



**DOWN
TOWN WEST**
ACTION PLAN

DOWN TOWN WEST ACTION PLAN



KICK-OFF
Stakeholder
Interviews



WORKSHOP #1
Insights

FEB. 2023

WE ARE
HERE!



WORKSHOP #2
Major Moves



PRESENTATION
Plan Document

FALL 2022 / WINTER 2023

LISTENING AND LEARNING

INSIGHTS

Analysis of Market and
Physical Conditions

SPRING 2023

VISIONING

MAJOR MOVES

Develop Scenarios that
Advance Major Moves

SUMMER 2023

PLAN DOCUMENT

PROJECT PROGRAMS & POLICIES

Creation of Draft and
Final Plan Document

The Downtown West Study Area



Looking Around the Area



Looking Around the Area



Looking Around the Area



Looking Around the Area



Looking Around the Area



Looking Around the Area



Key Insights So Far . . .



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



Looking Around the Area



Accessing Bonnet Springs Park



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

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

Lake Wire Projects



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

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

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

Analysis Snapshots: Sidewalks

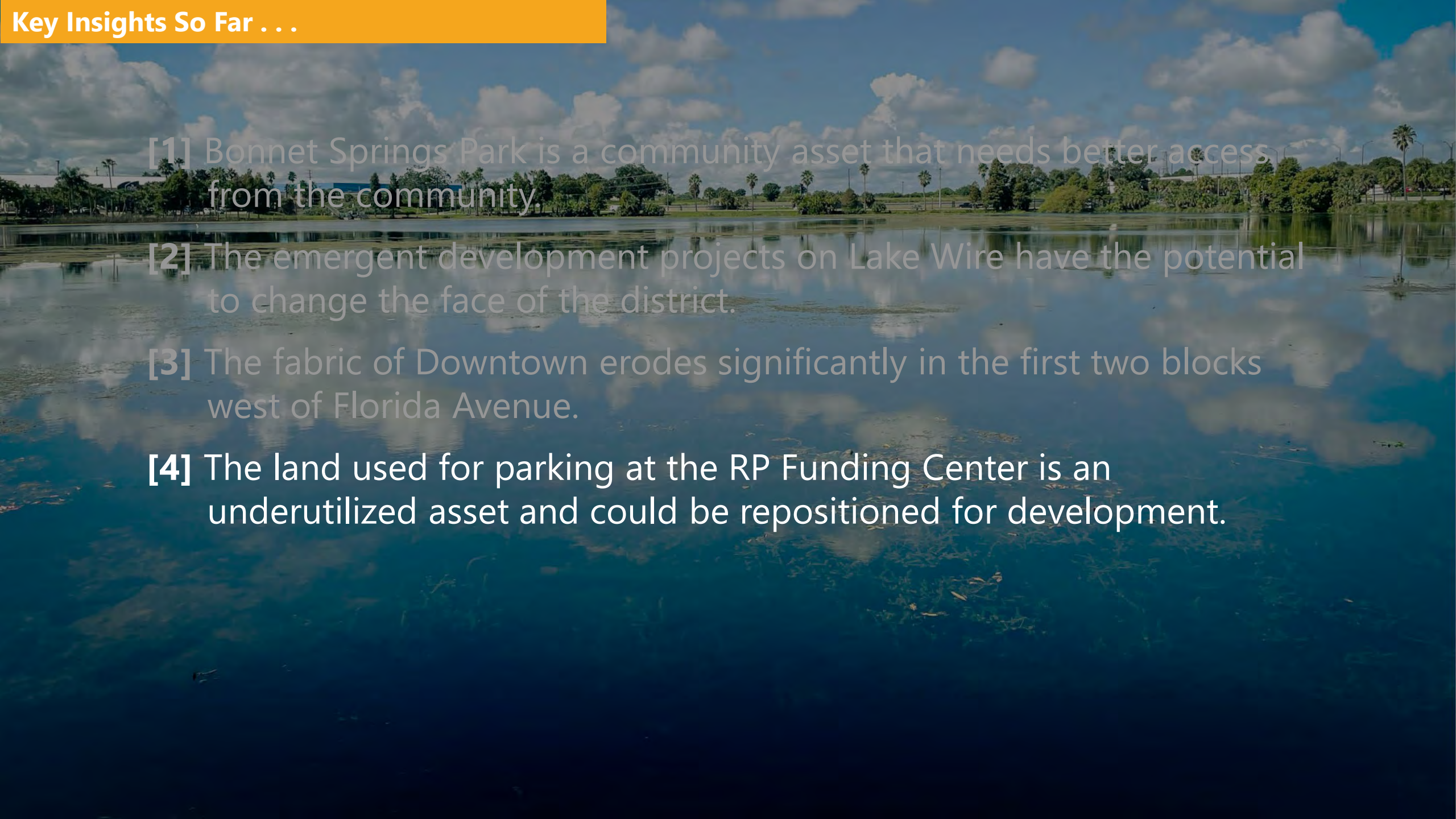


Analysis Snapshots: Street Trees



Analysis Snapshots: Building Edges



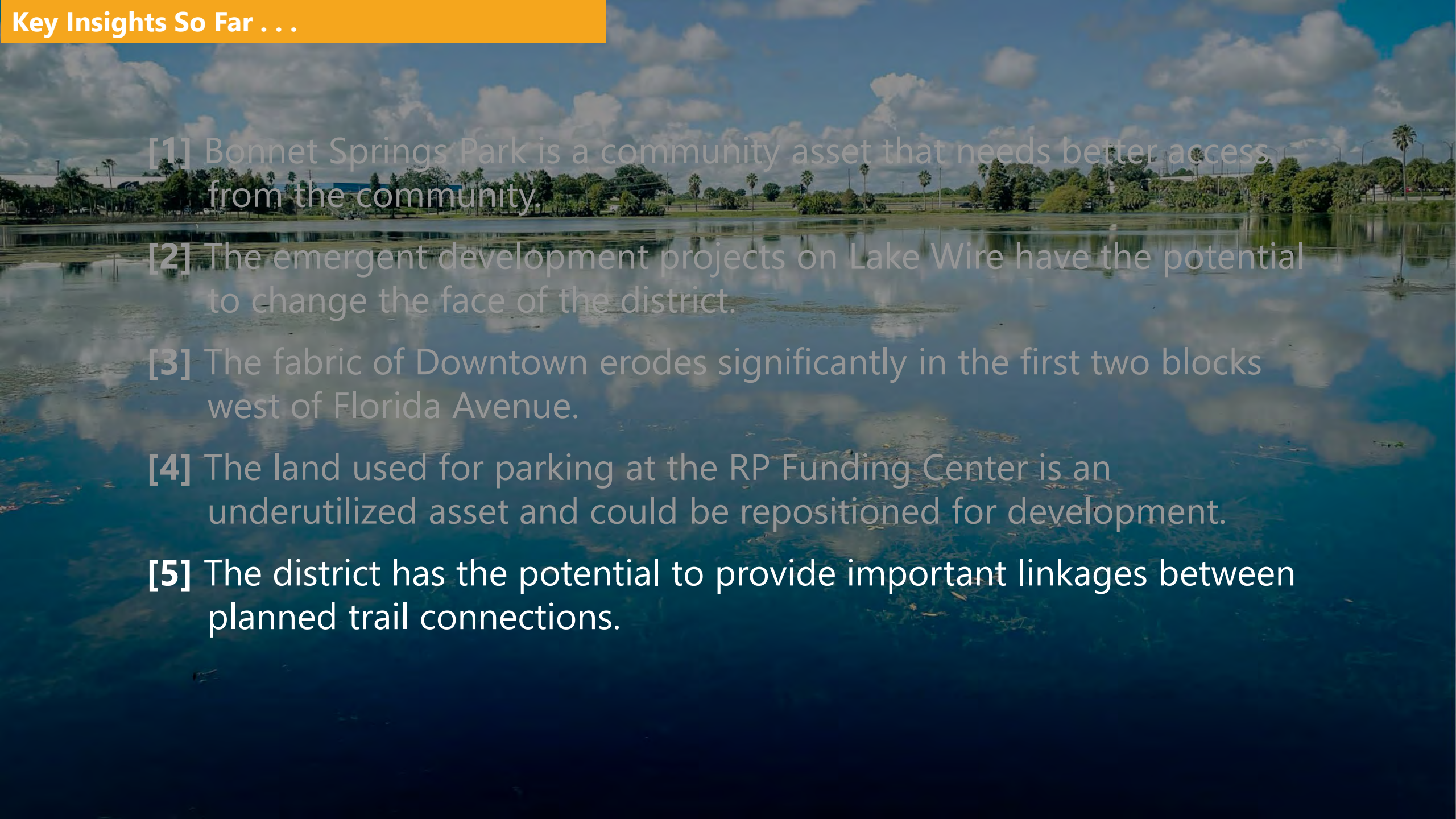
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 - [4] The land used for parking at the RP Funding Center is an underutilized asset and could be repositioned for development.**

