PM
12	10	8/31/2021 1:37 PM
13	10	8/31/2021 10:33 AM
14	9	8/31/2021 9:16 AM
15	10	8/30/2021 5:34 AM
16	9	8/28/2021 3:46 PM
17	6	8/15/2021 7:14 AM
18	6	8/9/2021 3:26 PM
19	7	8/9/2021 11:46 AM

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20	5	8/9/2021 11:14 AM
21	10	8/9/2021 10:34 AM
22	9	8/9/2021 10:24 AM
23	7	8/5/2021 8:17 AM
24	10	8/4/2021 10:28 AM
25	5	8/3/2021 9:57 PM
26	2	8/3/2021 2:49 PM
27	7	8/3/2021 12:32 PM
28	10	8/3/2021 9:54 AM
29	5	8/3/2021 9:49 AM
30	10	8/3/2021 7:52 AM
31	6	8/3/2021 6:39 AM
32	10	8/3/2021 6:38 AM
33	10	8/2/2021 4:21 PM
34	1	8/2/2021 4:17 PM
35	10	8/2/2021 11:27 AM
36	8	8/1/2021 5:10 PM
37	8	7/30/2021 11:30 AM
38	8	7/30/2021 1:30 AM
39	5	7/29/2021 1:09 PM
40	1	7/29/2021 4:41 AM
41	8	7/28/2021 12:21 PM
42	10	7/28/2021 9:20 AM
43	9	7/28/2021 7:53 AM
44	10	7/27/2021 9:49 PM
45	4	7/27/2021 6:53 PM
46	7	7/27/2021 6:26 PM
47	10	7/27/2021 6:24 PM
48	7	7/27/2021 6:23 PM
49	10	7/27/2021 5:57 PM
50	6	7/27/2021 1:57 PM

Q8 On a scale of 1 to 10, with 10 being the most important, how important is it to slow down traffic through downtown?

Answered: 51 Skipped: 1



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	8	427	51
Total Respondents: 51			

#		DATE
1	10	10/8/2021 12:24 PM
2	7	10/7/2021 4:22 PM
3	9	9/24/2021 12:41 PM
4	3	9/15/2021 4:42 PM
5	5	9/13/2021 7:03 PM
6	1	9/8/2021 1:12 PM
7	10	9/8/2021 11:42 AM
8	10	9/6/2021 11:03 AM
9	4	9/5/2021 5:11 PM
10	10	9/1/2021 10:16 AM
11	10	8/31/2021 7:20 PM
12	10	8/31/2021 1:37 PM
13	8	8/31/2021 10:33 AM
14	10	8/31/2021 9:16 AM
15	4	8/30/2021 5:34 AM
16	2	8/28/2021 3:46 PM
17	10	8/15/2021 7:14 AM
18	10	8/9/2021 3:26 PM
19	10	8/9/2021 11:46 AM

Wildwood Downtown Master Plan (Survey #2)

20	10	8/9/2021 11:14 AM
21	10	8/9/2021 10:34 AM
22	9	8/9/2021 10:24 AM
23	6	8/6/2021 4:41 AM
24	10	8/5/2021 8:17 AM
25	8	8/4/2021 10:28 AM
26	4	8/3/2021 9:57 PM
27	10	8/3/2021 2:49 PM
28	4	8/3/2021 12:32 PM
29	10	8/3/2021 9:54 AM
30	10	8/3/2021 9:49 AM
31	10	8/3/2021 7:52 AM
32	10	8/3/2021 6:39 AM
33	10	8/3/2021 6:38 AM
34	8	8/2/2021 4:21 PM
35	10	8/2/2021 4:17 PM
36	10	8/2/2021 11:27 AM
37	10	8/1/2021 5:10 PM
38	10	7/30/2021 11:30 AM
39	10	7/30/2021 1:30 AM
40	3	7/29/2021 1:09 PM
41	8	7/29/2021 4:41 AM
42	10	7/28/2021 12:21 PM
43	8	7/28/2021 9:20 AM
44	6	7/28/2021 7:53 AM
45	10	7/27/2021 9:49 PM
46	10	7/27/2021 6:53 PM
47	10	7/27/2021 6:26 PM
48	10	7/27/2021 6:24 PM
49	10	7/27/2021 6:23 PM
50	10	7/27/2021 5:57 PM
51	10	7/27/2021 1:57 PM

Q9 What can we do to better promote the activities and businesses downtown (ex. Promote on social media, local publications that focus on all the great things going on in Wildwood...)

Answered: 40 Skipped: 12

#	RESPONSES	DATE
1	Newsletters, Large sign with community events posted	10/8/2021 12:24 PM
2	Get the area revitalized first, then start promoting.	10/7/2021 4:22 PM
3	All over	9/24/2021 12:41 PM
4	Provide insight from community of what events they would like.	9/13/2021 7:03 PM
5	Events activities low cost to networking groups families and organizations	9/8/2021 11:42 AM
6	The marquee in front of city hall moves too quickly to read. Banners are always good and they catch the eye, and social media is the best way to get young people out.	9/6/2021 11:03 AM
7	Promote on social media on city pages, Facebook, Instagram etc..	9/5/2021 5:11 PM
8	More of a social media presence would certainly help.	9/1/2021 10:16 AM
9	As I am opening a new business on Main Street I have found the greatest obstacle is getting help with permits for signs and occupancy. A lot of passing the buck, the applications are extremely confusing and there is no one in City Hall willing to assist in the process.	8/31/2021 7:20 PM
10	You can post things on the City sign that is on Main Street; daily, weekly, dates to remember, etc.	8/31/2021 1:37 PM
11	Promote on social media and use local publications	8/31/2021 10:33 AM
12	Social Media, Villagesnewspaper	8/31/2021 9:16 AM
13	Promote on social media	8/30/2021 5:34 AM
14	Social Media	8/28/2021 3:46 PM
15	First of all you need more places to eat , listen to a live band on a Friday after work, etc. Even when there are sidewalks that are safer, what are we walking to and from? The SNJ to the sweeterie over to kuhns? That's not anybody's idea of hanging out downtown. To get the word out on events like the bounce house bonanzas I see going on sometimes off Powell and Saturday mornings at city hall sometimes I see a fair I didn't know about. People love "likes" and proof. Next time at an event get video footage and interviews of attendees and funny content . Upload to all platforms. People like to see proof videos not just a photo of a bunch of adults and children bent over to grab an Easter egg. That picture doesn't advertise anything that looks fun or inviting. Are the 4th of July events uploaded to YouTube, tik tok, Facebook ? That event alone should be trending . Needs to be a local influencer on committee. We need bubble runs, music festivals, food truck festivals, hot air balloon rides, giveaways and contests. Win a car, restaurant gift cards vacation. Promote something like that at an event or online. Possibilities are endless	8/15/2021 7:14 AM
16	City should focus on the younger population (students and their parents) as the Villages has siloed the residents. Refocus on providing activities that draw out the community to specific locations (like downtown) for routine city held events- art walk, blues festival, pigtober fest, anything that draws out the community. City should work to create/establish neighborhood districts and each neighborhood district could have a community plan. This plan would allow each community to use funds from the City; set aside a small events fund for each community even if its just enough to fund an annual Light the Night event. For example Orlando Milk District holds a food truck rally every Tuesday. This event has become a staple in the community. I think it important to focus in one one or two main events and be great at them. I highly suggest incentivizing redevelopment in downtown by encouraging more multiuse tenants	8/9/2021 3:26 PM

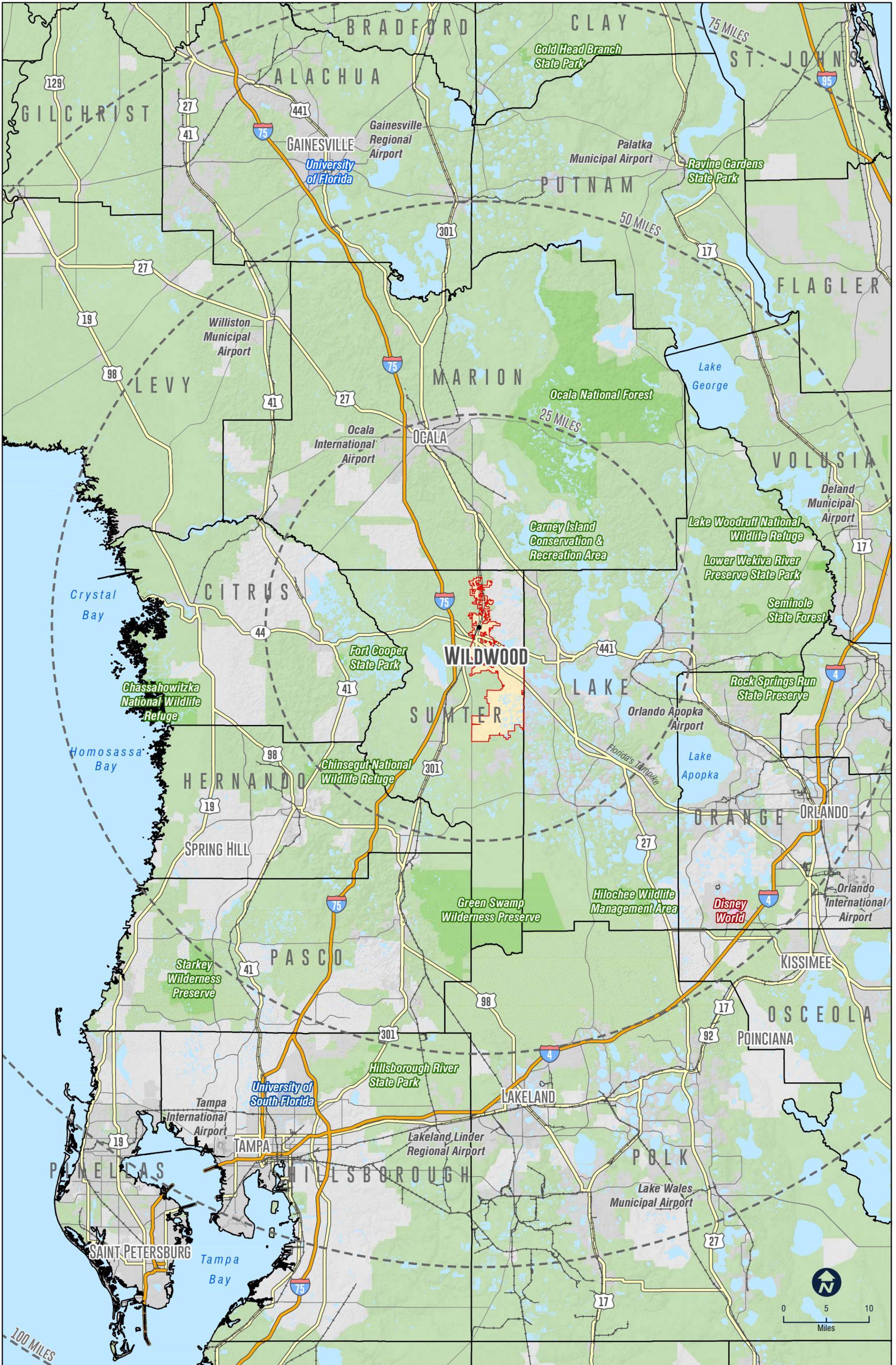
Wildwood Downtown Master Plan (Survey #2)

