



LAKE WALES CONNECTED: The Northwest Neighborhood Plan

10.02.19



LAKE WALES CONNECTED: The Northwest Neighborhood Plan

Credits:



Dover, Kohl & Partners
town planning & urban design



**Lake Wales Community
Redevelopment Agency**



Main Street Lake Wales

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

Hall Planning & Engineering
multi-modal transportation planning

Partners for Economic Solutions
market analysis & implementation strategy

Parlier + Crews Architects
architects & local liaison

Contents:

Introduction p 4

Planning Process p 16

The Big Ideas p 26

Idea #1: DESIGN p 32

Idea #2: ACTIVATE p 48

Idea #3: CONNECT p 52

Idea #4: POPULATE p 64

Idea #5: EMPOWER p 74

Implementation p 76

Appendix A: Market Profile A.2

Introduction

Lake Wales Connected

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

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

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

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

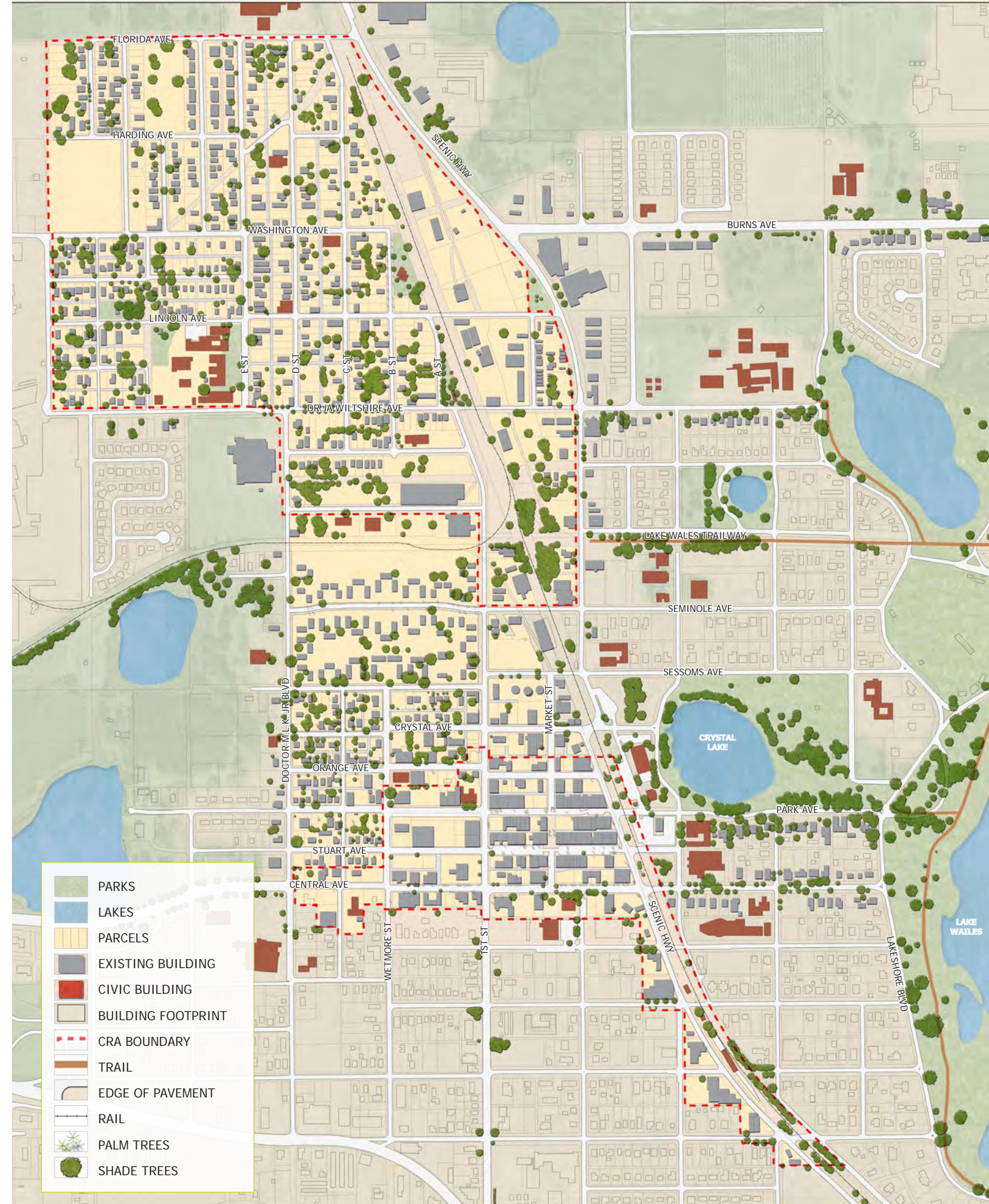
Assets to build on:

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

Recent Successes:

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

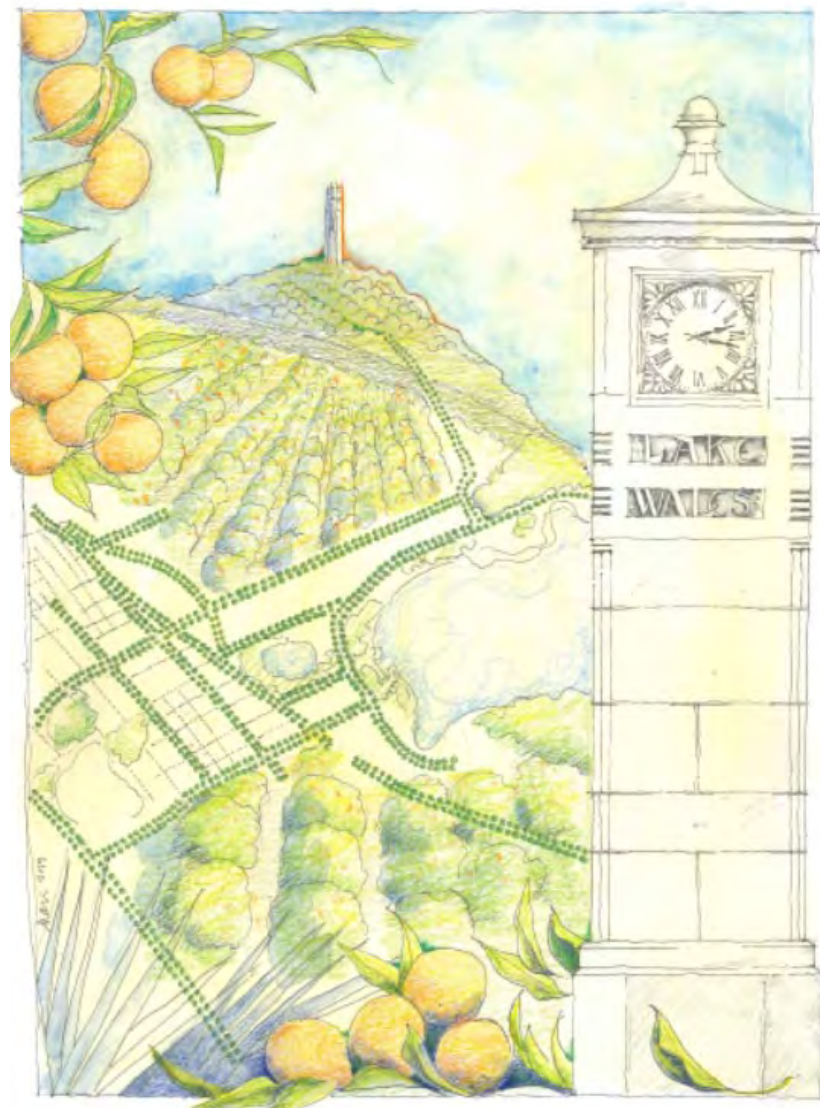
Right: Core of Lake Wales, existing conditions Illustrative Plan. (Compare to Proposed Illustrative Plan in The Big Ideas.)