Analysis Snapshots: RP Funding Center Parking



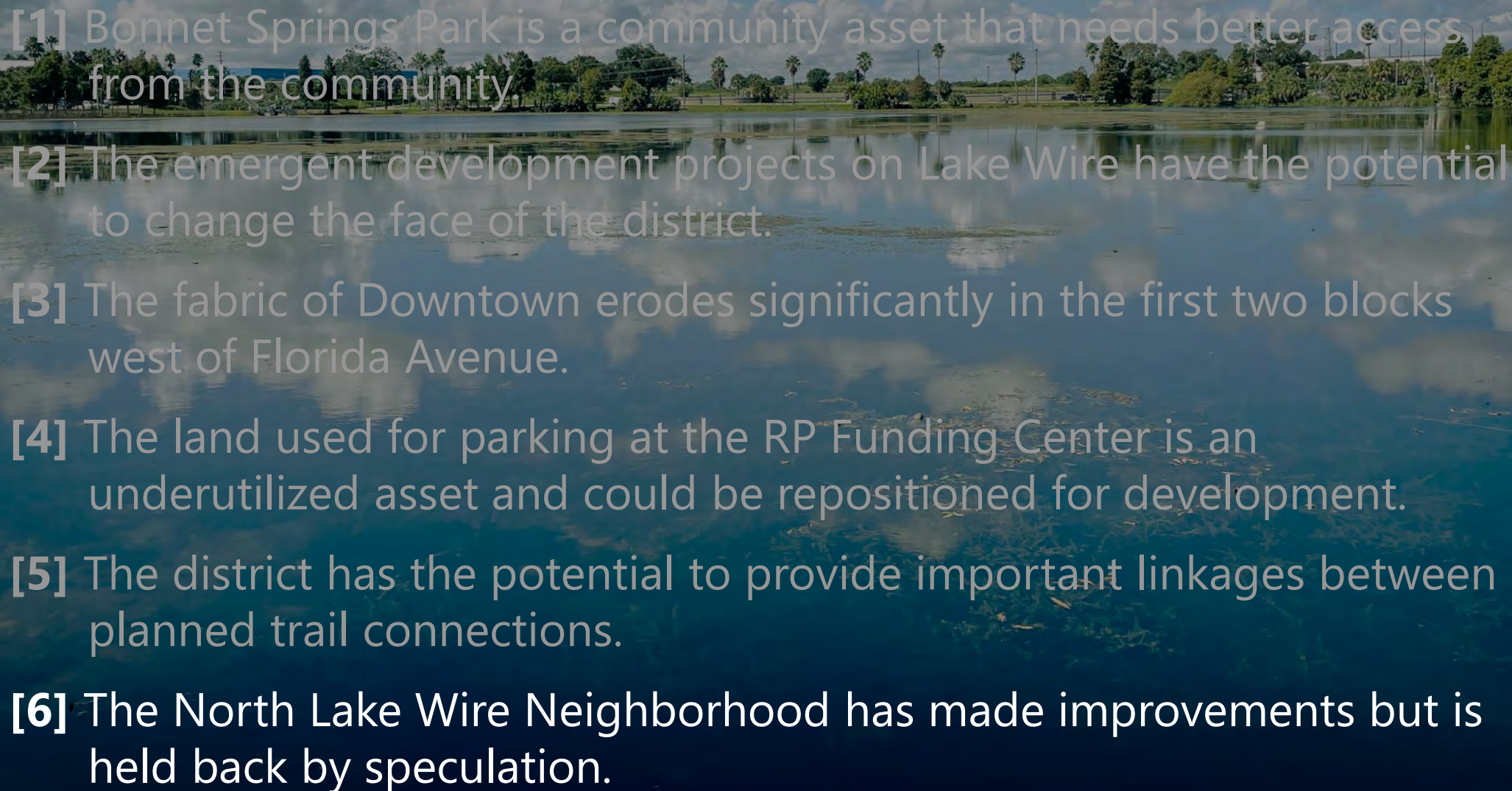
Analysis Snapshots: Veterans Park



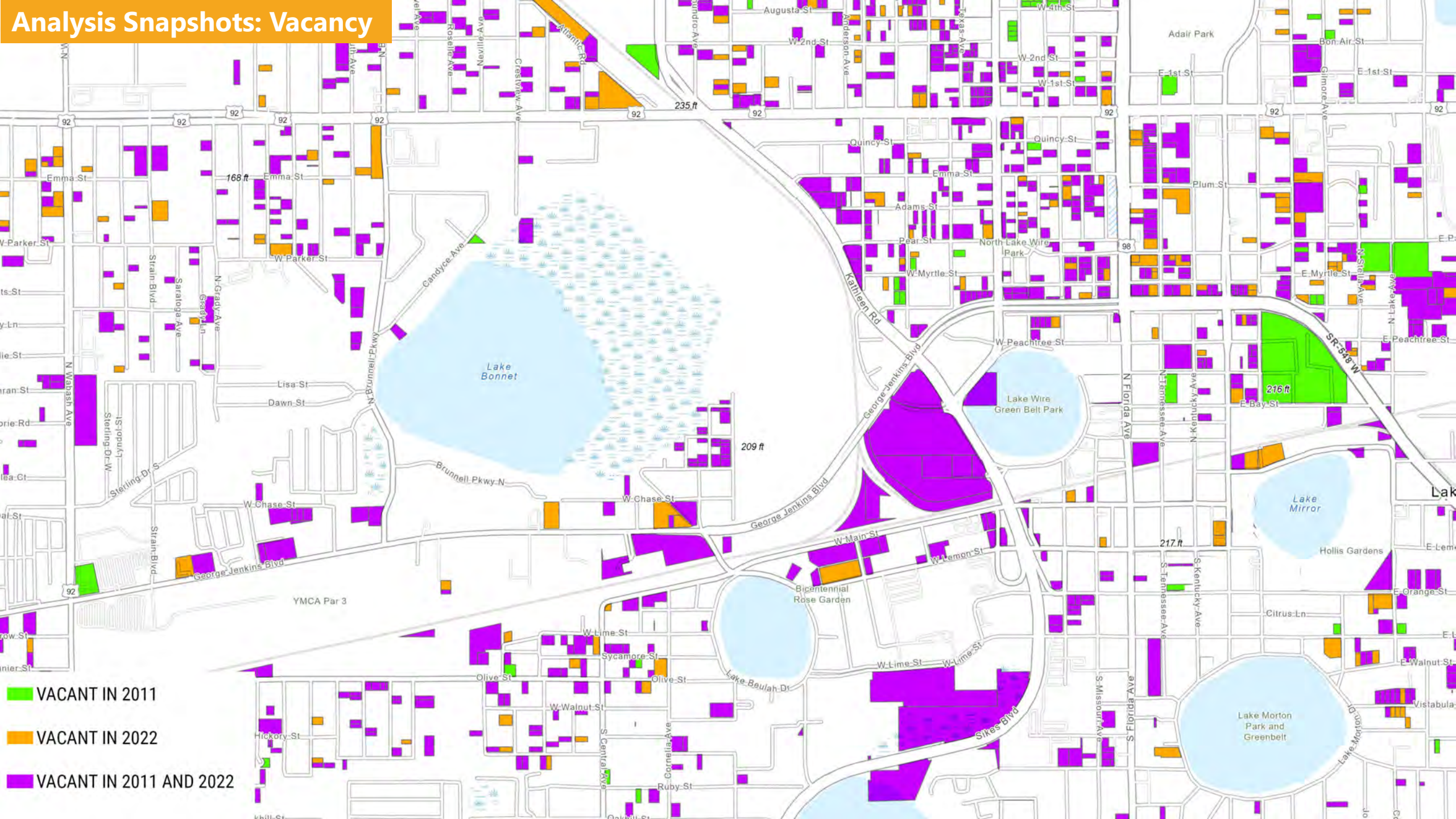
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 - [5] The district has the potential to provide important linkages between planned trail connections.