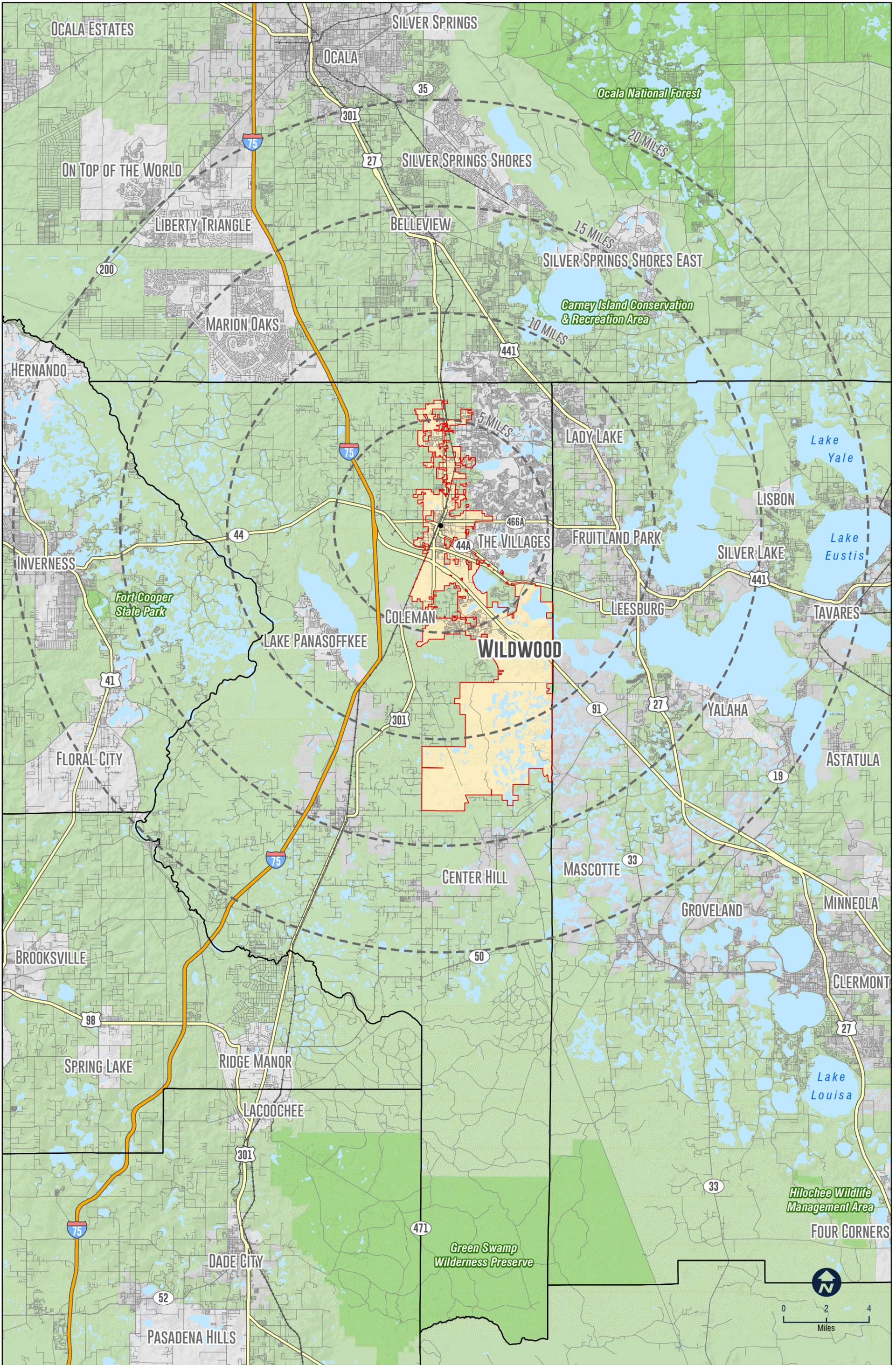
in single location (food, art, or other specialty hall) this can be done by acquiring property/rehab to incubate this concept. This would also require a better streetscape/ pocket parks/plazas/ or square in general where residents who come downtown can find a safe space to enjoy being downtown. Downtown Sanford is a great example of streetscape plan that is functional.

17	New stores to shop in.	8/9/2021 11:14 AM
18	Make downtown look attractive, walkable, and encourage sidewalk cafes with easy nearby parking.	8/9/2021 10:34 AM
19	Advertising in the villages news so we know what's going on.	8/6/2021 4:41 AM
20	you're doing great	8/5/2021 8:17 AM
21	Promote on social media, reach out to residents of The Villages in every way possible.	8/4/2021 10:28 AM
22	Website and flyers that promote it; leverage local newspaper and telephone directories.	8/3/2021 2:49 PM
23	website.. news paper updates..	8/3/2021 9:54 AM
24	Make Main St. attractive and inviting. Without that, you have nothing to sell.	8/3/2021 7:52 AM
25	Social media and an actual vibrant downtown.	8/3/2021 6:39 AM
26	Even though the social media plays a big part in society, we can agree. Wildwood still has the classic feel to it. These types of town do more with community chatter to get motivation going. You could get churches, civic groups talking about downtown and events they can host or suggest. This lightens the community chatter to have people pay more attention to any news about the area... Liz Roberts	8/2/2021 4:17 PM
27	Promote shop local and revitalization of historic buildings	8/2/2021 11:27 AM
28	All of the above...	8/1/2021 5:10 PM
29	Civic education and growth.	7/30/2021 11:30 AM
30	Local publications and media. Tap into surrounding area's encouraging others to move to and love wildwood	7/30/2021 1:30 AM
31	More great things need to happen in Wildwood. It's currently a missed opportunity. Traffic on 75 stops at the Wildwood exit too far away from downtown and there's nothing of interest at the turnpike / 301 exit. The buildings at that corner are dilapidated and its hazardous to vehicles coming off / on the road there. Finding food on 301 is not easy from the turnpike - people have to travel to Lady Lake, Ocala, or Leesburg for anything short of a Hardees unless they want to drive into the Villages. Wildwood needs to be a destination or at the very least, an attractive stop along the way. Right now, it's neither. You can't publicize beat up businesses, no restaurants, no night life, and no recreation.	7/29/2021 1:09 PM
32	Local publications and radio announcements	7/29/2021 4:41 AM
33	Publications. Social media. Weekly updates in Daily Sun and Sumter news	7/28/2021 9:20 AM
34	Promotion on social media is a great way to better promote activities in town, may even bring in people from out of town. Youth and family activities could be promoted by having the local schools pass out flyers to the students. A weekly or monthly publication to local businesses and homes could be a great way to spread the news of what is going on in Wildwood.	7/28/2021 7:53 AM
35	Articles in The Daily Sun, on radio WVLG, Social media, Facebook, etc. use Nextdoor App.Reach people in The Villages.	7/27/2021 9:49 PM
36	Remember that not all citizens have technology including smart phones and computers. Communication through mail or other means. Not all of us read the Villages Sun.	7/27/2021 6:53 PM
37	Make it more attractive, slow the traffic, and creative a walkable area with outdoor cafes/dining. Celebrate the history and railroad and emphasize these twin assets to set Wildwood apart from surrounding areas.	7/27/2021 6:26 PM
38	Hire a social media guru! Lol	7/27/2021 6:24 PM
39	Go into the schools and get the kids involved. Get their ideas and energy. This is their town and the future of thejls community. Have a contest with the kids submitting their project ideas.	7/27/2021 6:23 PM

APPENDIX

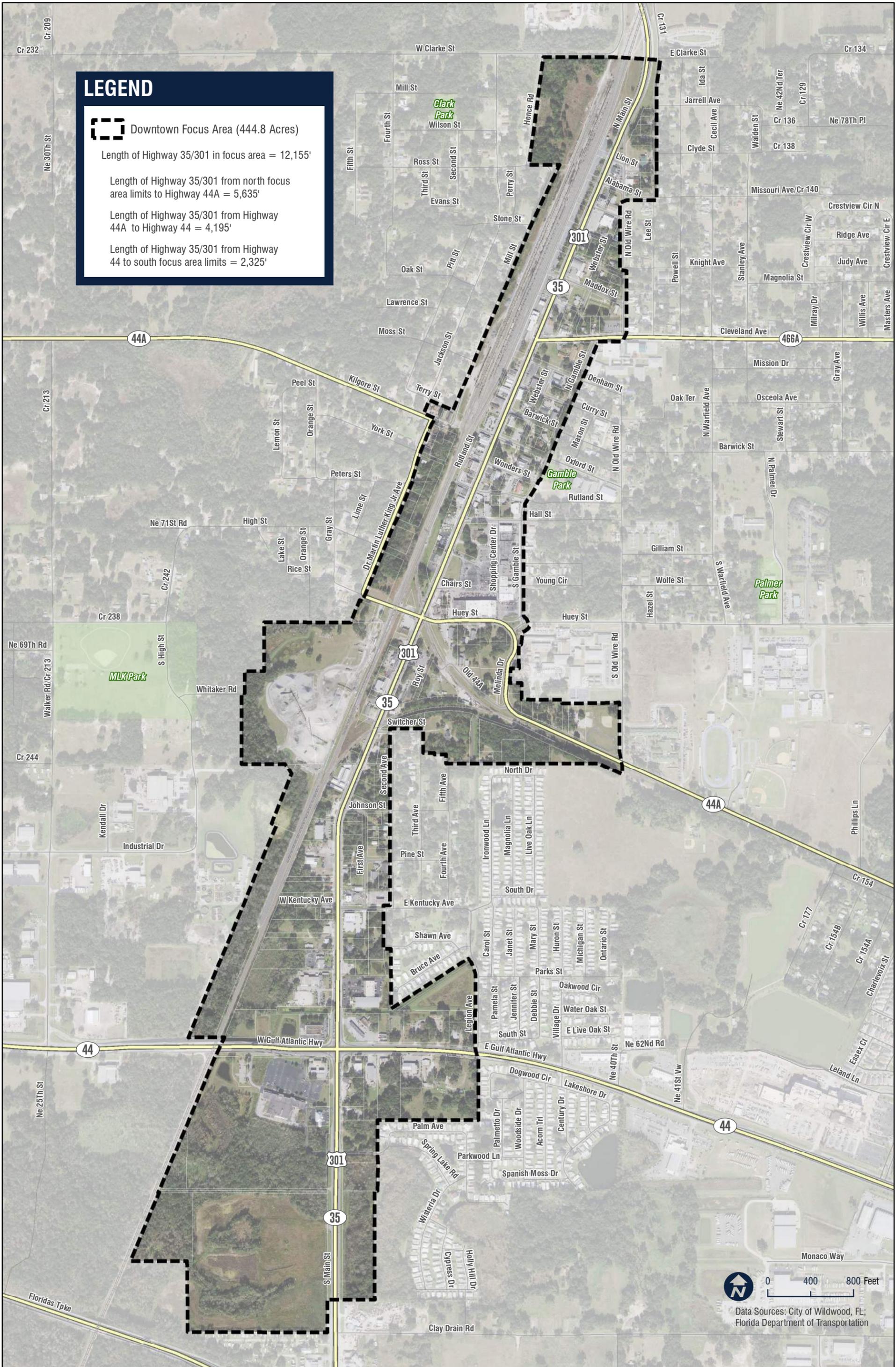
Existing Conditions





LEGEND

- Downtown Focus Area (444.8 Acres)
- Length of Highway 35/301 in focus area = 12,155'
- Length of Highway 35/301 from north focus area limits to Highway 44A = 5,635'
- Length of Highway 35/301 from Highway 44A to Highway 44 = 4,195'
- Length of Highway 35/301 from Highway 44 to south focus area limits = 2,325'



0 400 800 Feet
 Data Sources: City of Wildwood, FL;
 Florida Department of Transportation