City History and the Olmsted Legacy

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

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



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

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

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



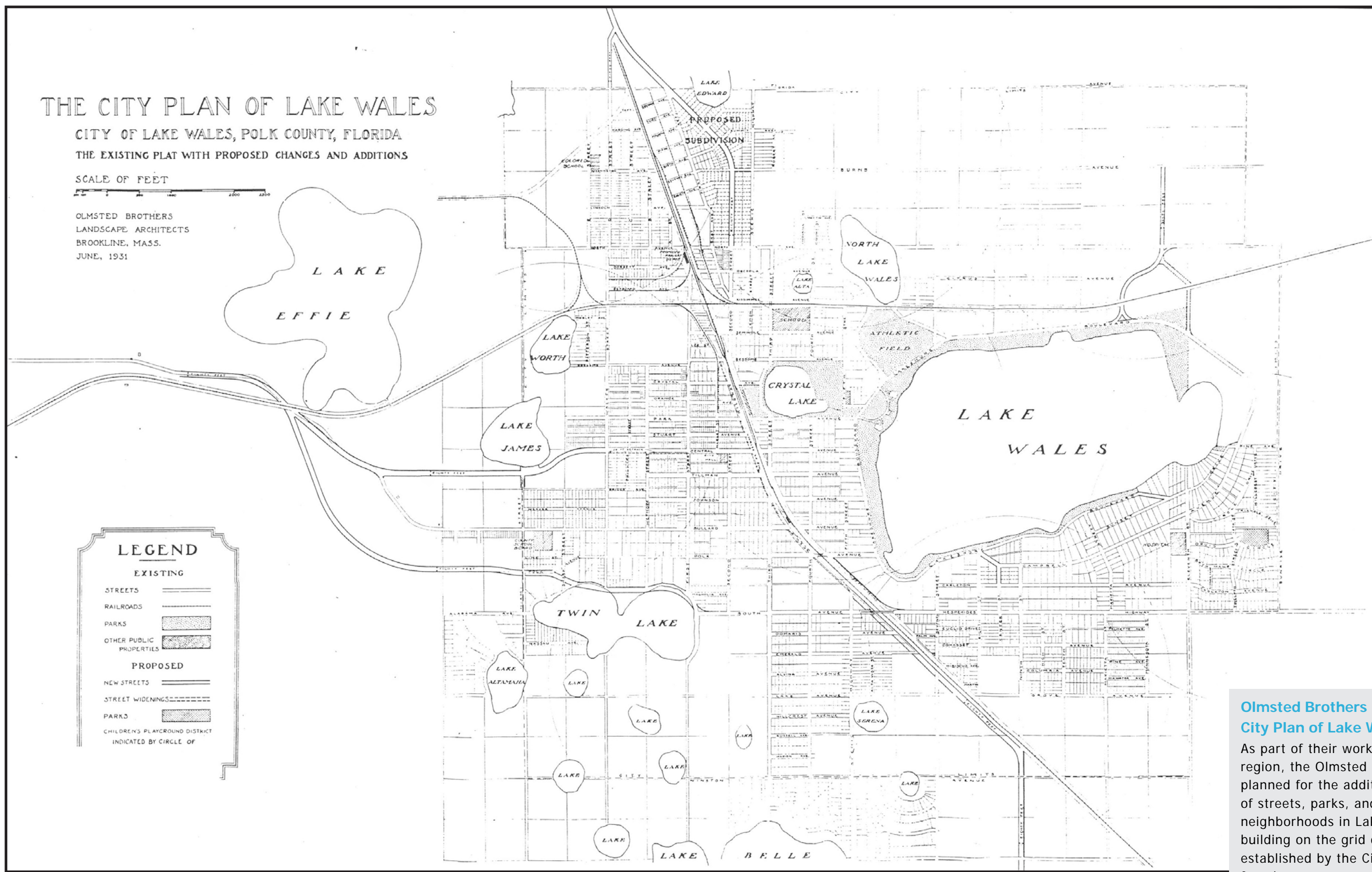
THE CITY PLAN OF LAKE WALES

CITY OF LAKE WALES, POLK COUNTY, FLORIDA
THE EXISTING PLAT WITH PROPOSED CHANGES AND ADDITIONS

SCALE OF FEET



OLMSTED BROTHERS
LANDSCAPE ARCHITECTS
BROOKLINE, MASS.
JUNE, 1931



LEGEND

EXISTING

- STREETS
- RAILROADS
- PARKS
- OTHER PUBLIC PROPERTIES

PROPOSED

- NEW STREETS
- STREET WIDENINGS
- PARKS
- CHILDREN'S PLAYGROUND DISTRICT INDICATED BY CIRCLE OF

**Olmsted Brothers
City Plan of Lake Wales**

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

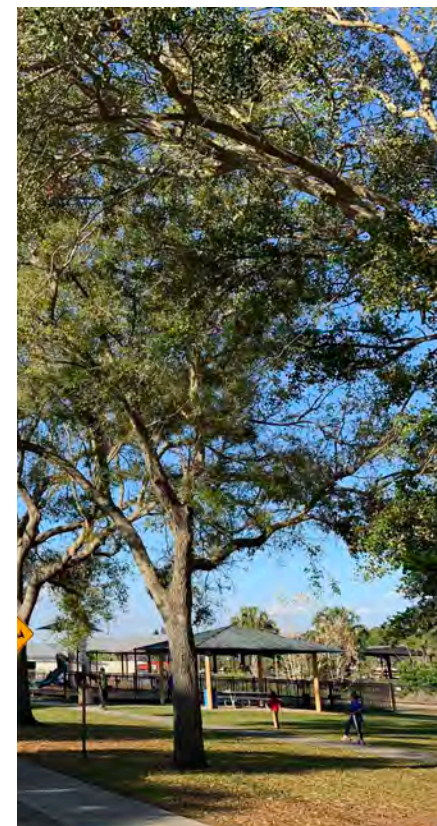
Northwest Neighborhood Current Conditions

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

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

Some key challenges to be addressed include:

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

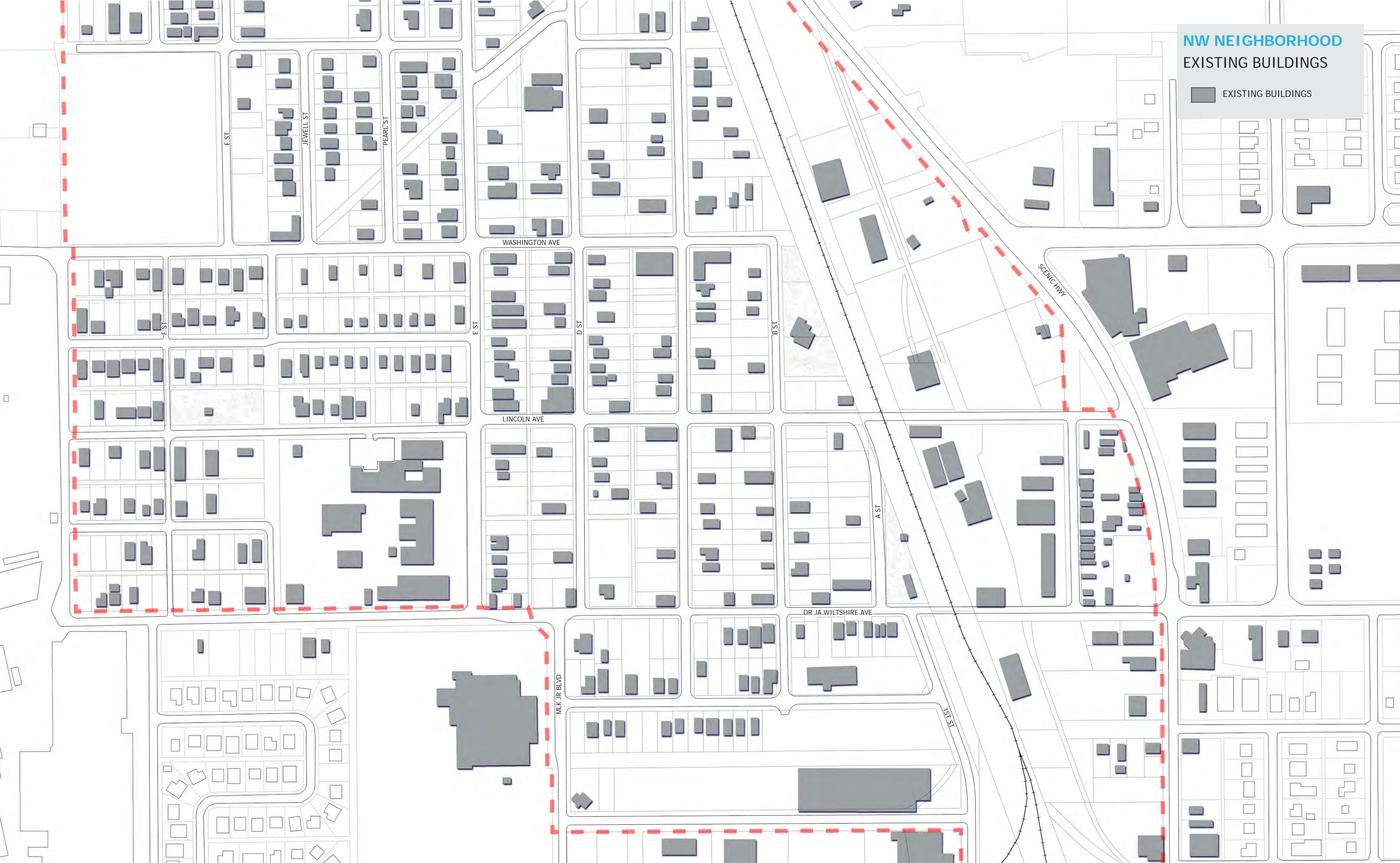


Right: Existing conditions in Northwest Lake Wales.

NW NEIGHBORHOOD

EXISTING BUILDINGS

EXISTING BUILDINGS



Market Overview

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

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

Northwest Neighborhood

Strengths

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

Weaknesses

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



Planning Process

Designing in Public

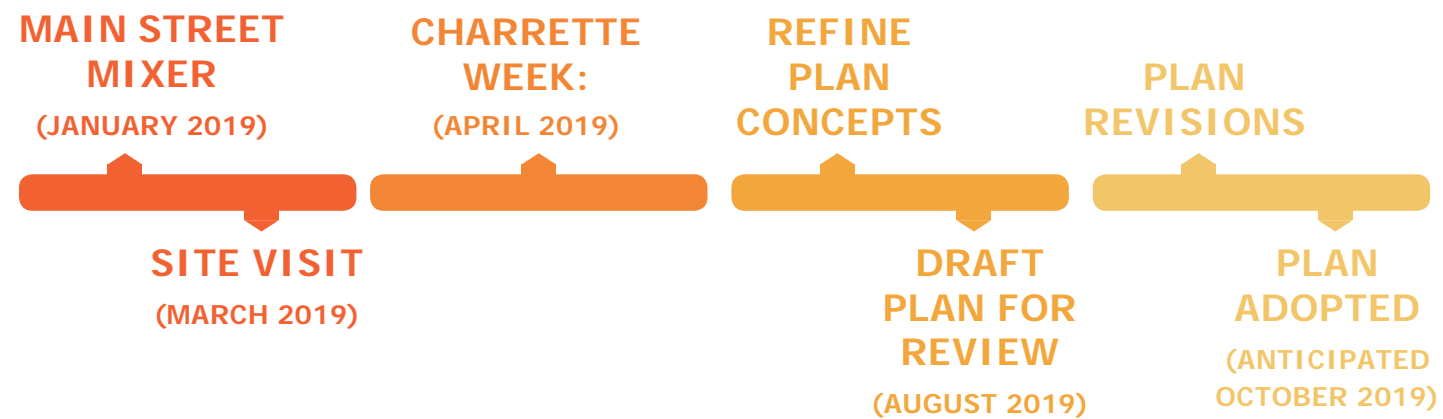
The Lake Wales Connected planning process was designed to seek input from many perspectives, and engage public and private stakeholders in defining a vision for the future of downtown. Business and property owners, City staff, and interested residents were among the many participants that contributed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

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

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



Project Timeline



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

Charrette Week

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

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

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

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

Charrette Events

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



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



Big Ideas

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

Table 1:

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

Table 2:

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

Table 3:

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

Table 4:

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

Table 5:

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

Table 6:

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

Table 7:

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

Table 8:

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

Table 9:

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

Table 11:

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

Table 12:

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

“One Word” that describes the CORE of LAKE WALES

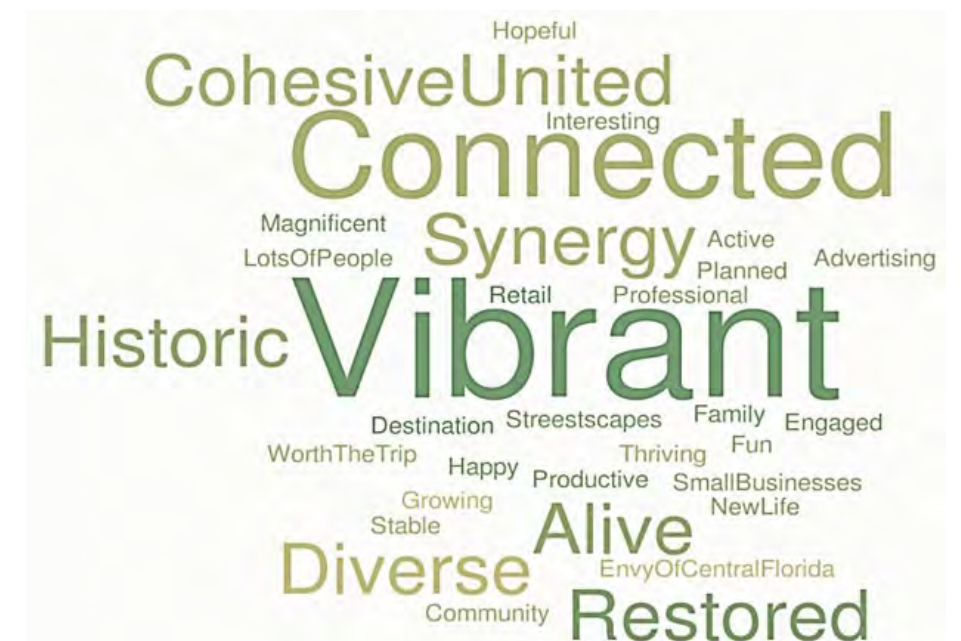
In addition to the table maps and group presentations, community participants were also asked to write down one word that came to mind about the Core of Lake Wales “Now” and “In the Future.”

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

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



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



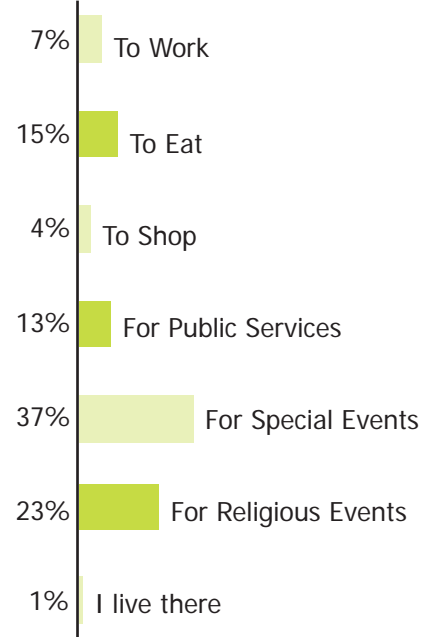
Hands-on Session: Keypad Polling

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

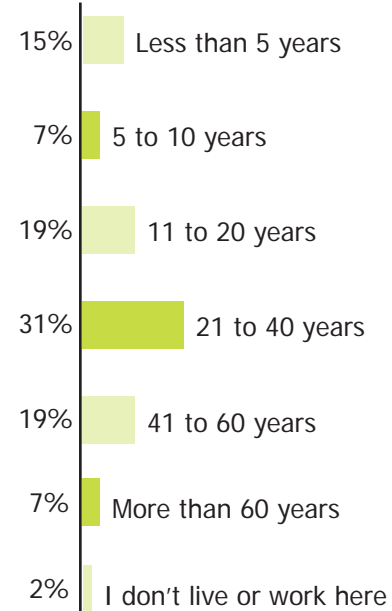


97% THE PRIMARY WAY I GET AROUND IS
BY **PERSONAL CAR**

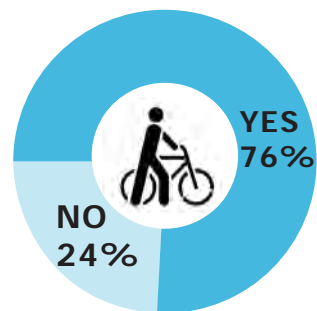
PRIMARY REASONS TO GO TO THE NORTHWEST AREA (CHOOSE THREE)?



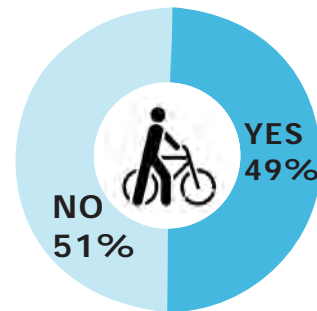
HOW LONG HAVE YOU LIVED OR WORKED IN THE AREA?



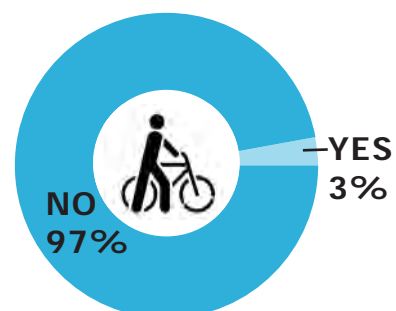
DID YOUR PARENTS WALK OR BIKE TO SCHOOL?



DID YOU WALK OR BIKE TO SCHOOL?



DO YOUR KIDS OR GRANDKIDS WALK OR BIKE TO SCHOOL?

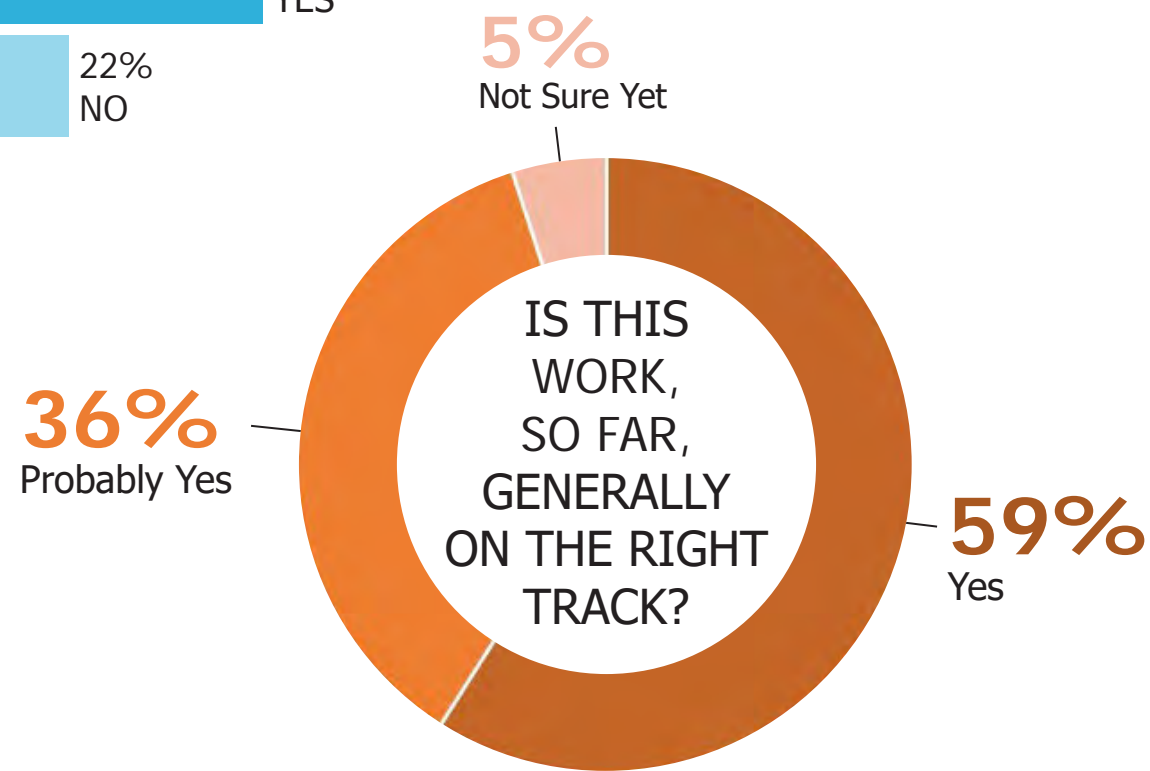
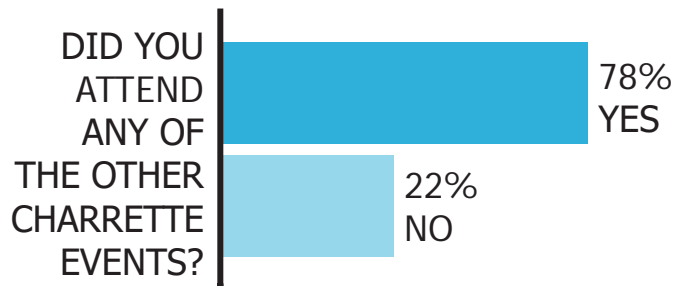
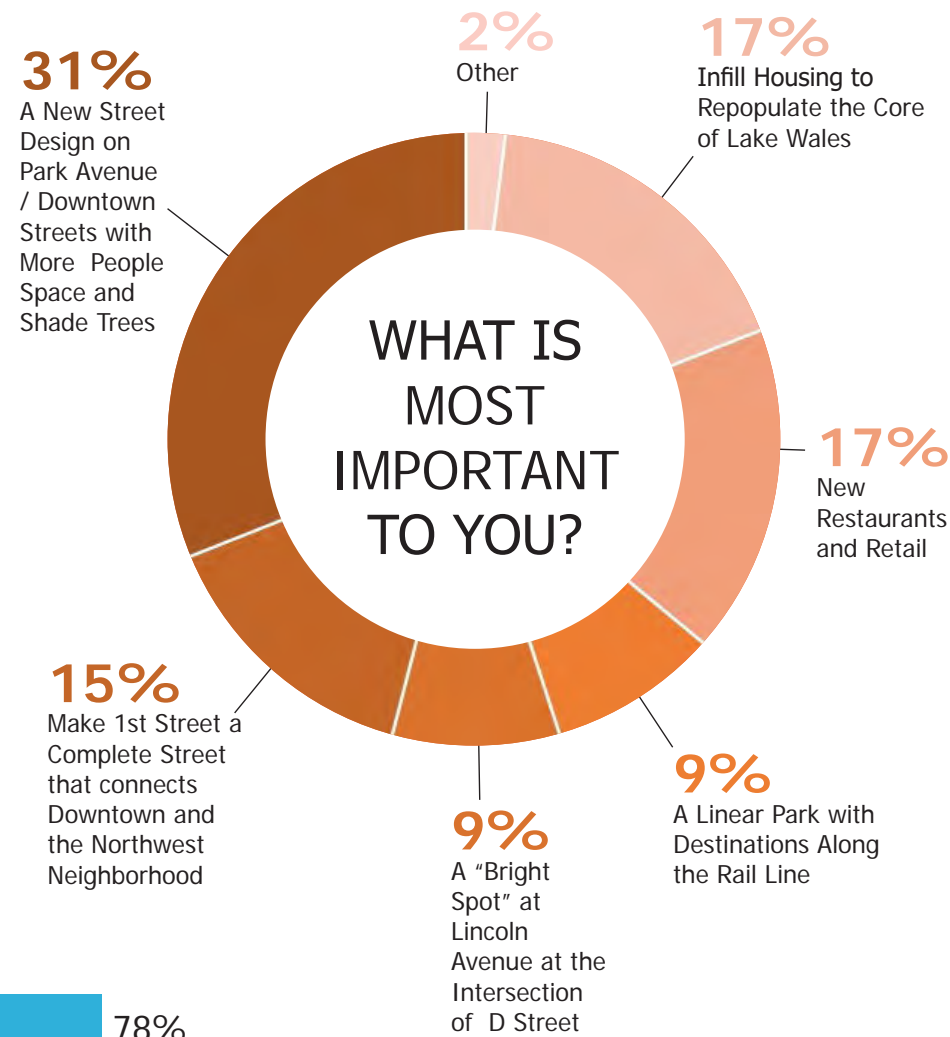