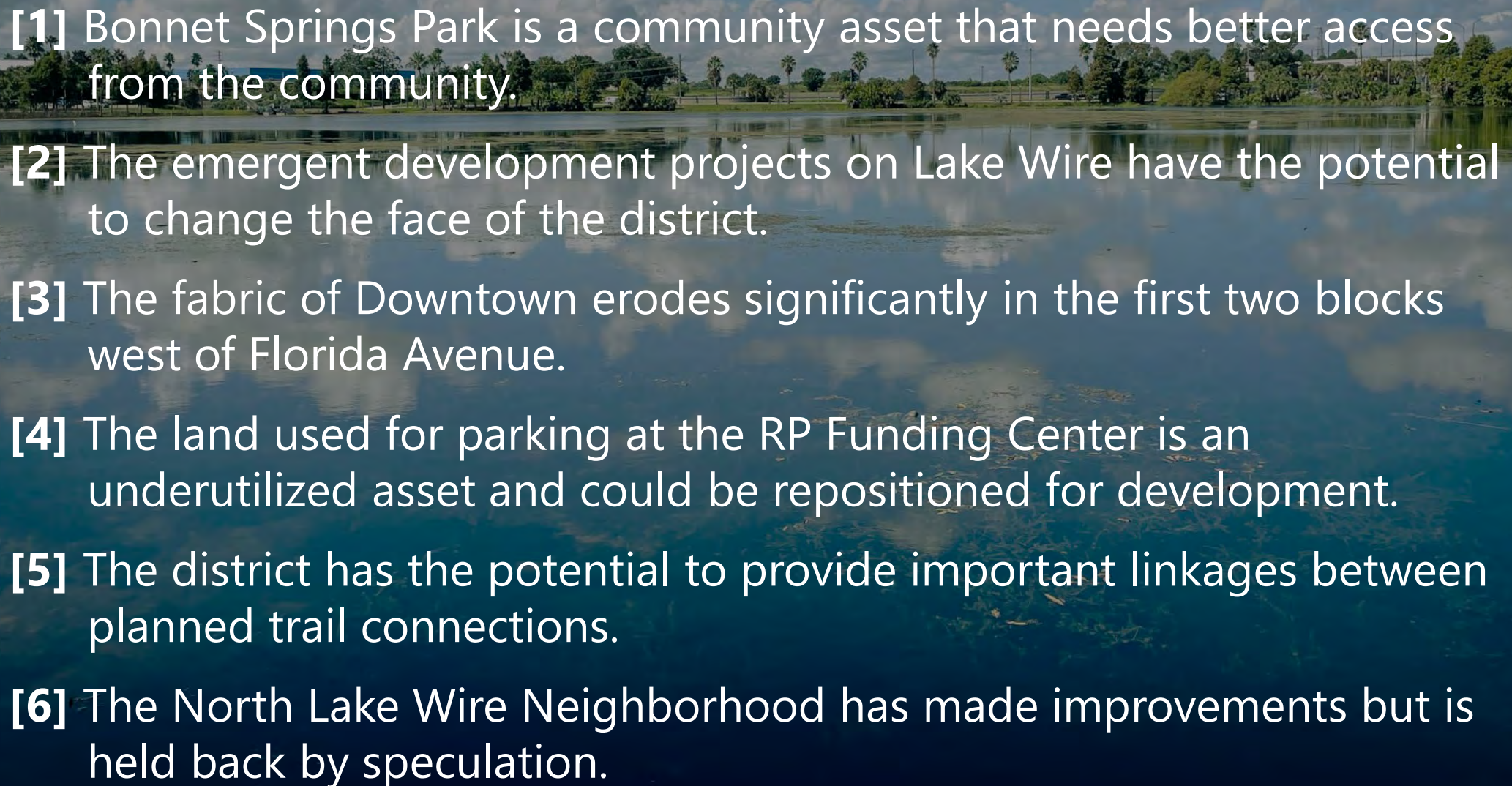
Analysis Snapshots: Potential Trail Network



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 - [6] The North Lake Wire Neighborhood has made improvements but is held back by speculation.**