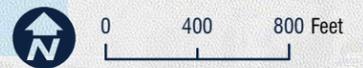
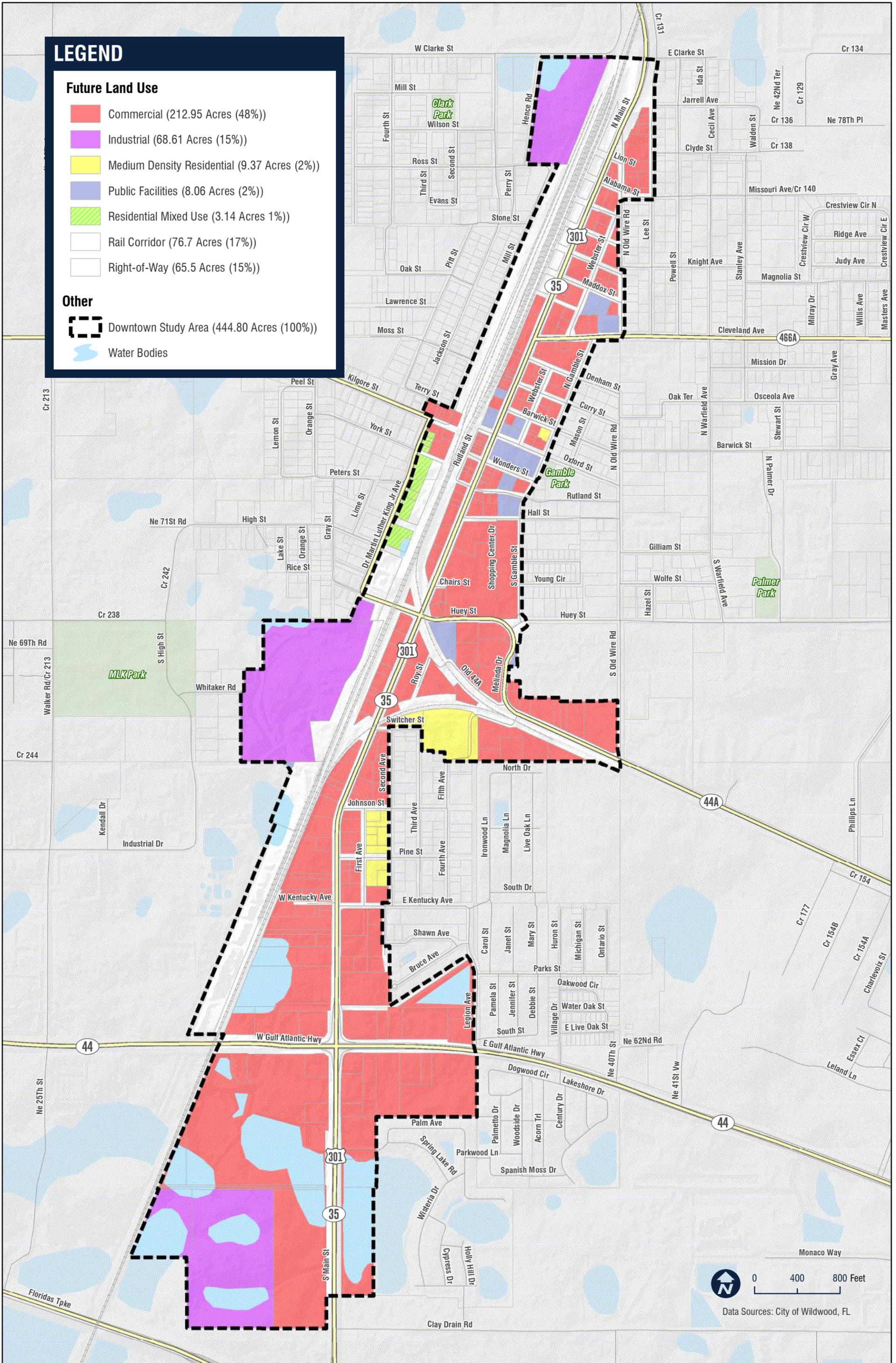
LEGEND

Future Land Use

- Commercial (212.95 Acres (48%))
- Industrial (68.61 Acres (15%))
- Medium Density Residential (9.37 Acres (2%))
- Public Facilities (8.06 Acres (2%))
- Residential Mixed Use (3.14 Acres (1%))
- Rail Corridor (76.7 Acres (17%))
- Right-of-Way (65.5 Acres (15%))

Other

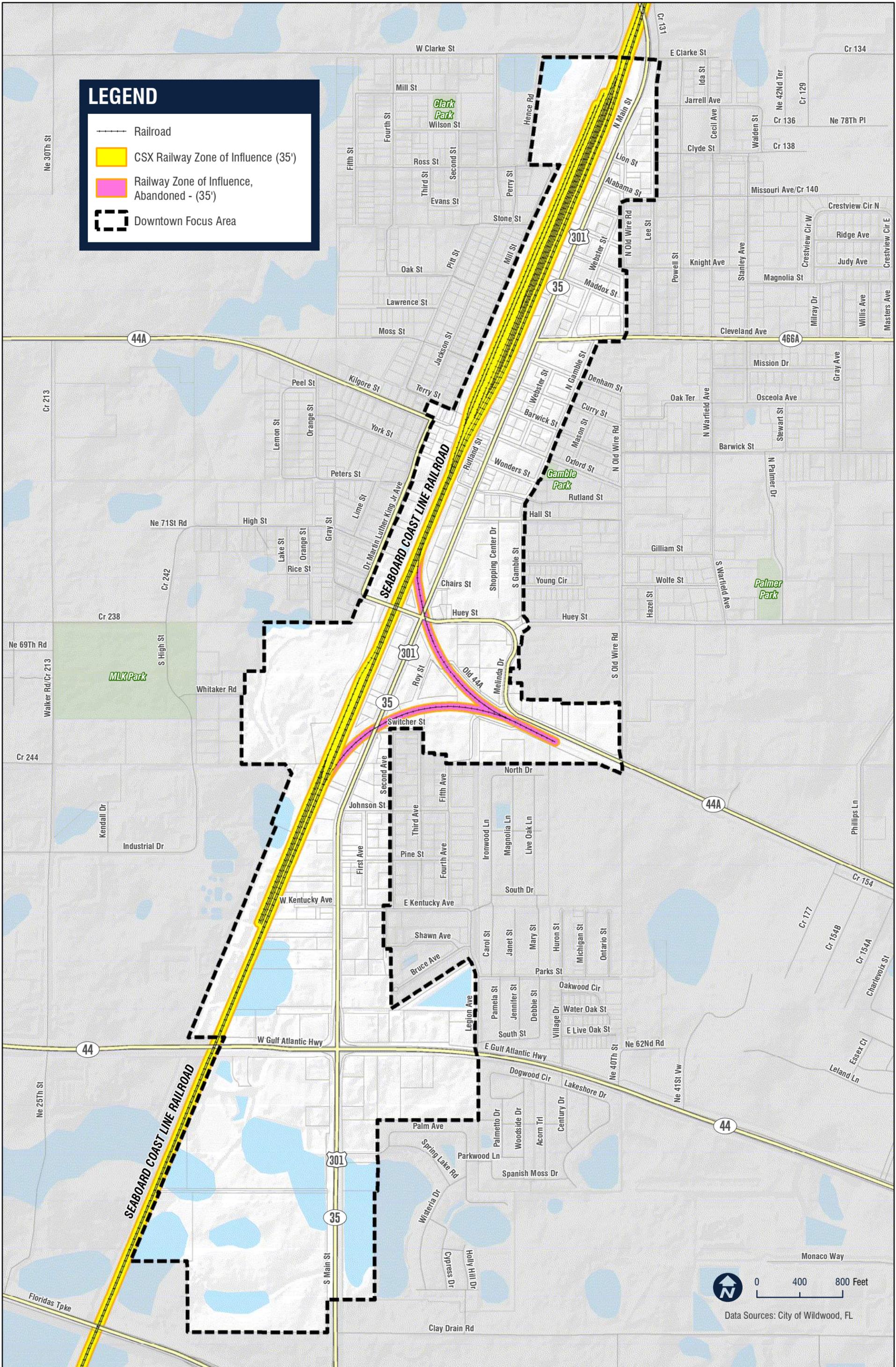
- Downtown Study Area (444.80 Acres (100%))
- Water Bodies



Data Sources: City of Wildwood, FL

LEGEND

-  Railroad
-  CSX Railway Zone of Influence (35')
-  Railway Zone of Influence, Abandoned - (35')
-  Downtown Focus Area