Photos from the Planning Charrette, April 2019. Top two rows: Walking Tour of Northwest Neighborhood
Bottom two rows: Work-In-Progress Presentation

Work-In-Progress Review: Keypad Polling

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

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



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

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

Work-In-Progress Review: Exit Surveys

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

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

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

The Big Ideas

A Vision for Northwest of Lake Wales

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

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

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

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

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

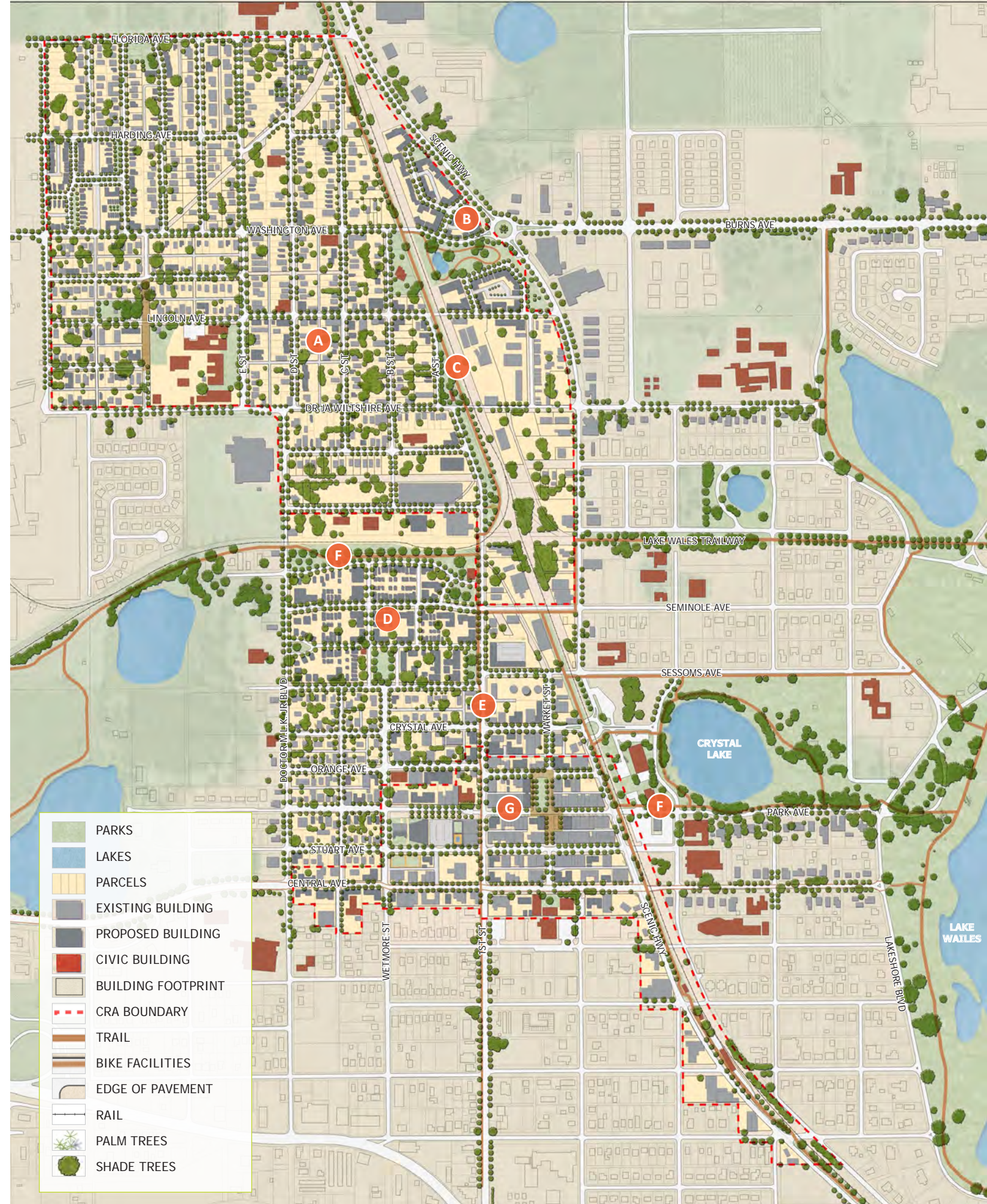
5. EMPOWER The final idea is for economic and community empowerment to make it easier for people to take part in Downtown's revitalization. This includes starting a small business, building on a vacant lot, or carrying out adaptive reuse of an existing building.

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

Design
Activate
Connect
Populate
Empower

ILLUSTRATIVE PLAN CONCEPTS:

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



Northwest Lake Wales



Applying the 5 Big Ideas to Northwest

EXISTING BUILDINGS
PROPOSED BUILDINGS

CONNECT:
roundabout
gateway at
Scenic & Burns

CONNECT:
continuous
network of
parks and
trails

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

DESIGN:
tree-lined
pedestrian
oriented
streets

POPULATE:
Grove Manor
as a complete
neighborhood

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

EMPOWER:
support
home-
ownership

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



Idea #1: DESIGN

Moving Quality Design to Top Priority

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

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

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

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

Public realm: pleasant places for people

Streets: walkable and bikable

Fulfill the Olmsted vision

Main Street buildings: restore, infill with engaging storefronts

Housing types: apartments, rowhouse, duplex, cottage

Civic buildings, public gathering spaces, gateways

Green: street trees, parks, sustainable by design



Right: Precedent imagery

Top two rows: Landscaping in Fairhope, AL

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

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

The Streets

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

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

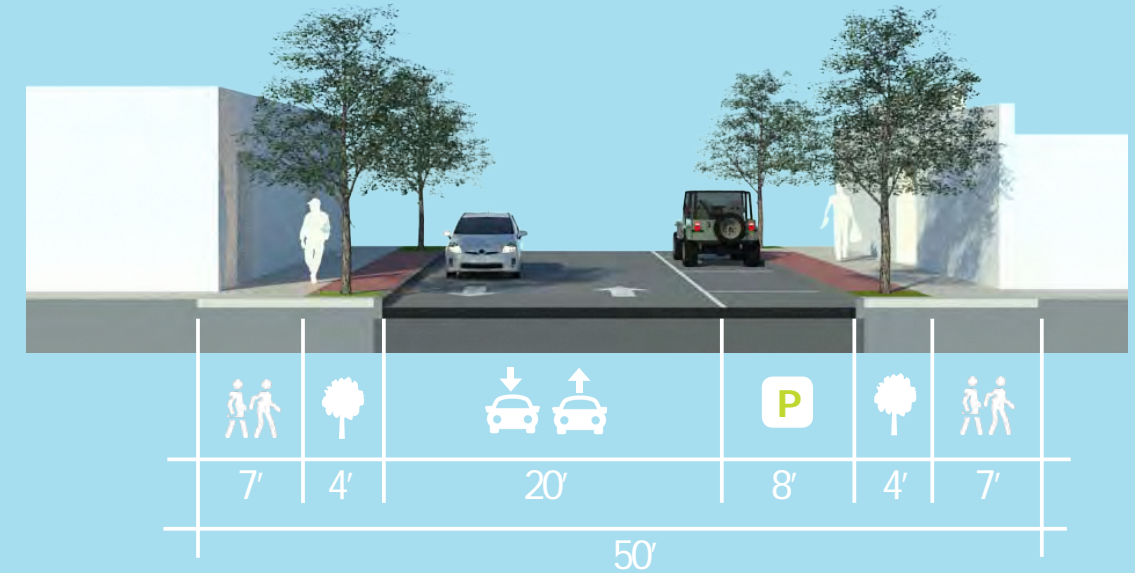


Top: Street trees on Main Street in Greenville, SC

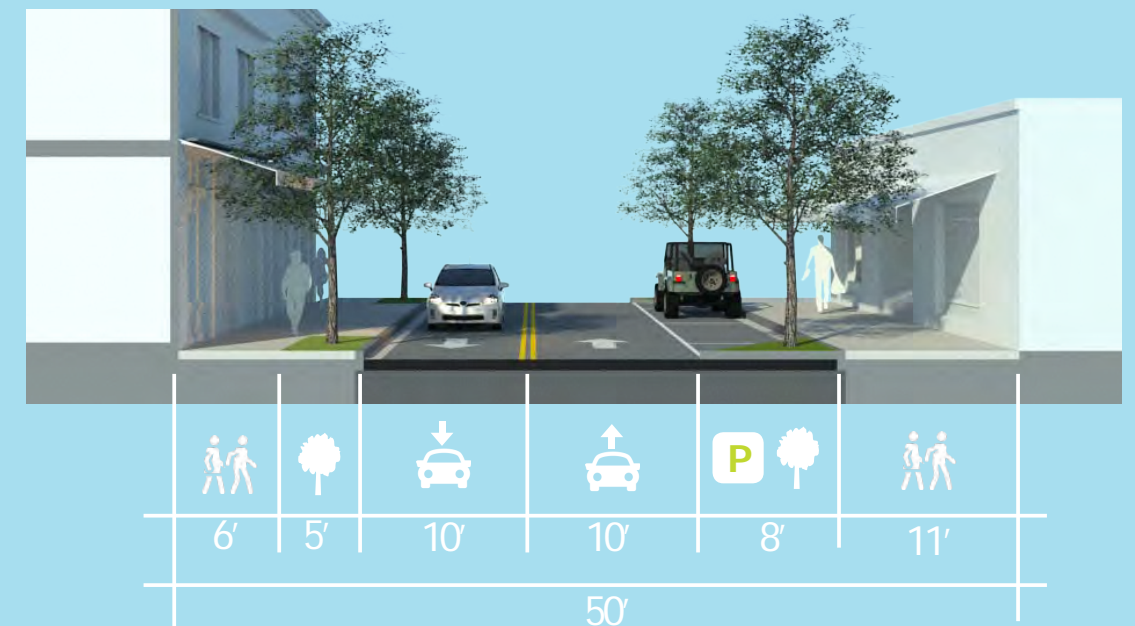
Middle: Example of soil cell installation for new street trees in Thomasville, GA

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

EXISTING CONDITIONS



PROPOSED

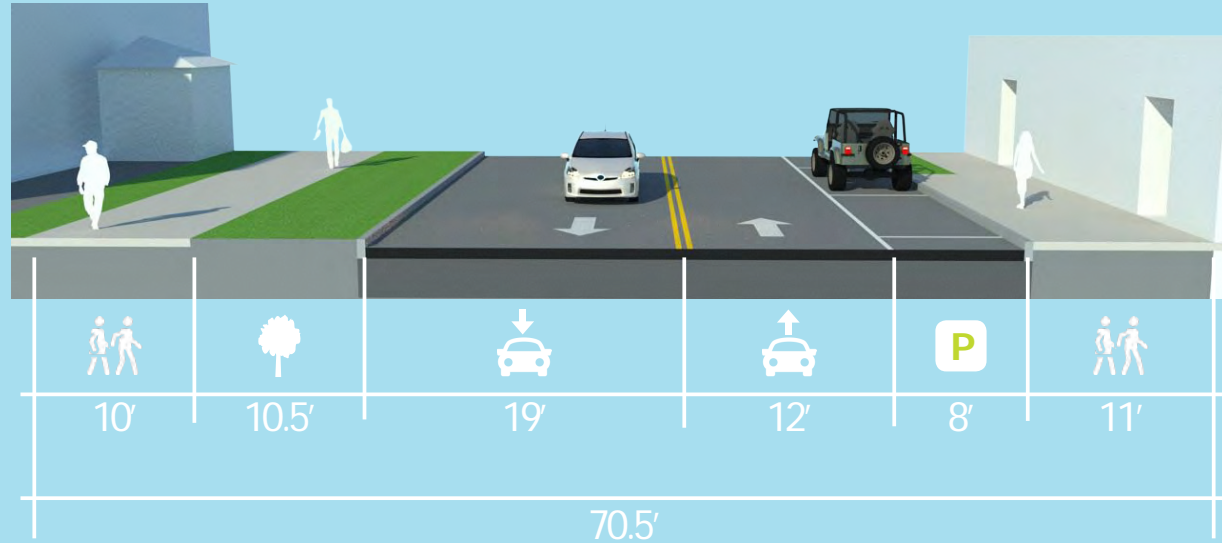


Lincoln Avenue

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

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

EXISTING CONDITIONS

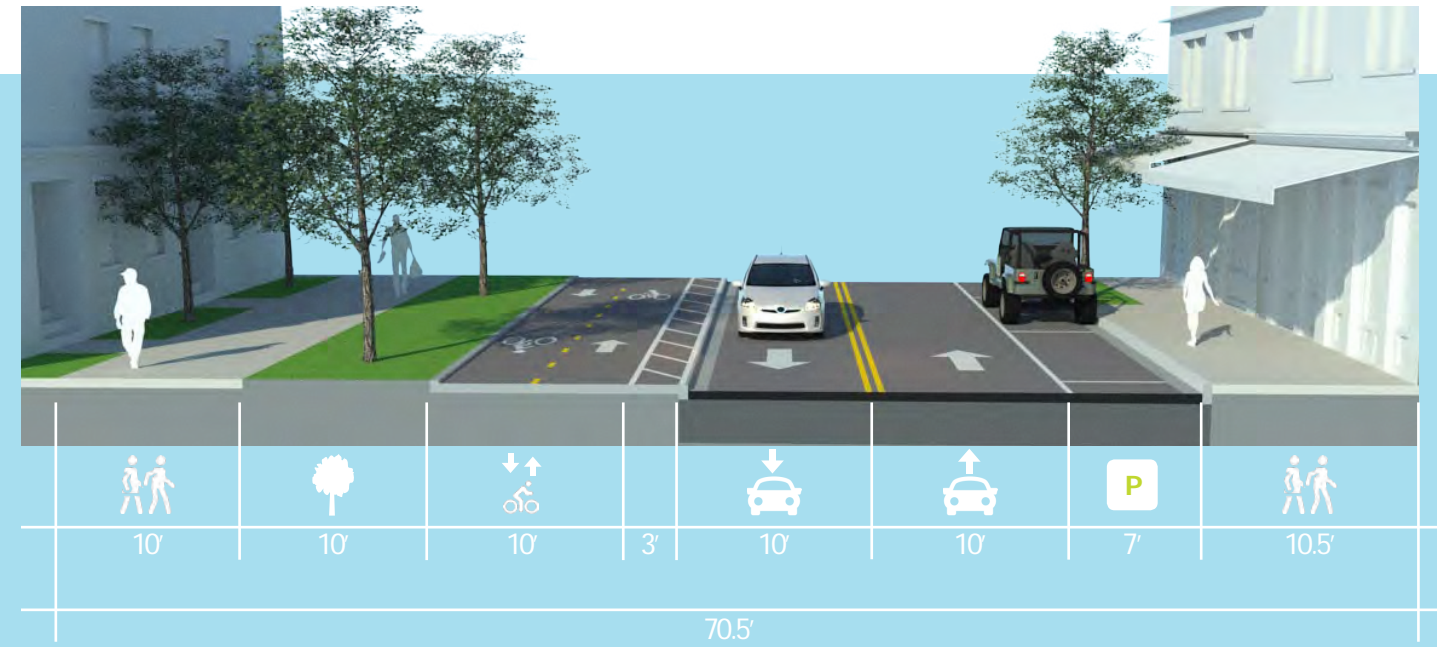


Existing: 1st Street connects the Northwest Neighborhood to Downtown, and is one of the longest streets in town, connecting all the way south to Highway 60. The current conditions have wide vehicular lanes with unmarked on-street parking. The wide lanes invite cars to move fast, making it dangerous for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

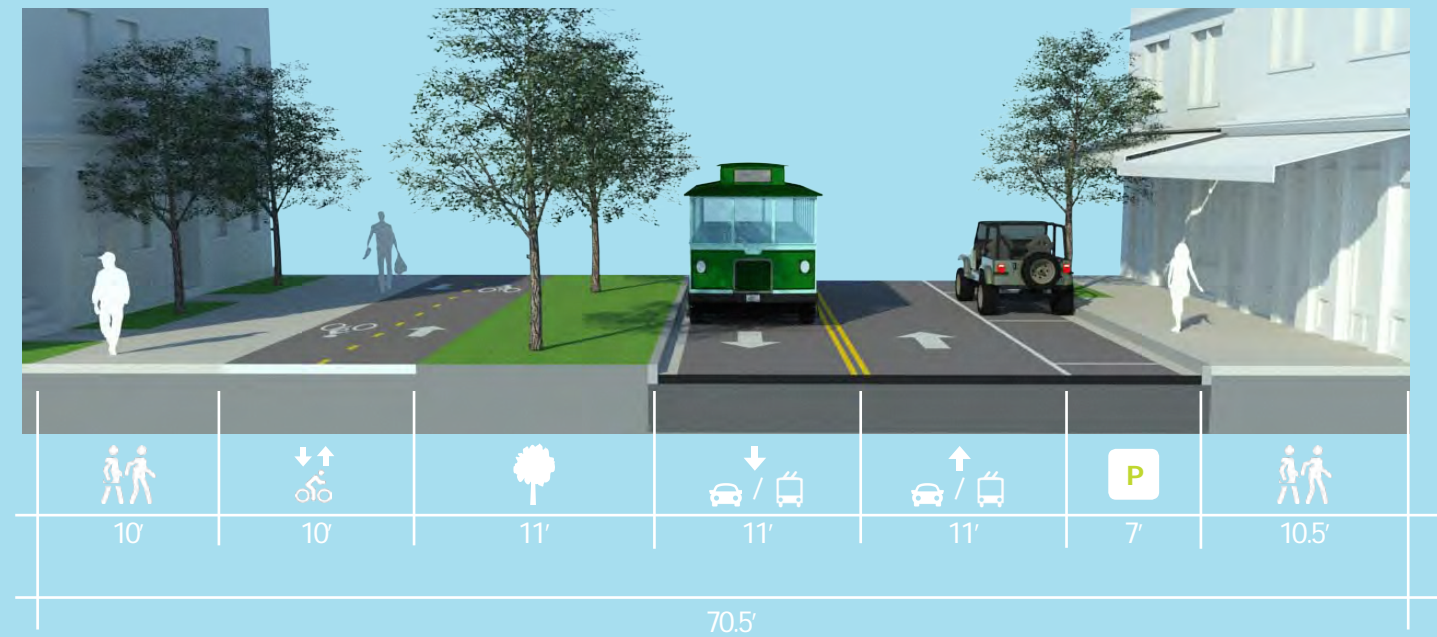
Proposed: Two alternatives are proposed that narrow the travel lanes while retaining parking on the east side, with street trees in the planting areas on the west, and a buffered cycle track.