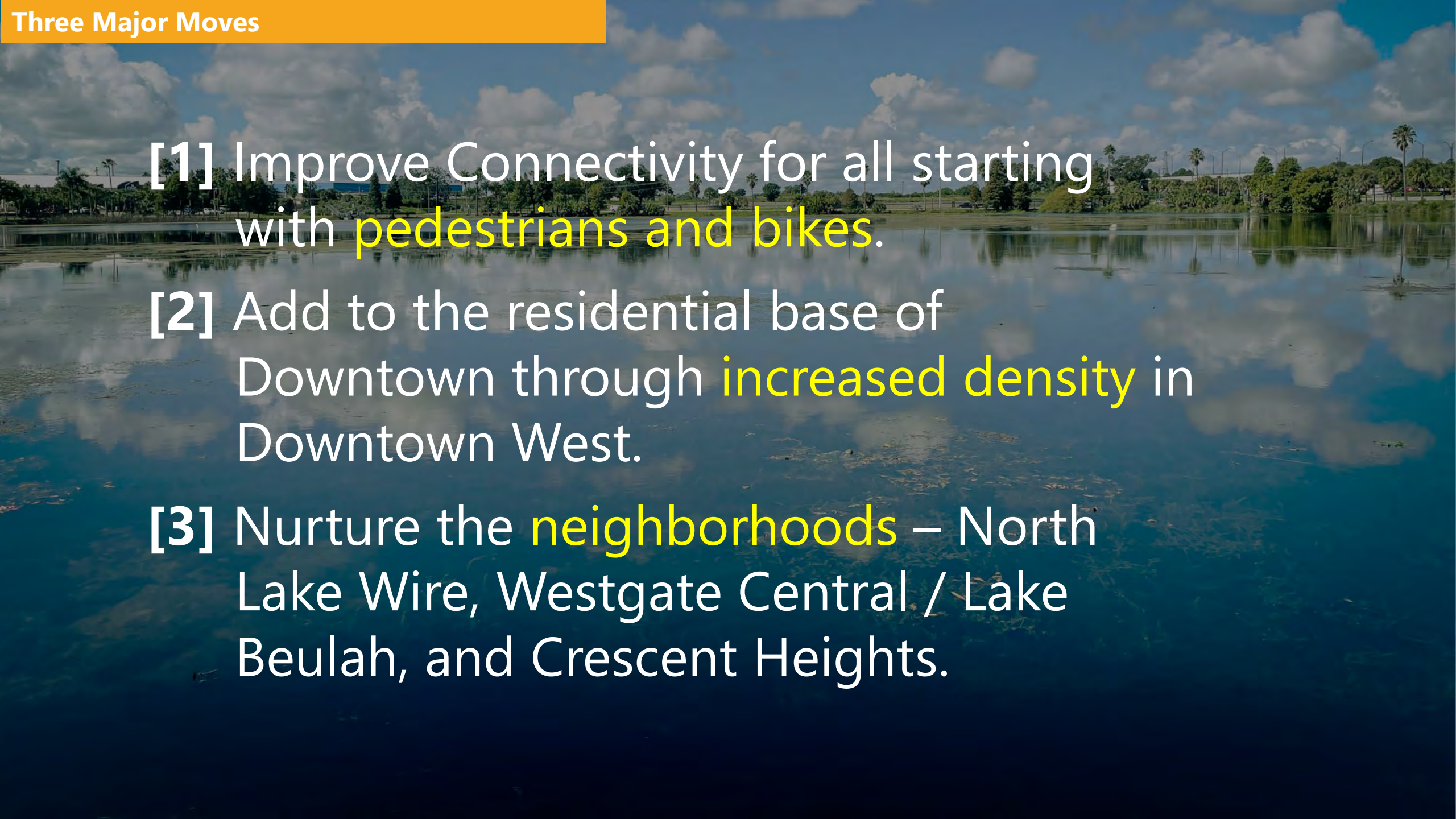
Analysis Snapshots: Vacancy



- 
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 - [6] The North Lake Wire Neighborhood has made improvements but is held back by speculation.

Addressing the Insights: Three Major Moves



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

[1] Validate the Insights

[2] Inform the Moves

KEY INSIGHTS


Lakeland DOWNTOWN WEST ACTION PLAN

WE WANT YOUR FEEDBACK

WORKSHOP # 1
2/16/2023

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

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



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

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

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

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

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

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

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

CONNECTIVITY

Lakeland DOWNTOWN WEST ACTION PLAN

WE WANT YOUR FEEDBACK

WORKSHOP # 1
2/16/2023

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

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

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





Intersections



Crosswalks



Bike Facility/
Lanes



Transit Stops/
Shelter



Planting



Benches



Lighting



Sidewalk

STEP 4: List here any improvements needed

INFILL COMMERCIAL


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WE WANT YOUR FEEDBACK

WORKSHOP # 1
2/16/2023

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

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



INFILL RESIDENTIAL


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WE WANT YOUR FEEDBACK:

WORKSHOP # 1
2/16/2023

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

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



Tiny Home / ADU

House

Duplex & Quadriple

Townhouse (2-3 story)

Apartments (4-5 story)

Mixed-Use (4+ story)

1 NORTH LAKE WIRE

2 LAKE WIRE

3 DOWNTOWN

4 LAKE BEULAH

5 WESTGATE CENTRAL AV.

6 GEORGE JENKINS BLVD.

7 CRESCENT HEIGHTS

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



Or contact

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