Data Sources: City of Wildwood, FL

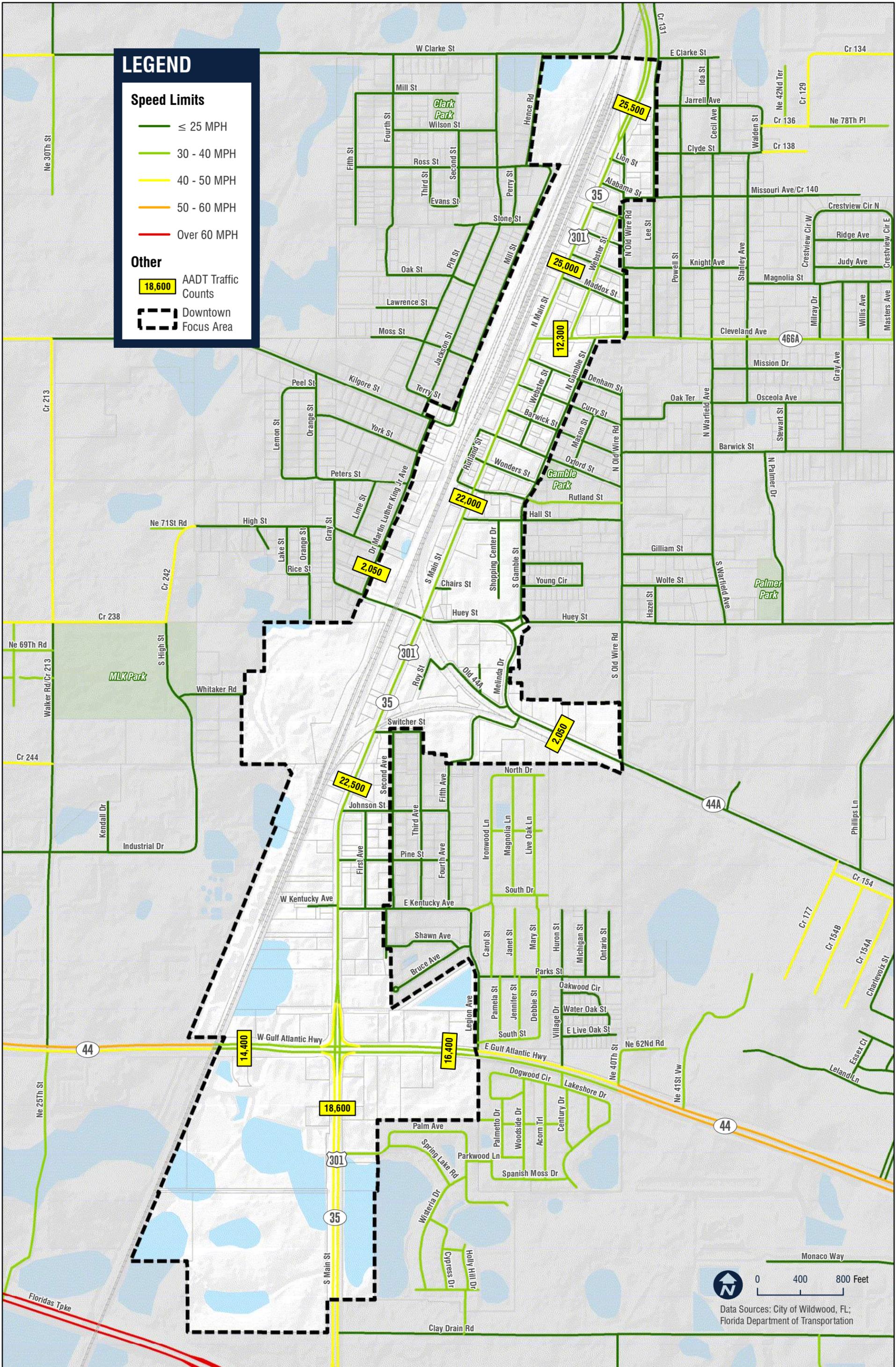
LEGEND

Speed Limits

- ≤ 25 MPH
- 30 - 40 MPH
- 40 - 50 MPH
- 50 - 60 MPH
- Over 60 MPH

Other

- 18,600 AADT Traffic Counts
- Downtown Focus Area



0 400 800 Feet

Data Sources: City of Wildwood, FL;
Florida Department of Transportation

LEGEND

Sidewalks

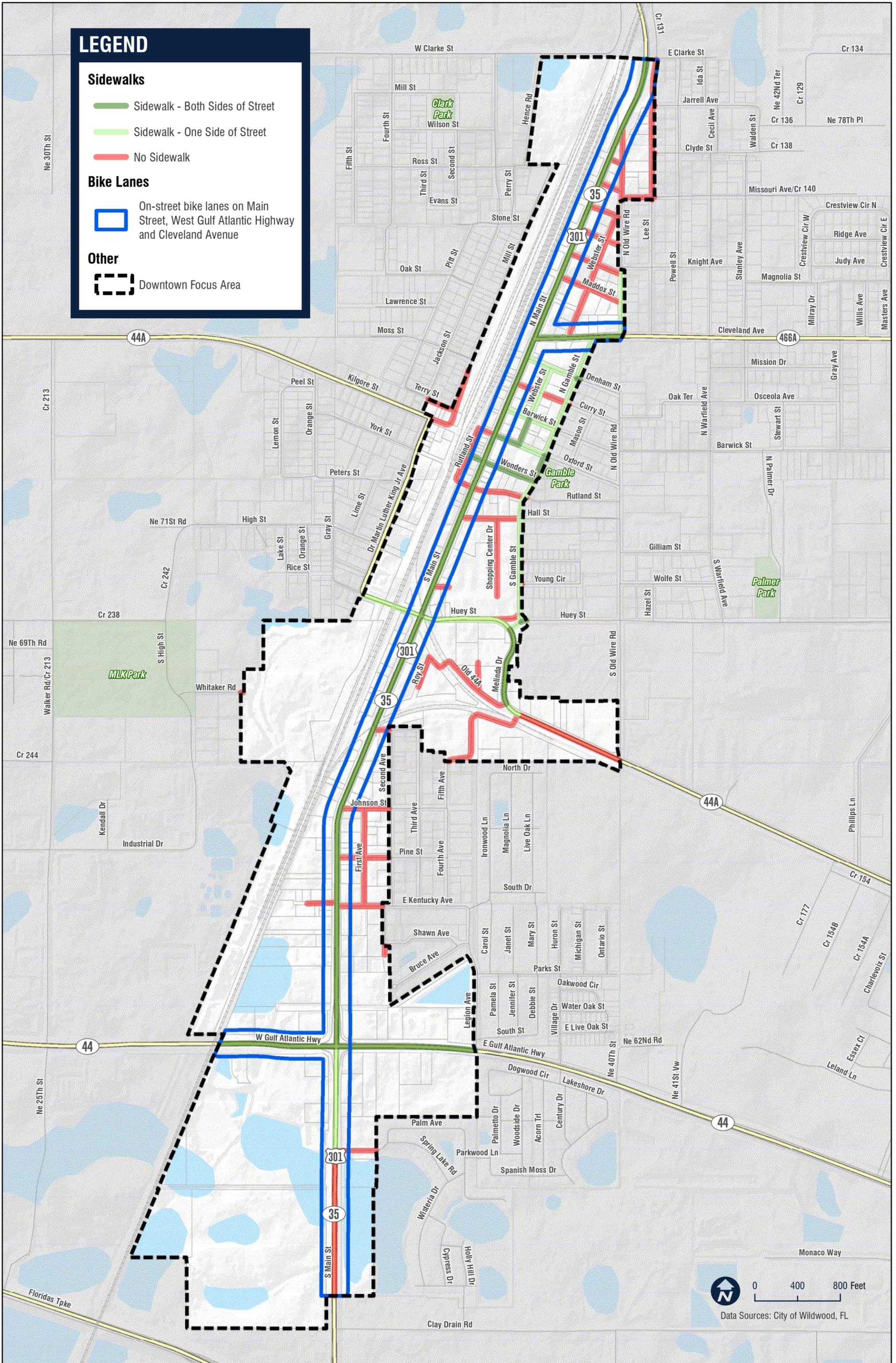
-  Sidewalk - Both Sides of Street
-  Sidewalk - One Side of Street
-  No Sidewalk

Bike Lanes

-  On-street bike lanes on Main Street, West Gulf Atlantic Highway and Cleveland Avenue

Other

-  Downtown Focus Area



Data Sources: City of Wildwood, FL

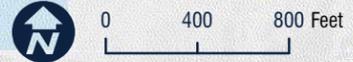
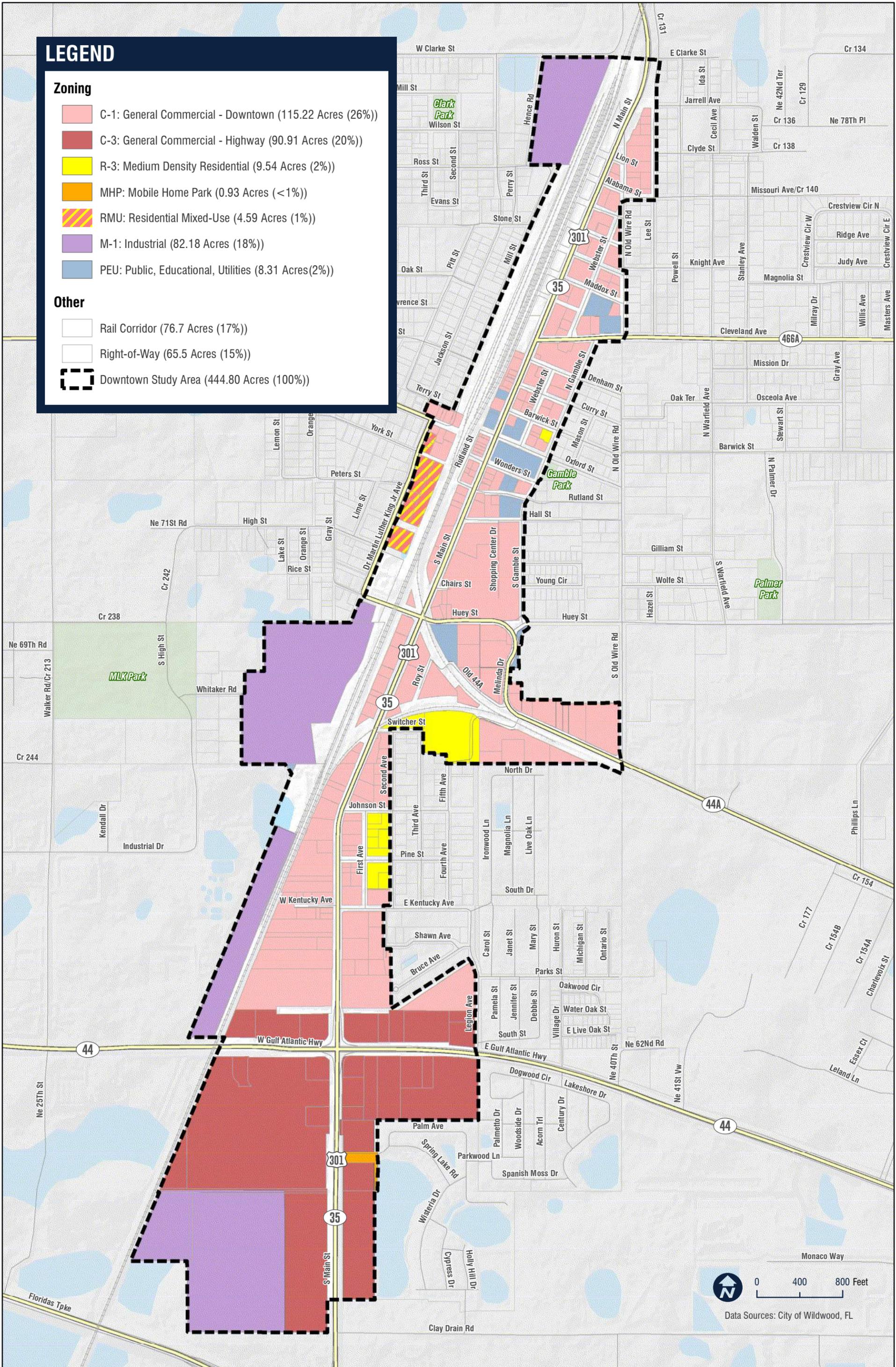
LEGEND

Zoning

- C-1: General Commercial - Downtown (115.22 Acres (26%))
- C-3: General Commercial - Highway (90.91 Acres (20%))
- R-3: Medium Density Residential (9.54 Acres (2%))
- MHP: Mobile Home Park (0.93 Acres (<1%))
- RMU: Residential Mixed-Use (4.59 Acres (1%))
- M-1: Industrial (82.18 Acres (18%))
- PEU: Public, Educational, Utilities (8.31 Acres (2%))

Other

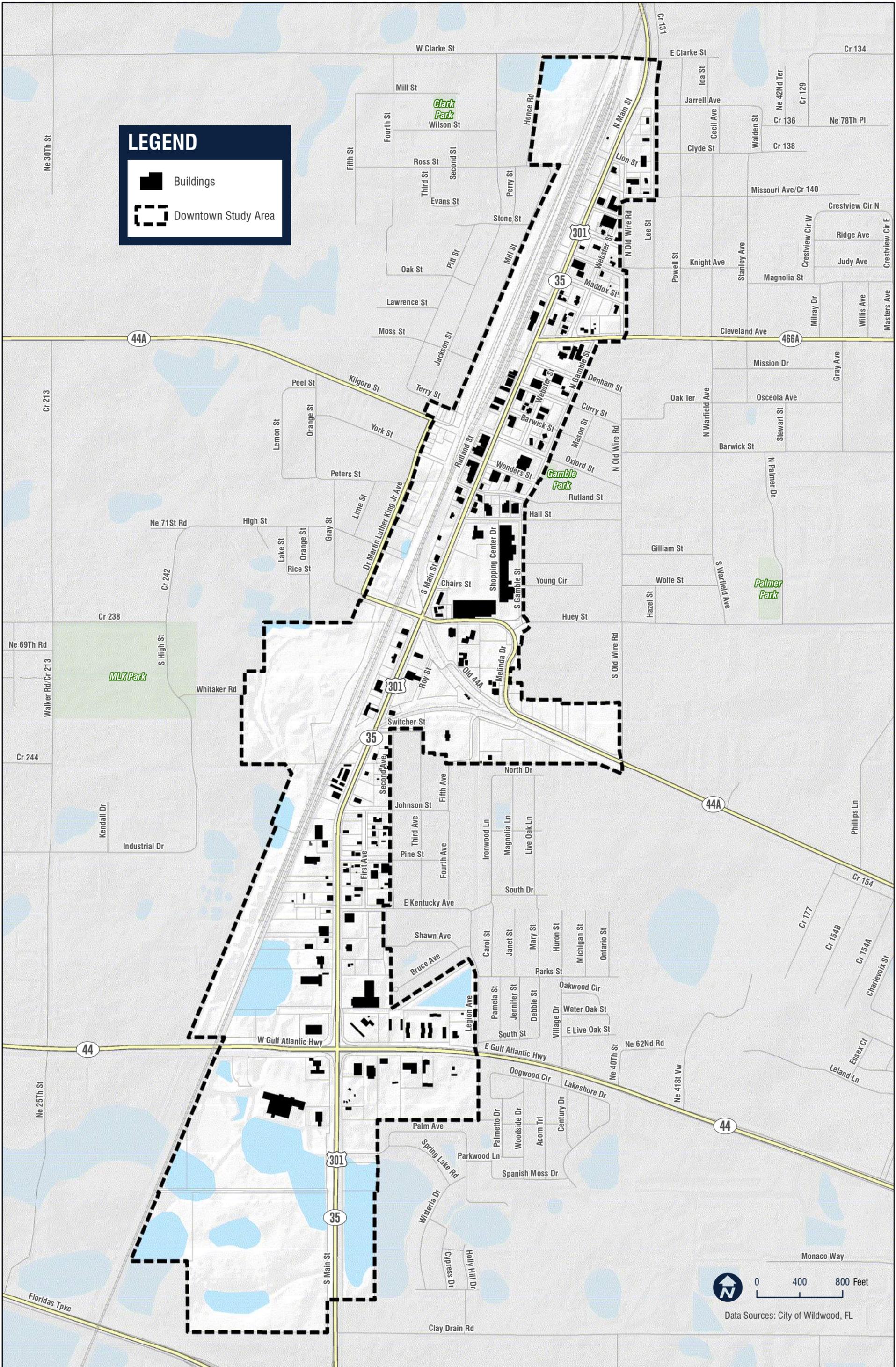
- Rail Corridor (76.7 Acres (17%))
- Right-of-Way (65.5 Acres (15%))
- Downtown Study Area (444.80 Acres (100%))