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

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



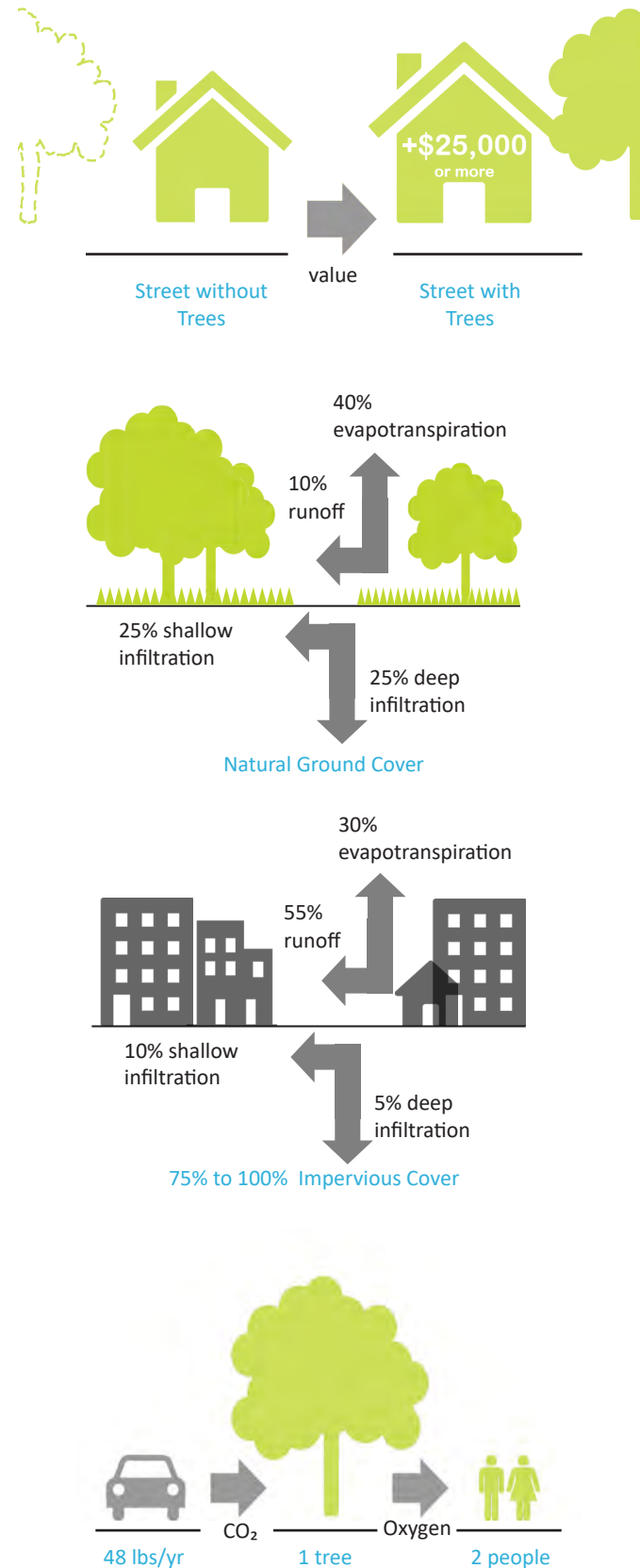
PROPOSED OPTION 1



PROPOSED OPTION 2

1st Street

The Value of Street Trees



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

Economic Value

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

Human Health

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

Reduce Stormwater Runoff and Pollution

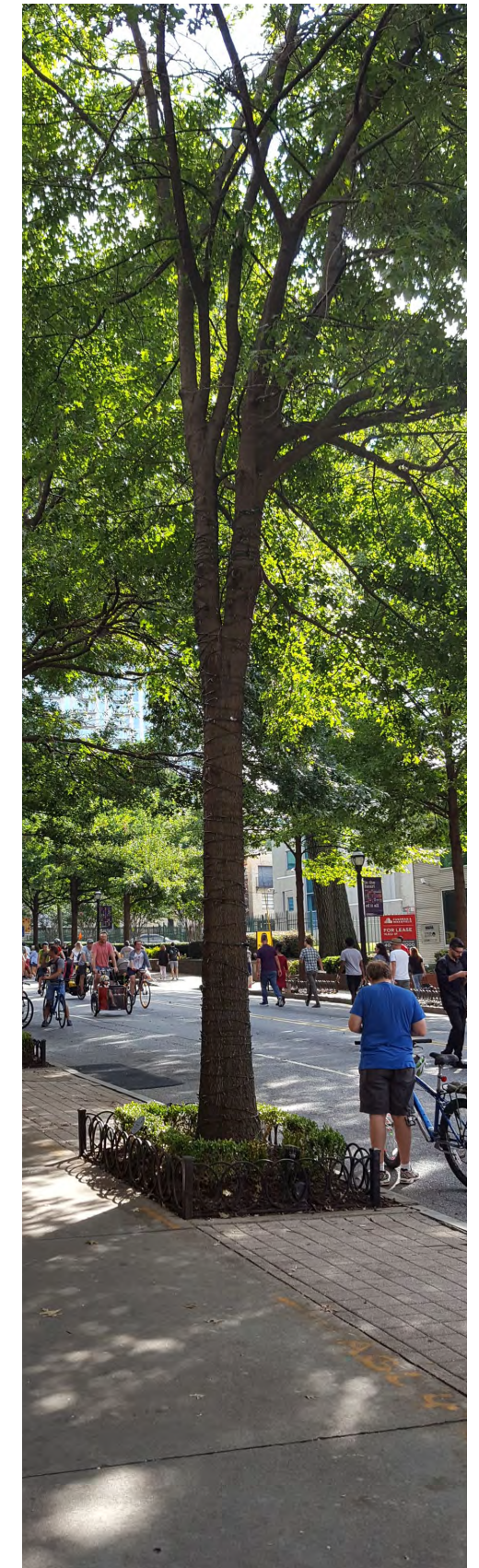
Trees decrease the amount of stormwater runoff and pollutants that eventually reach local waterways. Trees perform this important service through evapotranspiration and retention. The leaves and branches of trees intercept rain and prevent a portion of it from reaching the ground. The root structure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

Carbon Storage and Sequestration

Carbon dioxide (CO₂) is commonly known as a type of greenhouse gas associated with climate change. The photosynthesis process of trees helps to reduce concentrations of CO₂ in the air by sequestering and storing carbon. Carbon sequestration varies based on tree species and age. Mature large trees store the most carbon.

The Seven Roles of the Urban Street Tree

- 1 Define the space of the street** This particularly applies to streets that are too wide for the height of the buildings, streets with holes in the street wall, or suburban streets with buildings too far apart to contain the space of the street. Mature trees provide a canopy.
- 2 Define the pedestrian space** A mature canopy hides the tops of tall buildings, giving the sidewalk a consistent human scale.
- 3 Calm traffic and protect pedestrians** The tree is aided in this by on-street parking.
- 4 Filter the sunlight** Deciduous trees, unlike evergreen or palm, serve different functions in the summer and winter. Trees also lower city temperatures in the summer and change carbon dioxide into oxygen through photosynthesis.
- 5 Bring order to street** Trees should be laid out with regular geometries, repetition, consistent sizes, and alignment. On long, straight streets, trees that form canopies over the street limit the visual length of the street.
- 6 Visually soften streetscape** At some times of the day, the shadows are as beautiful as the trees.
- 7 Introduce the beauty of nature** Living plants contrast with the buildings and in many parts of the world introduce seasonal change, color, and fragrance.



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

The Gateways

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

- A** A proposed roundabout at **Burns Avenue and Scenic Highway** is an opportunity for a collaboration with Bok Tower leadership to install an elegant landscape design that connects the City to Bok Tower Gardens.
- B** A gateway at the entrance to the new neighborhood park can welcome park visitors to Lake Wales.



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

Middle: Example of historic gateway in Coral Gables, FL

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

Modern Roundabout

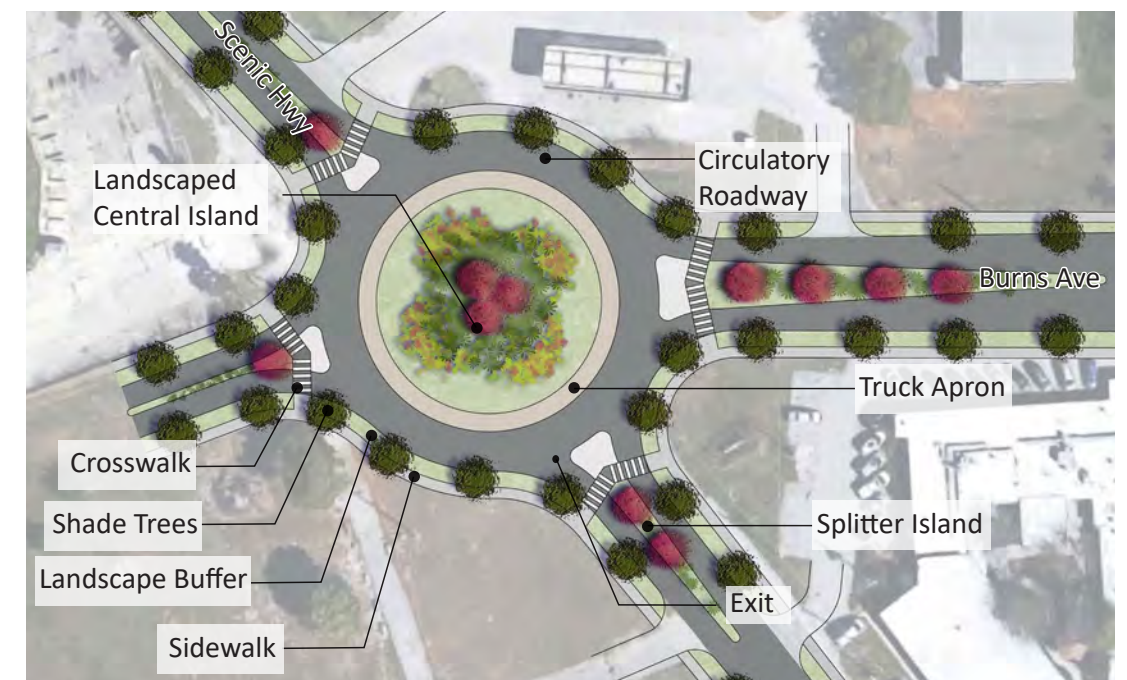
A modern roundabout accommodates traffic flow and capacity while creating a greater sense of place and allowing safer conditions for pedestrians. Walkability at a roundabout is increased because traffic speeds are lower as vehicles approach and exit the roundabout, and pedestrians have fewer lanes of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