Data Sources: City of Wildwood, FL

LEGEND

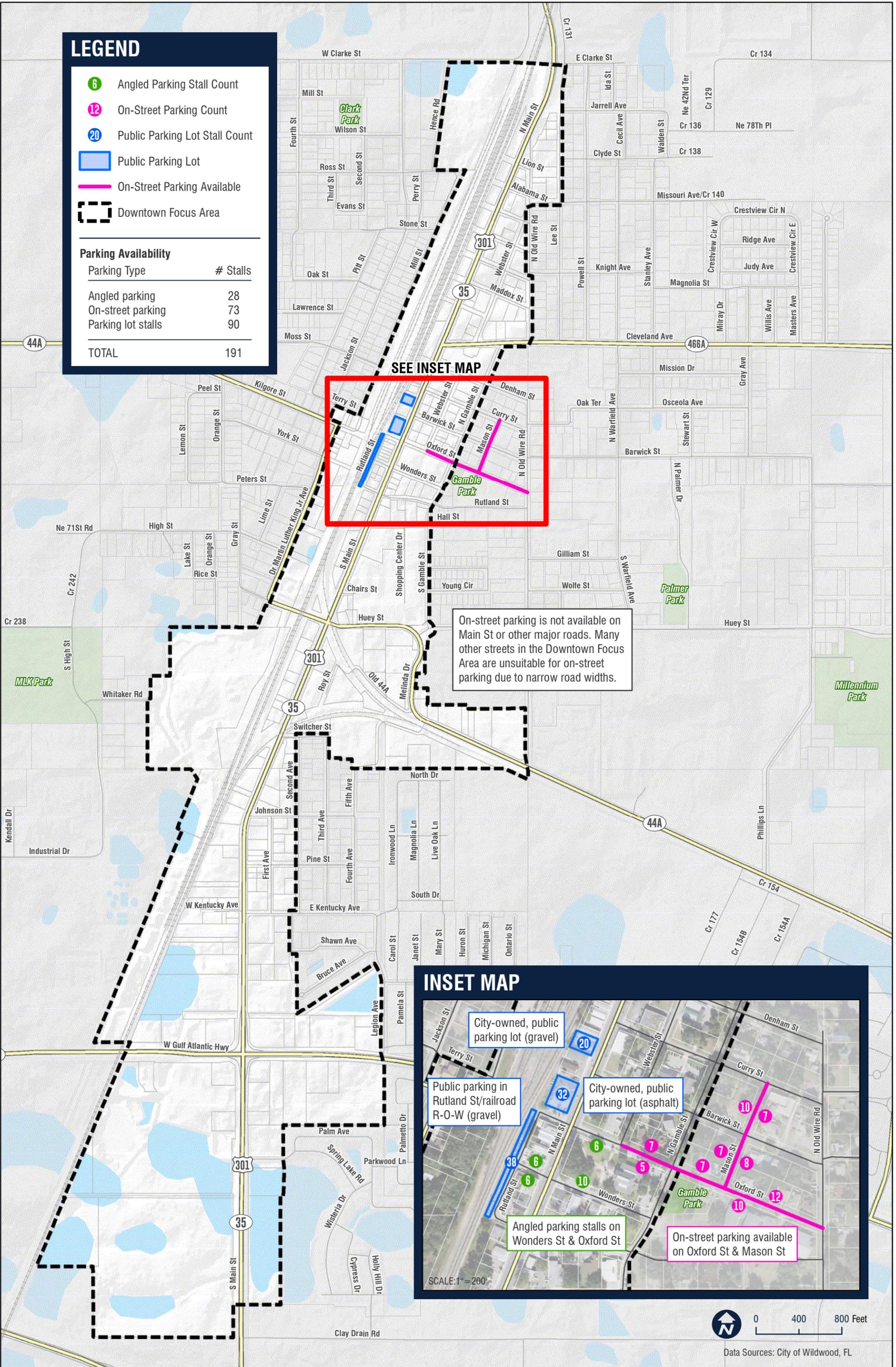
-  Buildings
-  Downtown Study Area



LEGEND

- 6 Angled Parking Stall Count
- 12 On-Street Parking Count
- 20 Public Parking Lot Stall Count
- Public Parking Lot
- On-Street Parking Available
- Downtown Focus Area

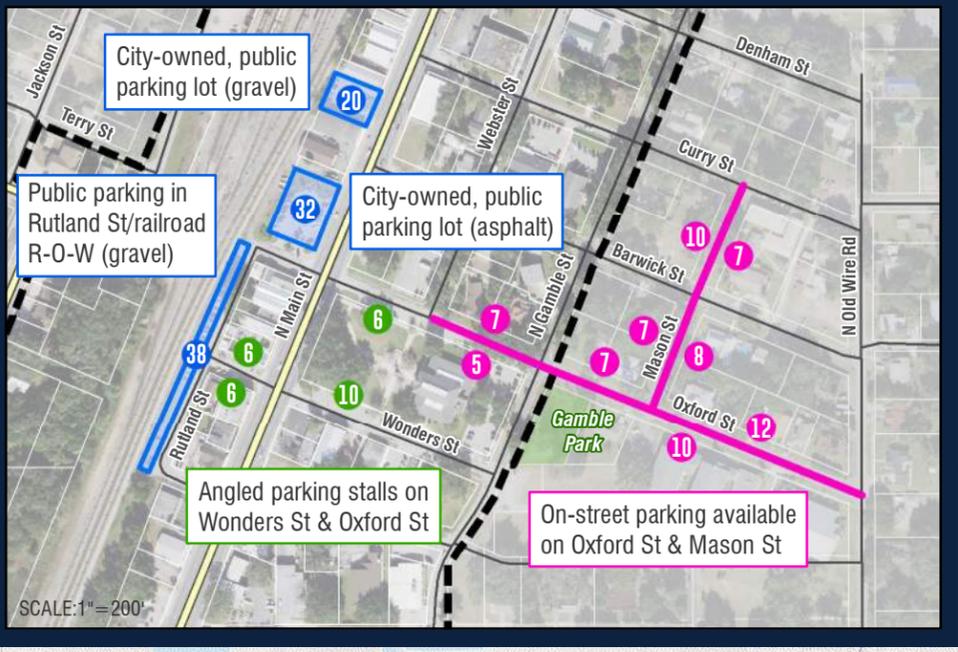
Parking Type	# Stalls
Angled parking	28
On-street parking	73
Parking lot stalls	90
TOTAL	191



SEE INSET MAP

On-street parking is not available on Main St or other major roads. Many other streets in the Downtown Focus Area are unsuitable for on-street parking due to narrow road widths.

INSET MAP



Data Sources: City of Wildwood, FL

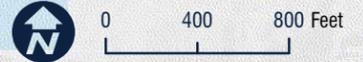
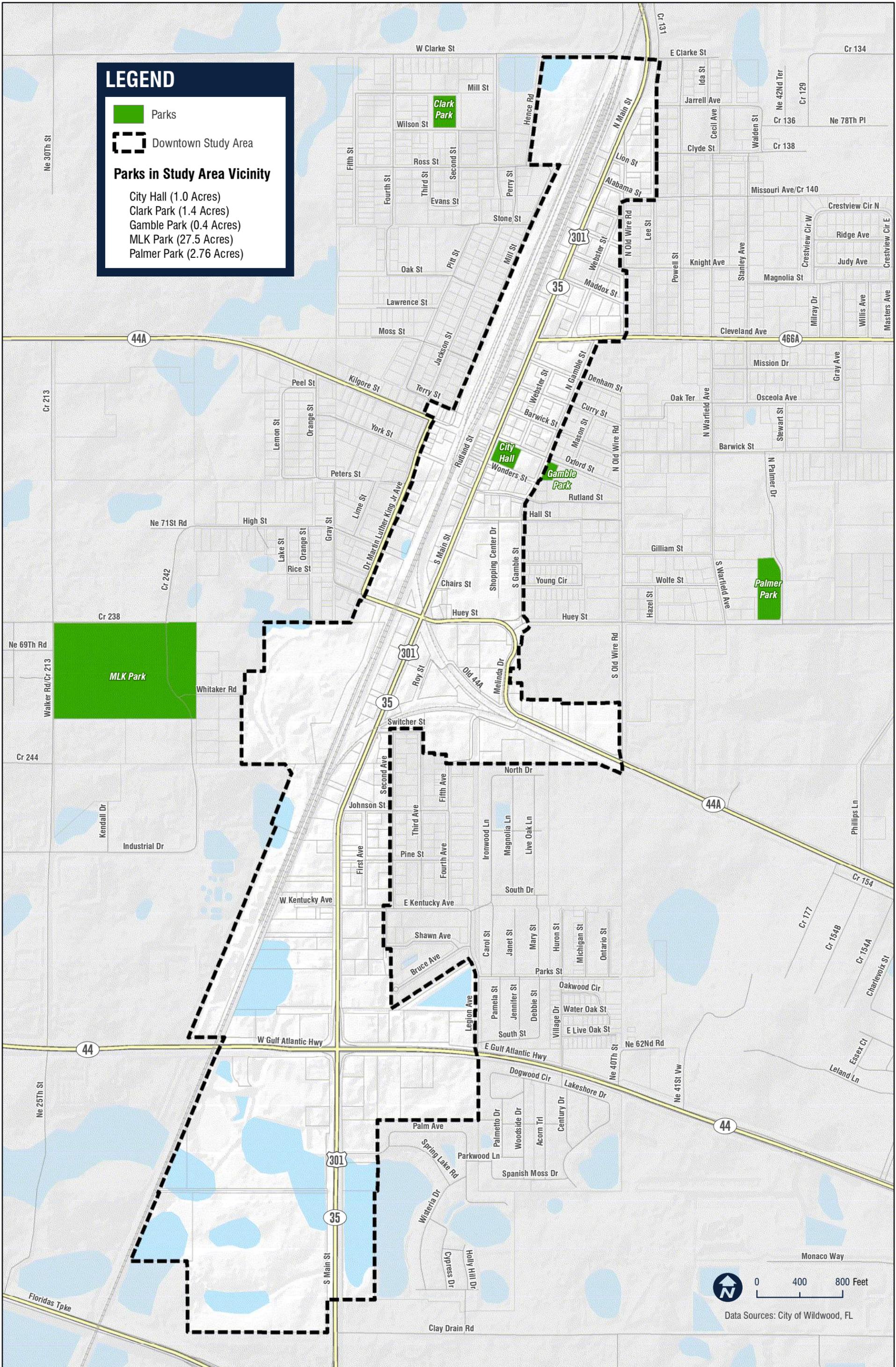
LEGEND

 Parks

 Downtown Study Area

Parks in Study Area Vicinity

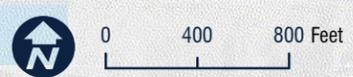
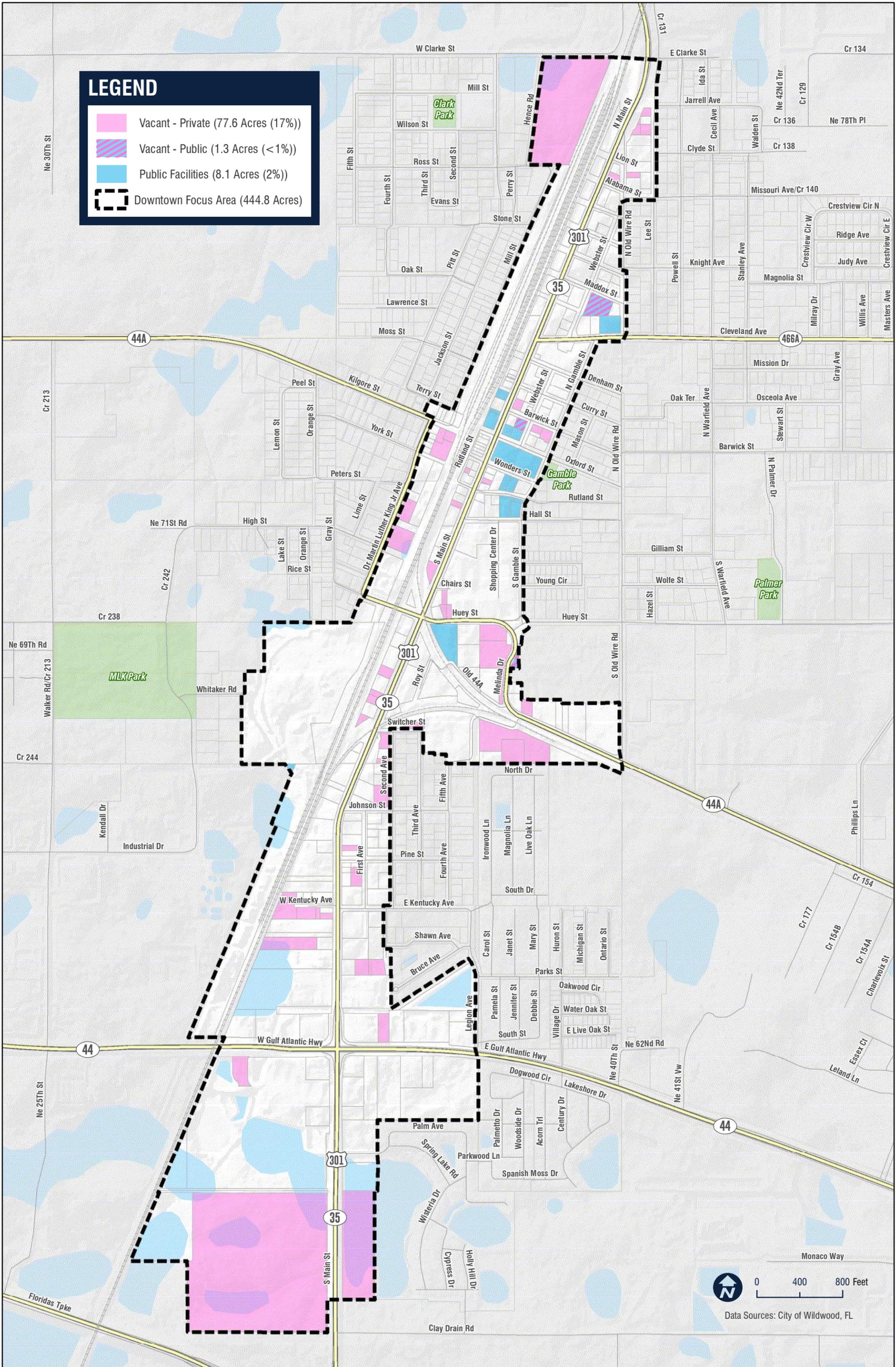
- City Hall (1.0 Acres)
- Clark Park (1.4 Acres)
- Gamble Park (0.4 Acres)
- MLK Park (27.5 Acres)
- Palmer Park (2.76 Acres)