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

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

Scenic Highway / Burns Ave Roundabout

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



Pedestrians

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

Bicyclists

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

The New Main Street Buildings

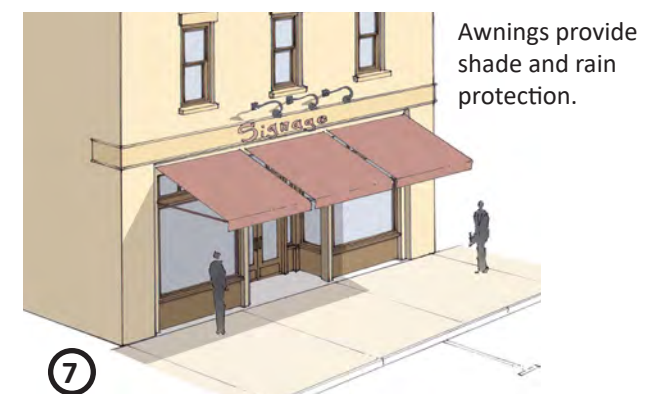
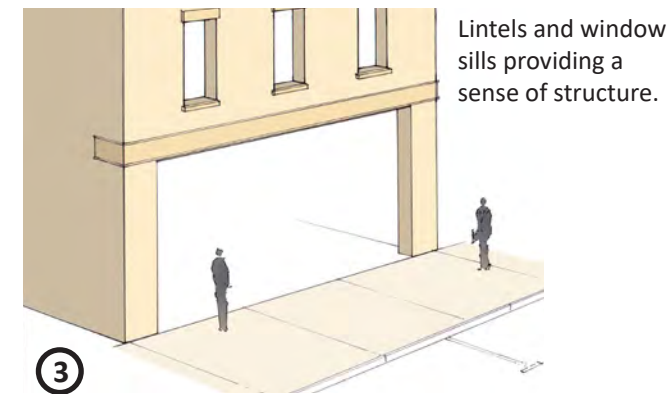
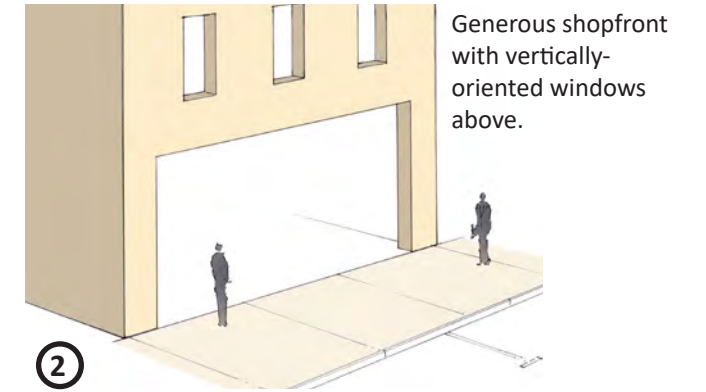
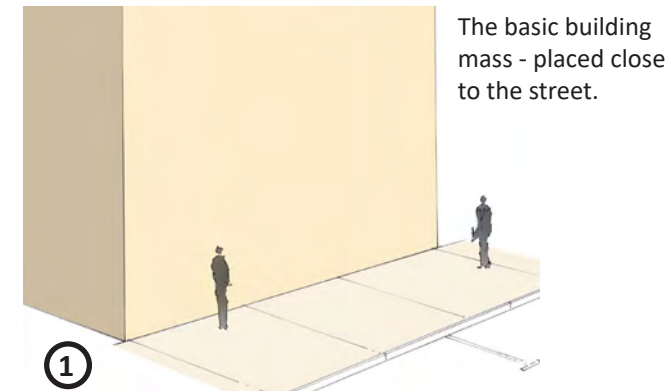
The first goal should be to re-inhabit the buildings that already exist in the Core. Then, underutilized properties and “lost spaces” such as surface parking lots should be evaluated; many will be good development sites as revitalization picks up momentum. Because the priority is to add to—not to destroy—the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

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



Left: A new Main Street Building on Lincoln Avenue.

The Basic Components of Good Storefront Buildings



The Civic Building

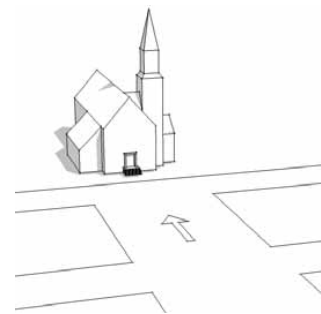
Civic buildings should be placed prominently and should have grander proportions and materials than their surrounding urban fabric. Approaches include locating public buildings at the ends of streets, across greens, or at the center of greens. Public buildings can be relatively small if placed strategically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

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

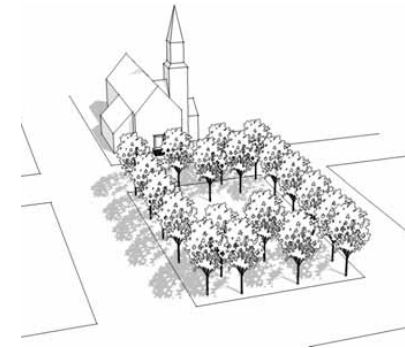


Even small civic buildings can have a dominant presence when properly sited.

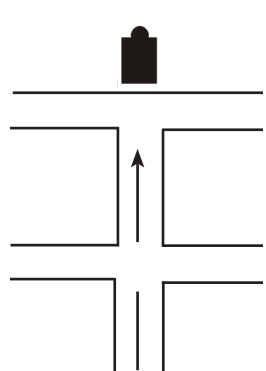
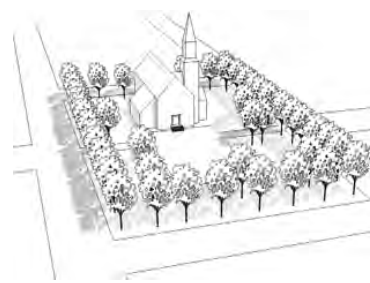
As a Terminated Vista



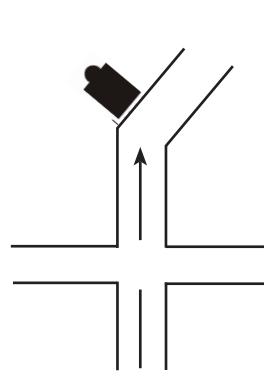
Across a Green



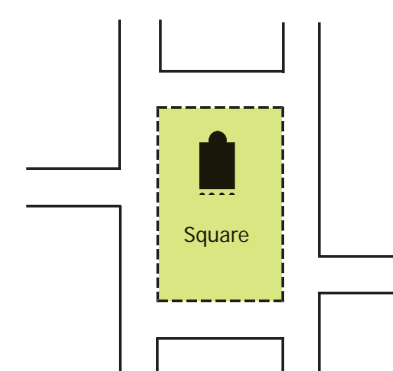
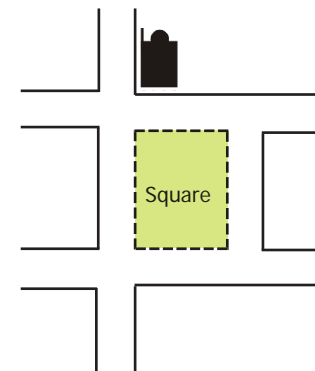
At the Center of a Square



The Civic Building terminates the view of a street.



The Civic Building anchors the square at a prominent corner.



The Civic Building anchors the space from within the square.

The Plaza / Square / Park

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

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

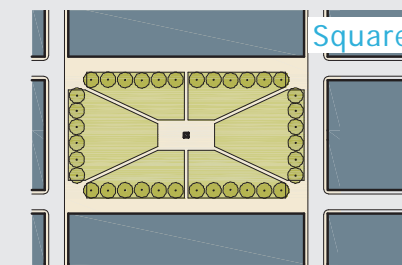
The appropriate arrangements for varying types of civic open spaces are described below. The types of open space could be applied to different areas depending on the character of the surrounding neighborhood.



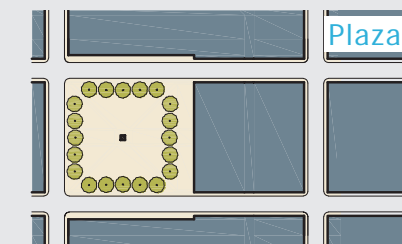
Park: A natural preserve available for unstructured recreation. A park does not need to be fronted by buildings. Its landscape shall consist of paths and trails, meadows, waterbodies, woodland, recreational fields, and open shelters, all naturalistically disposed. Parks may be lineal, following the trajectories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



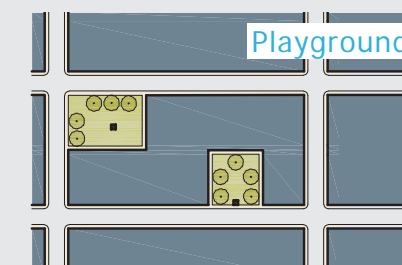
Green: Open space available for unstructured recreation. A green may be spatially defined by landscaping rather than buildings fronting it along the edges. Its landscape shall consist of lawn and trees, naturalistically disposed.



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



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

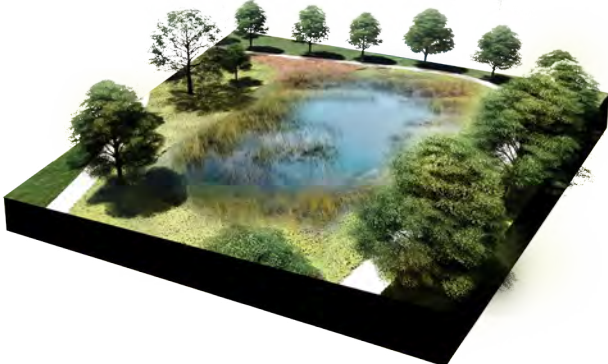


Playground: Designed and equipped for the recreation of children. A playground should be fenced and may include an open shelter. Playgrounds may be interspersed within residential areas and may be placed within a Block. Playgrounds may be included within parks, greens, and squares.