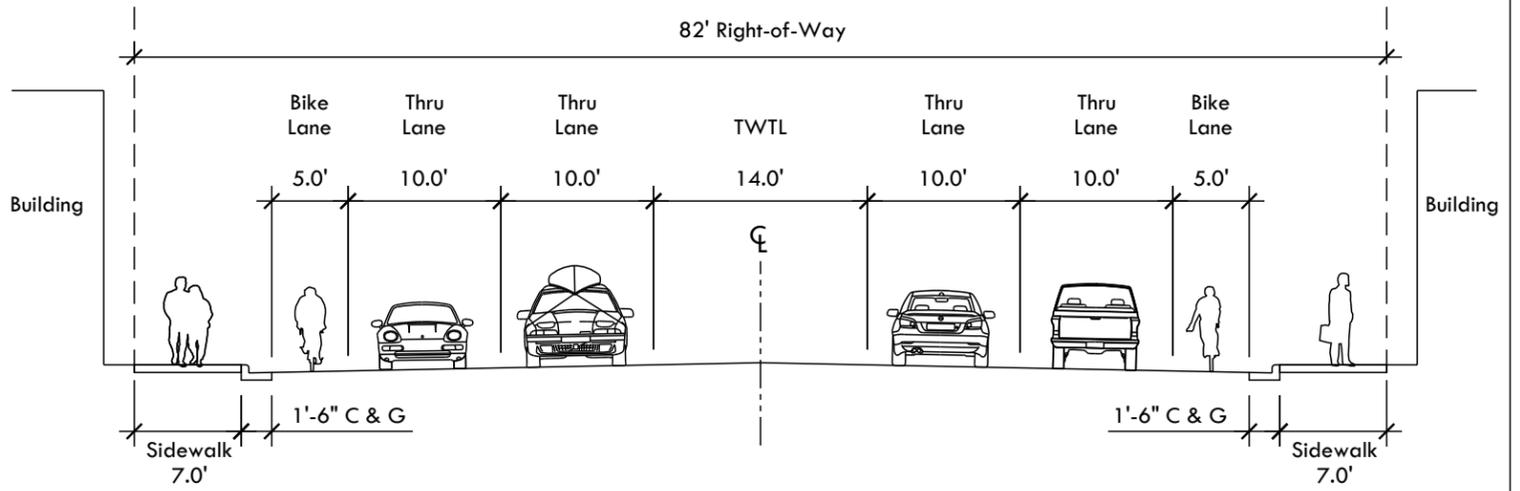
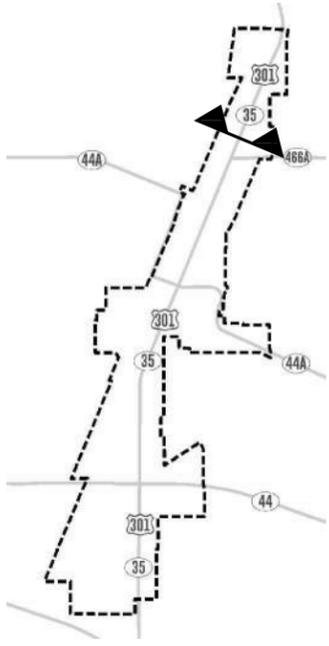
Data Sources: City of Wildwood, FL

LEGEND

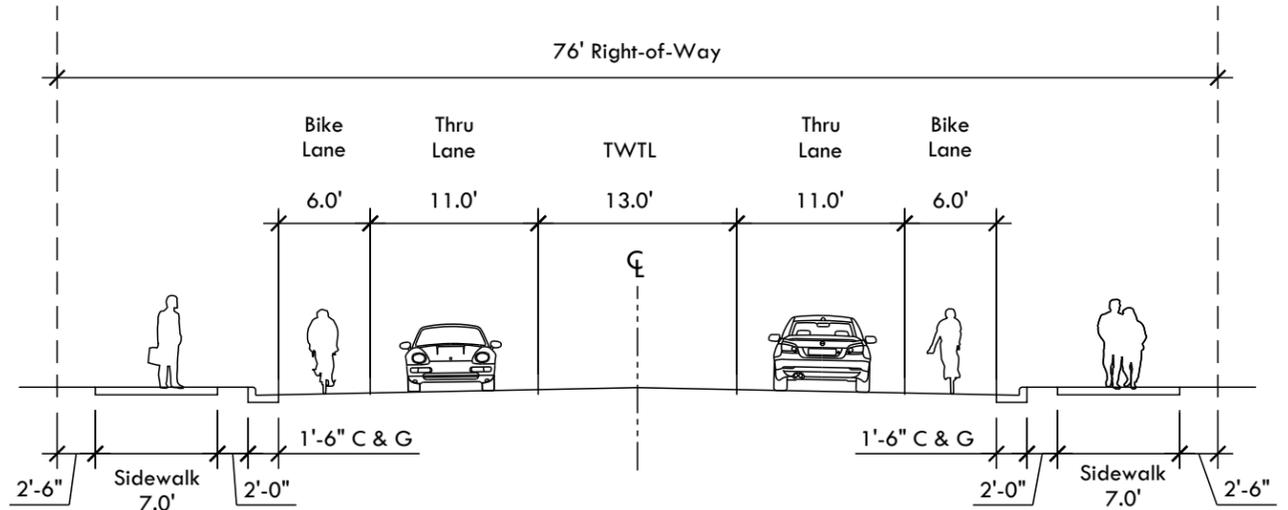
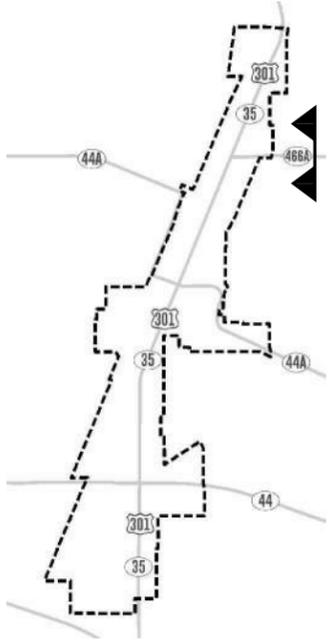
- Vacant - Private (77.6 Acres (17%))
- Vacant - Public (1.3 Acres (<1%))
- Public Facilities (8.1 Acres (2%))
- Downtown Focus Area (444.8 Acres)



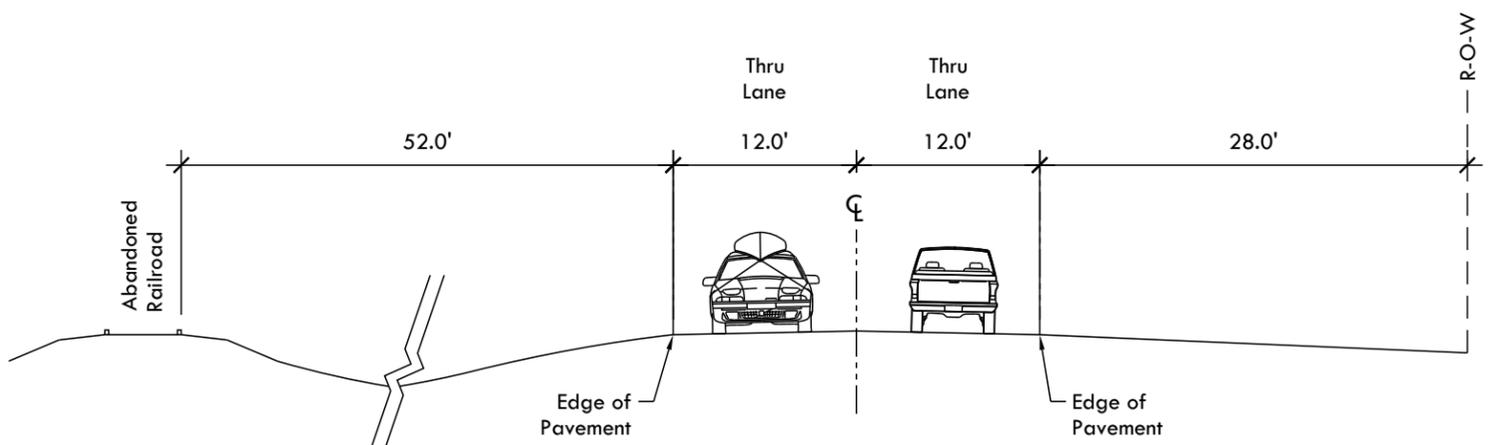
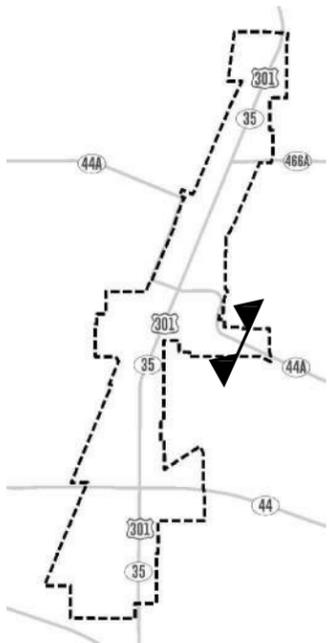
Data Sources: City of Wildwood, FL



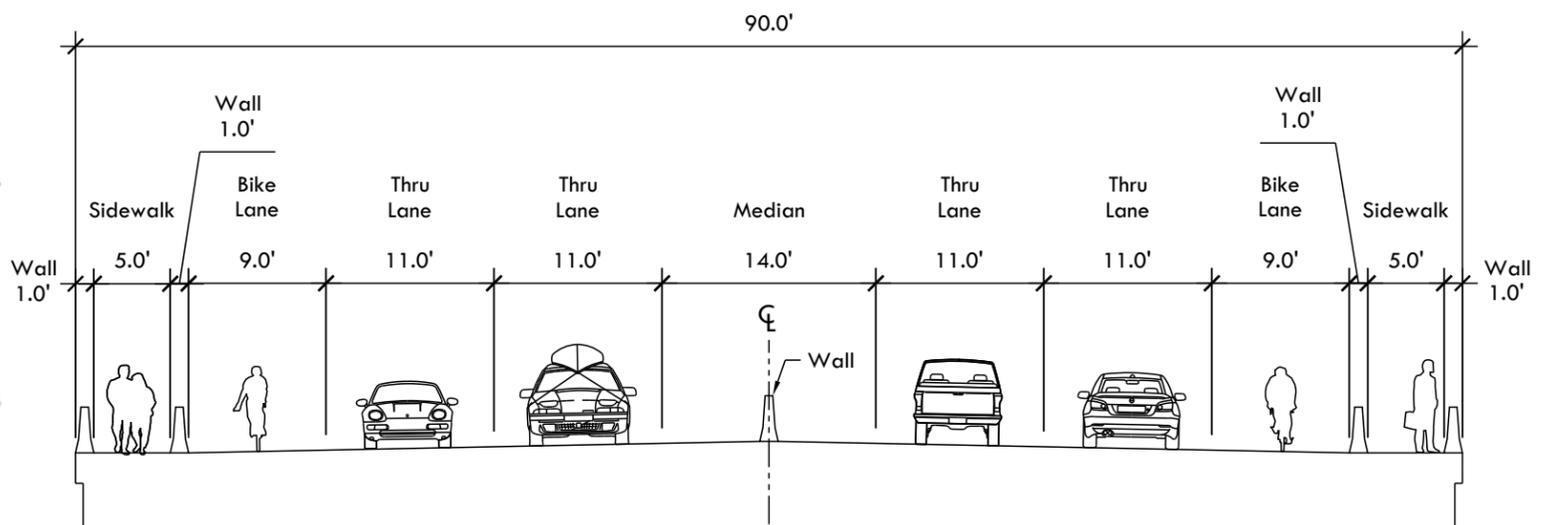
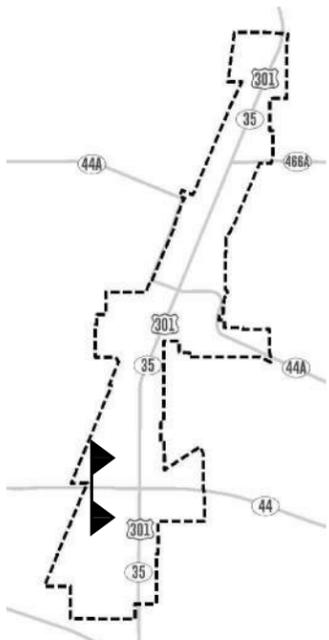
Main Street/Highway 35-301



Cleveland Avenue/Highway 466A



Highway 44A

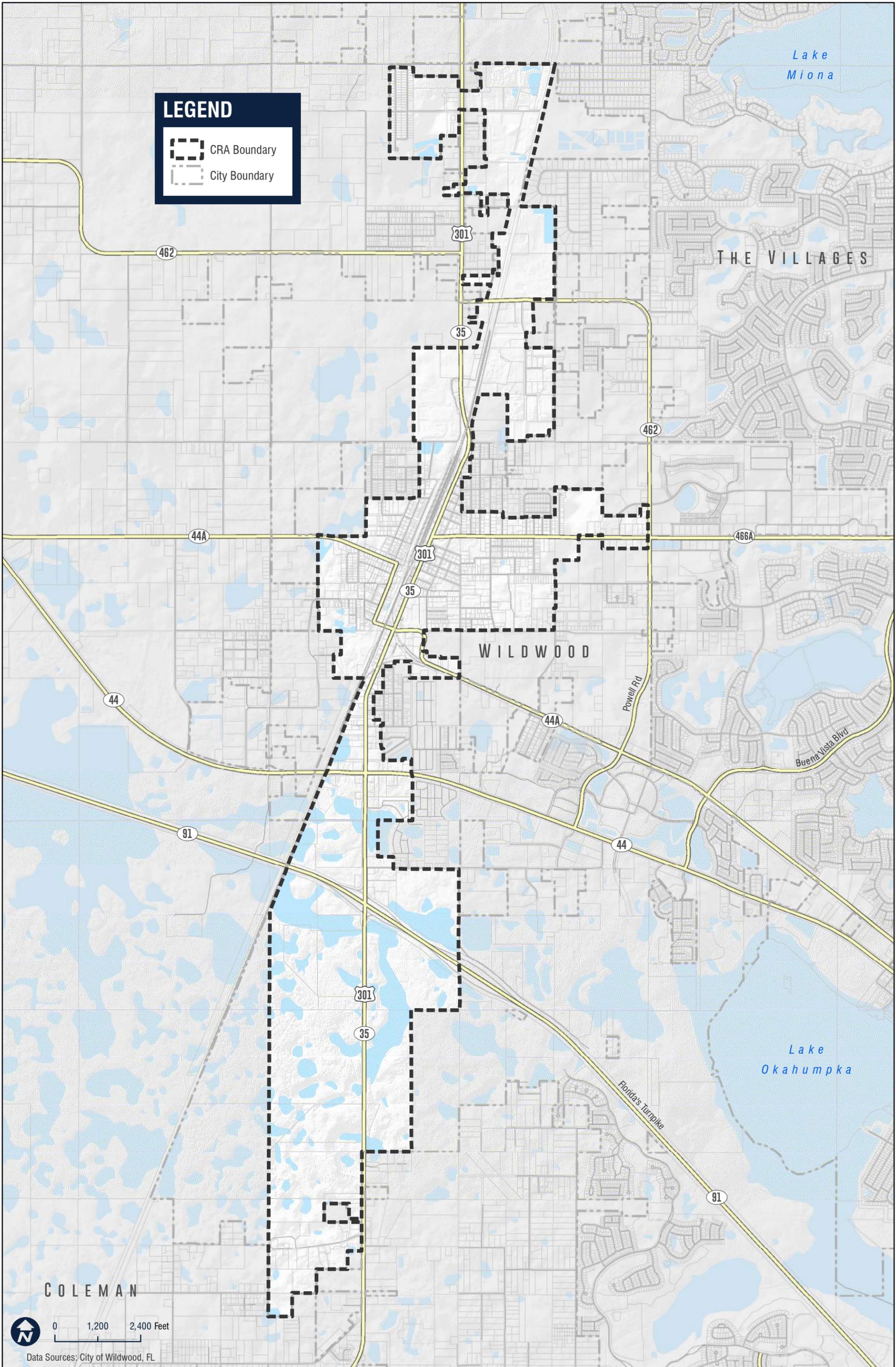


Highway 44

Note: Cross section varies throughout Focus Area, expanding to 7 lanes at Main Street intersection.

LEGEND

-  CRA Boundary
-  City Boundary



COLEMAN



Data Sources: City of Wildwood, FL



North Gateway – CSX Rail Storage



CSX Rail Station and Parking



City Hall Park and Public Parking across Main Street adjacent to CSX Rail line



Vacant commercial plots on N. Main Street (Highway 301)



Traditional/historic commercial architecture with small businesses



City Hall and ceremonial green



Public Parking on Main Street and Park across from City Hall



Main Street (Highway 301) commercial corridor in center of Wildwood with on-street bike lanes



Traditional/historic turn of 20th Century commercial architecture with local small businesses



Mature tree lined residential streets in the center of Wildwood, east of City Hall



Vacant lands adjacent to CSX Rail line



Traditional/historic residential architecture – mixed use commercial



Underutilized commercial development along Main Street and Lynum Street adjacent to CSX rail line – City gateway



Abandoned CSX Rail spur along Highway 44A – a redevelopment opportunity site.



On-street parking and commercial buildings on Wonders Street adjacent to City Hall.



S Main St south of Highway 44



Underutilized commercial development along Main Street and Switcher Street – City gateway



Underutilized commercial development along Main Street and Huey Street adjacent to old police station – City gateway and potential redevelopment site



Data Sources: City of Wildwood, FL; Florida Department of Transportation

APPENDIX

Previous Concepts

KEY FEATURES

1. GAMBLE STREET / 44A STREET RE CONFIGURATIONS
2. GOLF CARTS PERMITTED - PATH ON 44A / 301 / CLEVELAND
3. PUBLIC TRANSPORTATION / BIKE CONNECTION TO CITY ASSETS
4. REZONING INCREASE DES TO 24 UNITS / ACRE IN ① and ②
5. PARKING / STRUCTURE ON 301
6. 2 PED / BIKE BRIDGES - 44A, 301 NEAR CITY HALL
7. COMPLETE STREETS - BIKE TRAIL - GAMBLE STREET - E-W CONNECTORS
8. PUBLIC TRANSPORTATION - 44A / 301 / 466A / POWER
9. NEW ACTIVITY AREA - FARMERS MARKET - FOOD TRUCK PARK
10. CSX RAIL MUSEUM

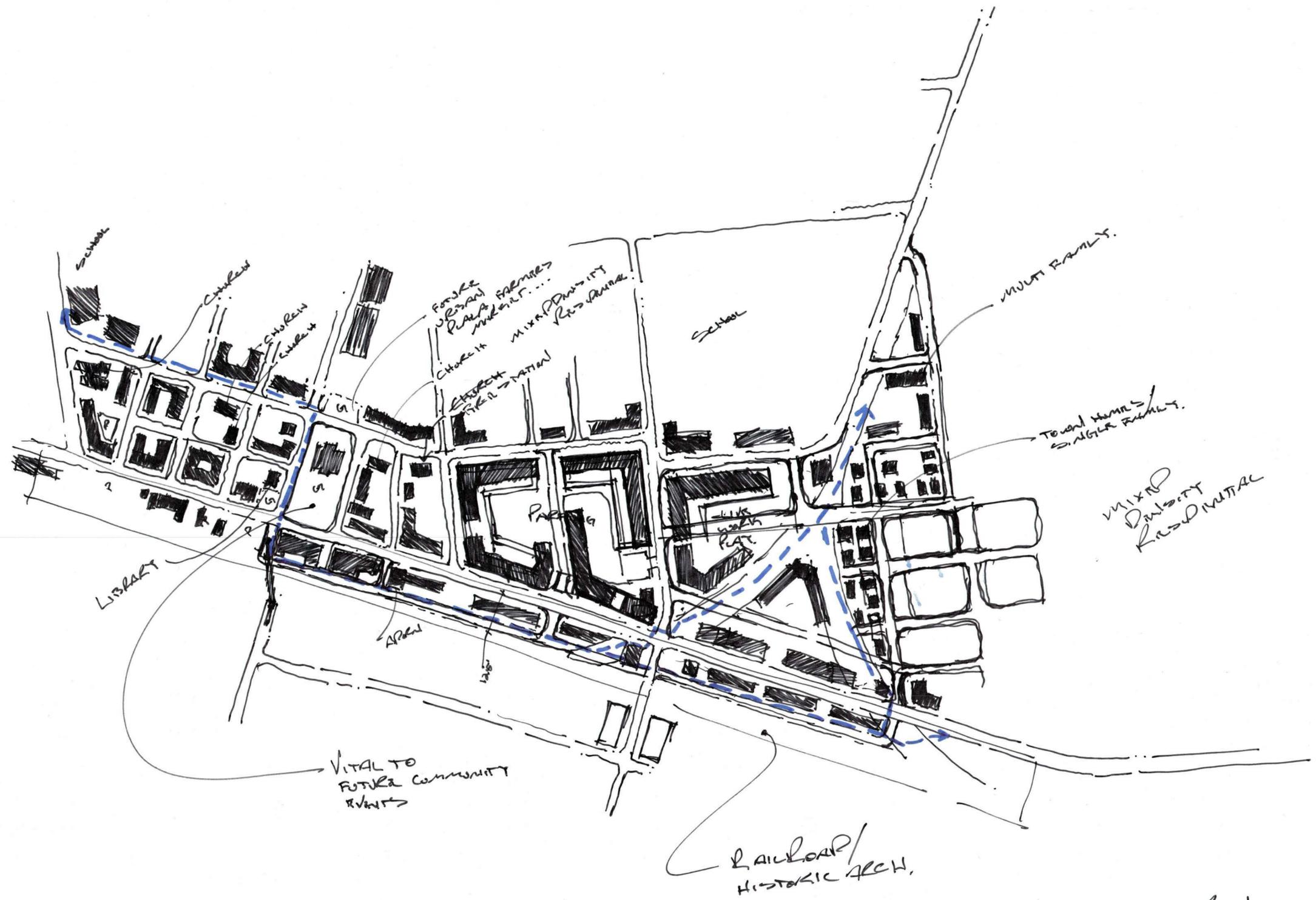
BRANDING

- 3 DISTRICTS
- a. OLD TOWN - RAILROAD THEME
 - b. MID TOWN - GATEWAY DISTRICT
 - c. NEW TOWN - @ 44 and 301 (OUTSIDE THIS MAP)



• RELOCATE HIGHWAY
→ A MAJOR IMPROVEMENT

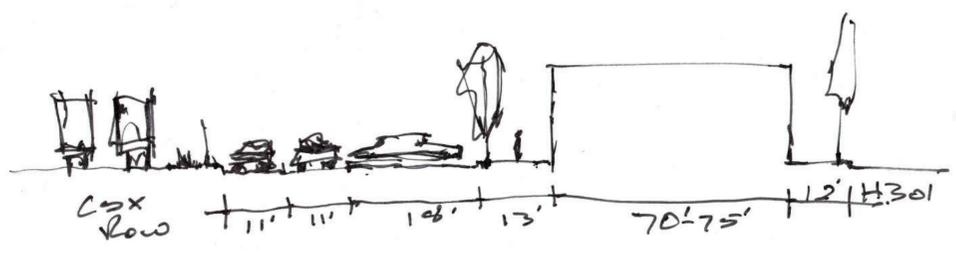
• MOMENT FROM HDR
ROSTR.



MARK FLORIDA FOR 15' PASS

1" = 300'

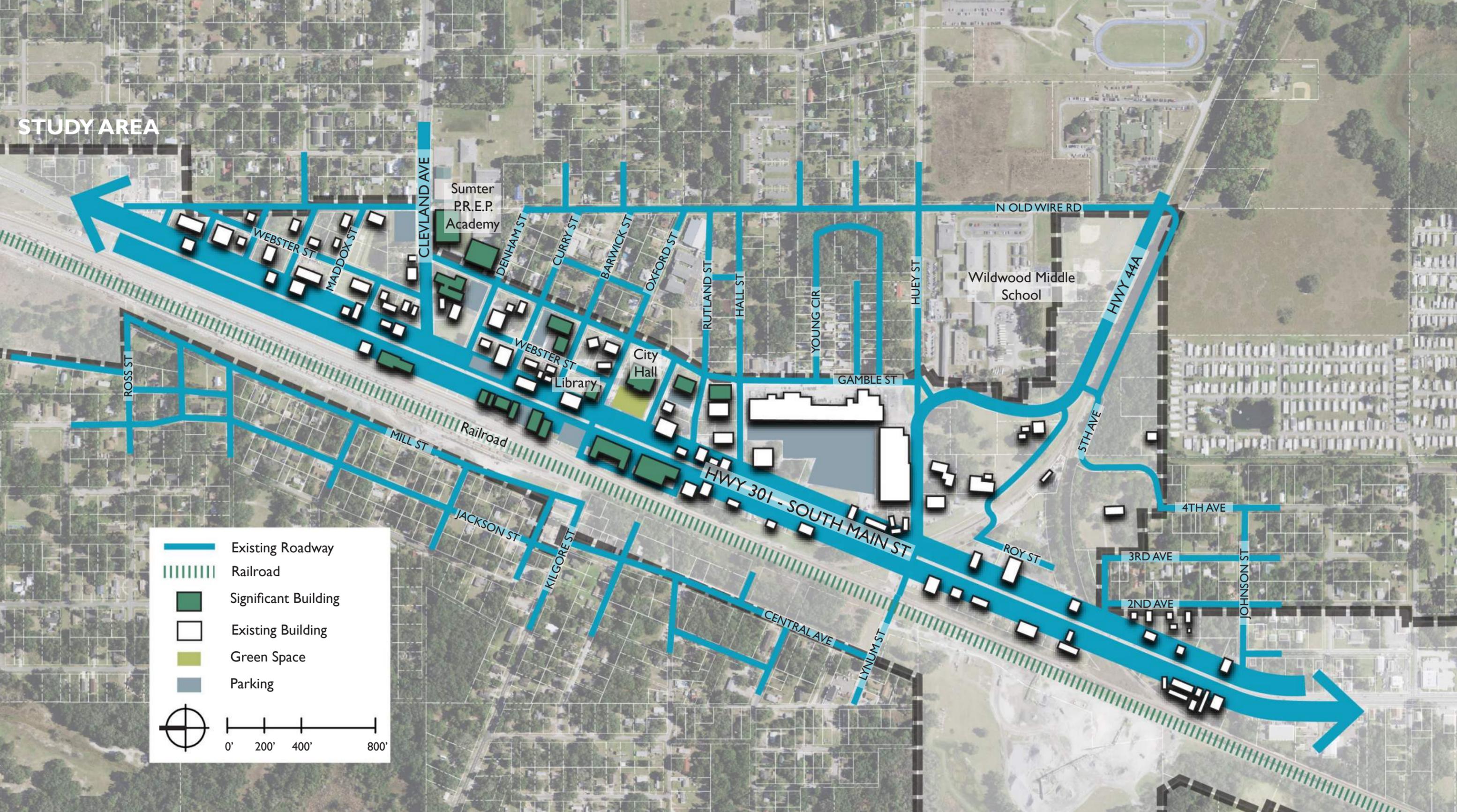
50'



- Scenario Plan!
1. obtain kind of the way into
 2. HDR confirm streets plan
 3. RELOCATE THE HIGHWAY.

- RELOCATE
- STRAIGHT
- GOVERNMENT
- SPORTS

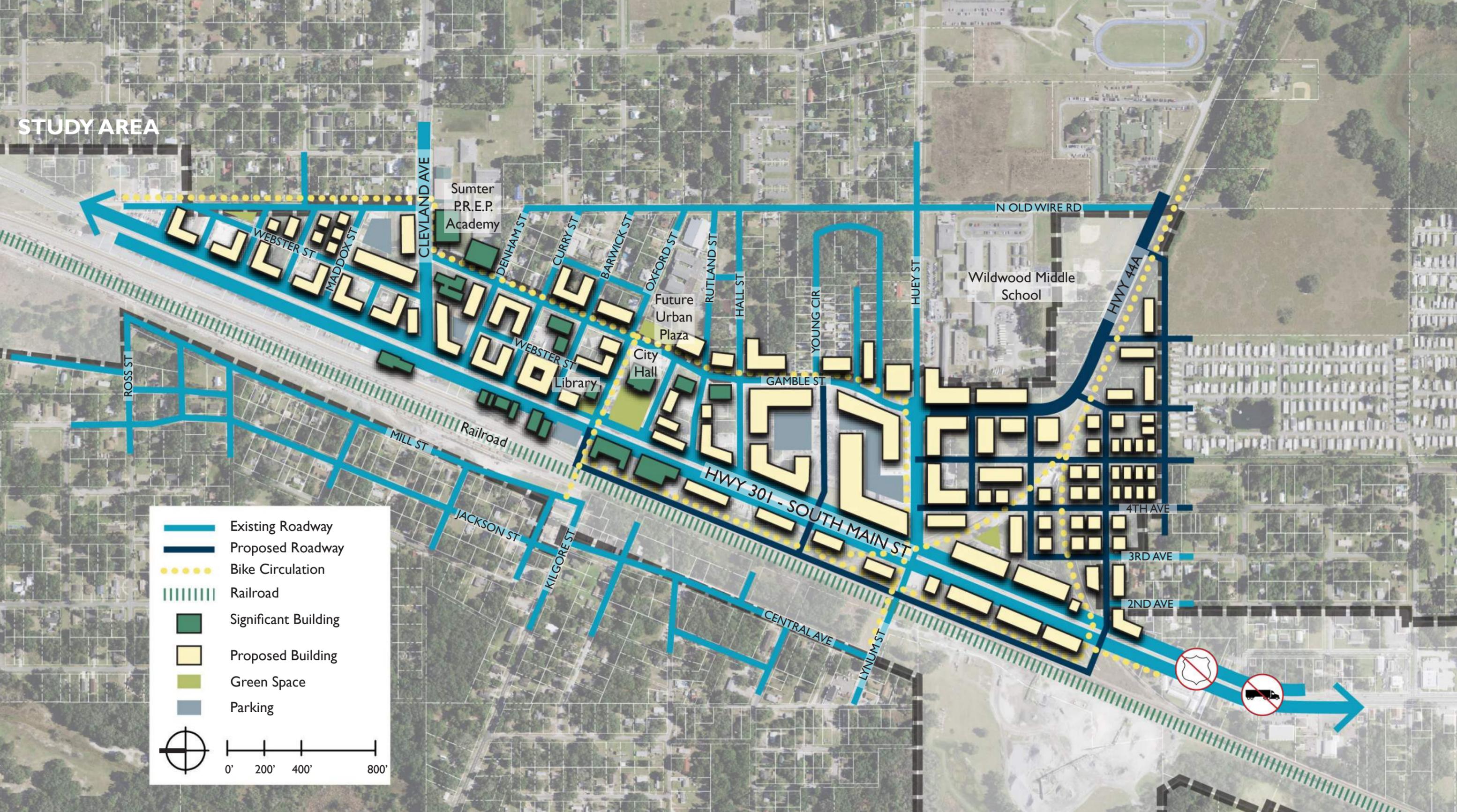
STUDY AREA



WILDWOOD DOWNTOWN MASTER PLAN | CONCEPT THREE: Existing Conditions

Ayres Associates Inc | 3433 Oakwood Hills Parkway, Eau Claire, WI 54701 | www.ayresassociates.com | 715.834.3161

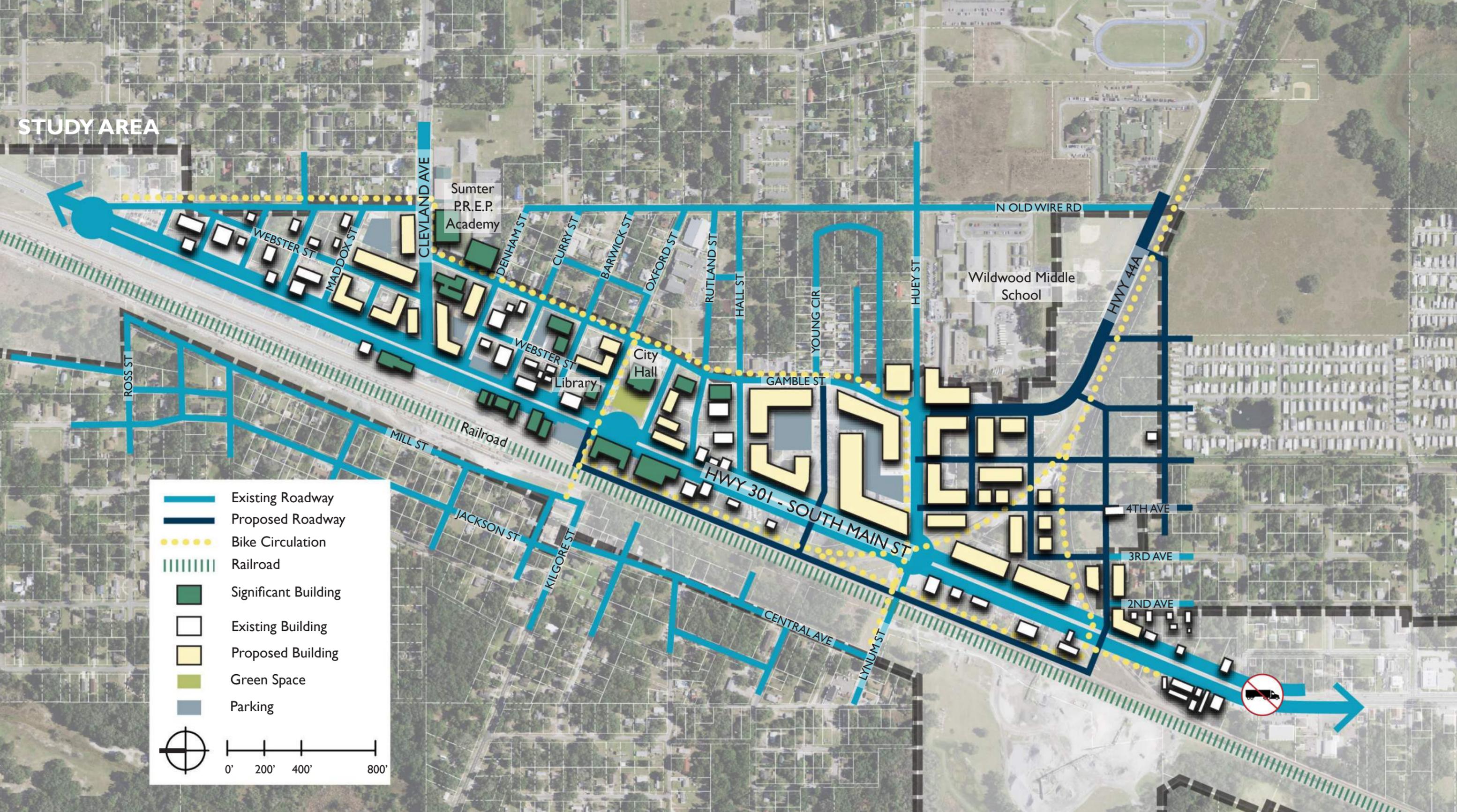
STUDY AREA



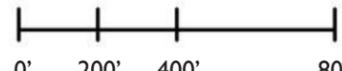
WILDWOOD DOWNTOWN MASTER PLAN | CONCEPT ONE: Reroute Highway

Ayres Associates Inc | 3433 Oakwood Hills Parkway, Eau Claire, WI 54701 | www.ayresassociates.com | 715.834.3161

STUDY AREA



-  Existing Roadway
-  Proposed Roadway
-  Bike Circulation
-  Railroad
-  Significant Building
-  Existing Building
-  Proposed Building
-  Green Space
-  Parking



 0' 200' 400' 800'