A New Linear Park

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

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



WETLAND/STORMWATER PARK



COMMUNITY GARDEN



SPLASH PAD PLAYGROUND



POSSIBLE NEW LINEAR PARK ALONG A "RAILS & TRAILS" ROUTE

Idea #2: ACTIVATE

Attract the community back to the Core

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

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

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

Lincoln Avenue as a vibrant neighborhood center



Create a Bright Center at Lincoln Avenue and D Street

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

Lincoln Avenue & D Street



PROPOSED FUTURE CONDITIONS

Idea #3: CONNECT

Joining Neighborhoods and Parks

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

Expand Lake Wales' Trail System

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

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

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

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

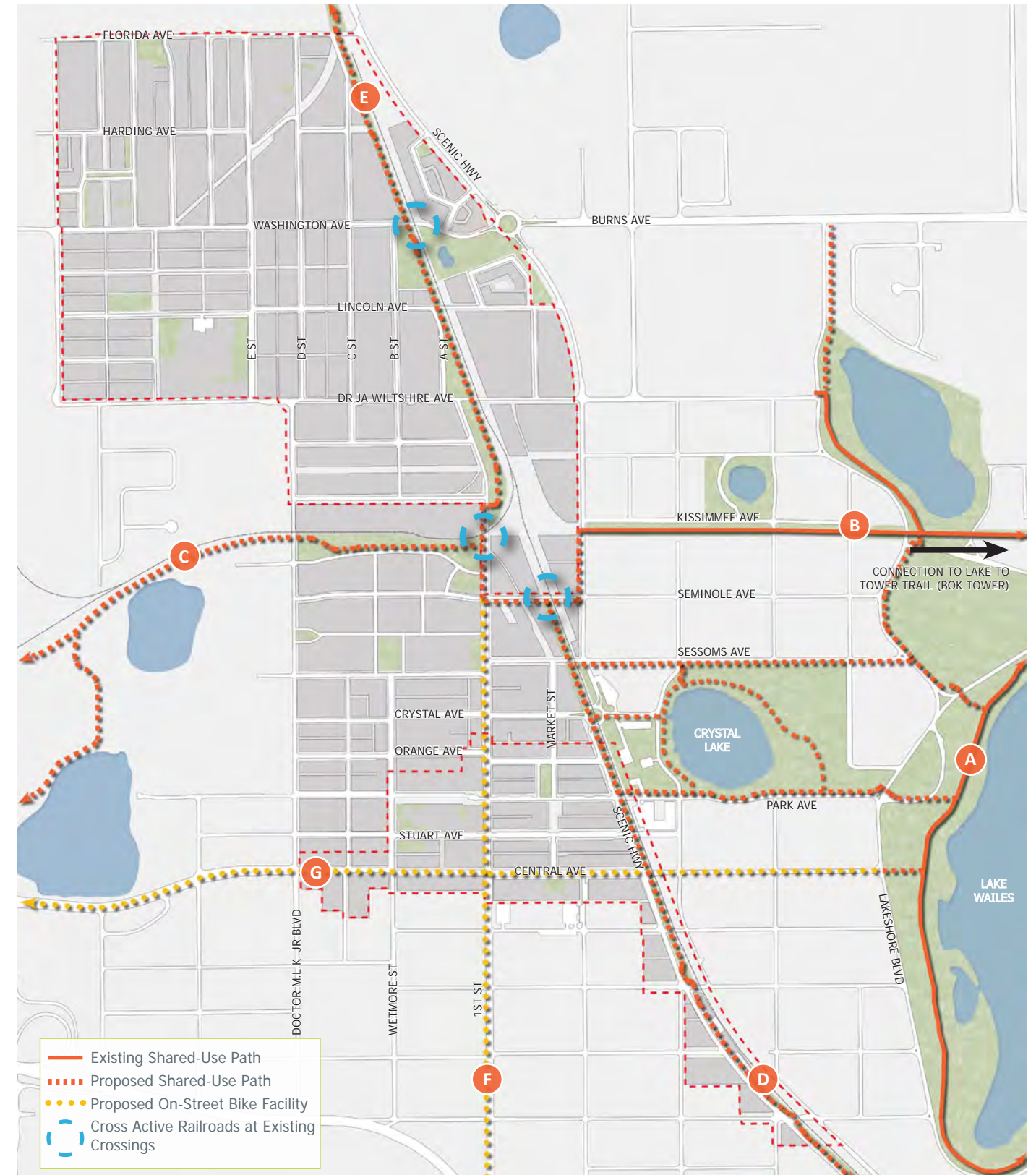
Strengthen connections

Tie Northwest Neighborhood to Downtown

Redesign crossings to make getting across the tracks easy and safe

LAKE WALES TRAILS & BIKEWAYS

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



Completing a Regional and Local Trail Network



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

The Ridge Scenic Highway (SR 17) is a designated Florida Scenic Highway. The Corridor Management Plan (CMP) for it outlines the vision, policies and a plan by which to maintain, preserve, protect, and enhance the intrinsic resources located along the scenic highway. This includes pedestrian and bicycle facilities along the length of the corridor known as the Ridge Scenic Highway Trail. This proposed trail is detailed in FDOT's 2009 Bike/Pedestrian Master Plan for the corridor, which includes

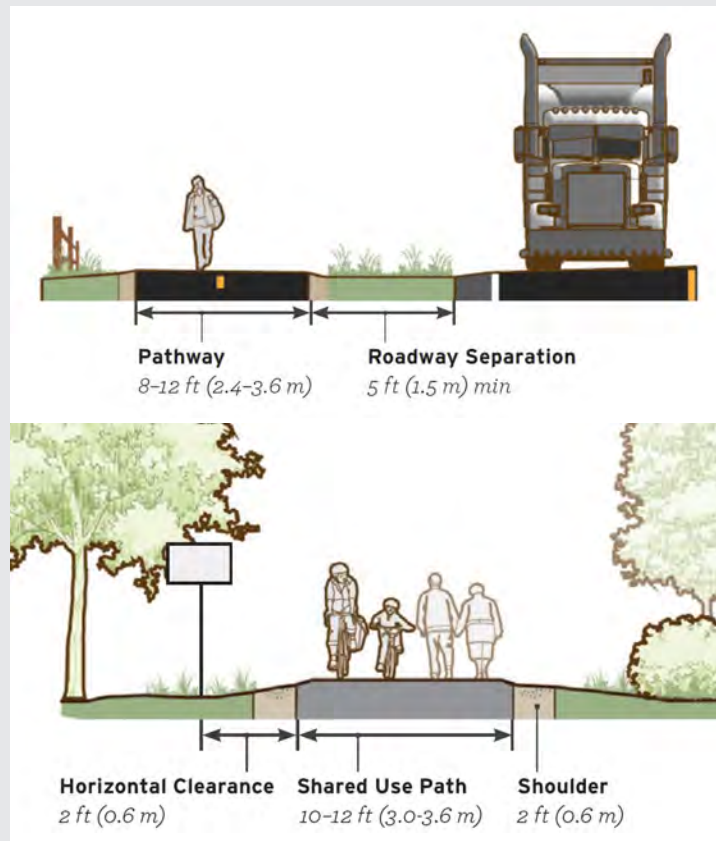
segments of existing and proposed multi-use trail, bike, and pedestrian facilities in the ROW. While much of the trail is proposed to be a 12-foot multi-use path, the 2009 Bike/Pedestrian Master Plan shows the trail consisting of existing 5-foot sidewalks, "planned trail," and proposed 5-foot sidewalks within the Core of Lake Wales.

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

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

segments, based on surveyed existing conditions, can confirm the location and design of these new trail connections.

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



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

BENEFITS

Trails generate big economic impacts for Florida.

- 👥
Every \$1 million spent on trails yields 9.6 jobs
- ❤️
Every \$1 spent on trails could save \$3 in medical expenses
- 🏠
Trails add value to new homes and consistently remain the number one community amenity sought by prospective homeowners

Florida State Trail Design Standards

Natural/Rural

Trail Width: 12'-14'
Distance between Trailheads: 8-12 miles
Rest stops between trailheads: 1-2

Trailheads should include restrooms, drinking water, a parking area, and informational panels. Rest stops should include a covered bench.

Corridors are typically associated with adjacent road right-of-way, utility corridors, and defunct railroad lines.

Planning for support facilities should include an analysis of existing and potential recreation and tourism opportunities along the trail corridor and incorporate existing and planned facilities into trailhead and rest stop design.

Permeable surfaces should be incorporated into the design of parking areas at trailheads.

Suburban

Trail Width: 10'-14'
Distance between Trailheads: 5-8 miles
Rest stops between trailheads: 1/mile

Trailheads should include restrooms, drinking water, a parking area, and informational panels. Rest stops should include a covered bench.

Corridors are typically associated with adjacent road right-of-way, utility corridors, and defunct railroad lines.

Planning for support facilities should include an analysis of tourism opportunities along the trail corridor and incorporate existing and planned facilities into trail design. Trail-friendly businesses can help supplement the need for facilities, such as restrooms, when appropriate.

Permeable surfaces should be incorporated into the design of parking areas at trailheads, when appropriate.

Urban

Trail Width: minimum of 8'

Trailheads are not mandatory at regular intervals in most urban areas due to easily accessible amenities provided by public facilities and businesses.

Corridors are typically associated with linear public spaces and park facilities and can be designed with the pedestrian in mind, resulting in esplanades and promenades, or focusing on cyclists, which would lead to separated bicycle lanes; or both.

Planning an urban trail will aim to encourage an active and heavily used trail corridor that will facilitate alternative modes of transportation for users.

Trail surfaces can vary widely based on the general vision for the corridor. Bike lanes will be paved, but wider pedestrian oriented corridors could incorporate a variety of permeable surfaces such as packed gravel or shell, cobblestone, or other pavers.

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



Create On-Street Bicycle Facilities

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

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

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

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

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

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

Not Just Bike Planning | Low-Speed Mobility Modes

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

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



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

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

Trail-Oriented Development

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

Reimagine 1st Street

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

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

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

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



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



PROPOSED FUTURE CONDITIONS, OPTION 2 (RECONSTRUCT THE STREET)

Neighborhood Circulation

An Introduction to City Streets

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

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

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

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

Connecting Pedestrians on Neighborhood Streets

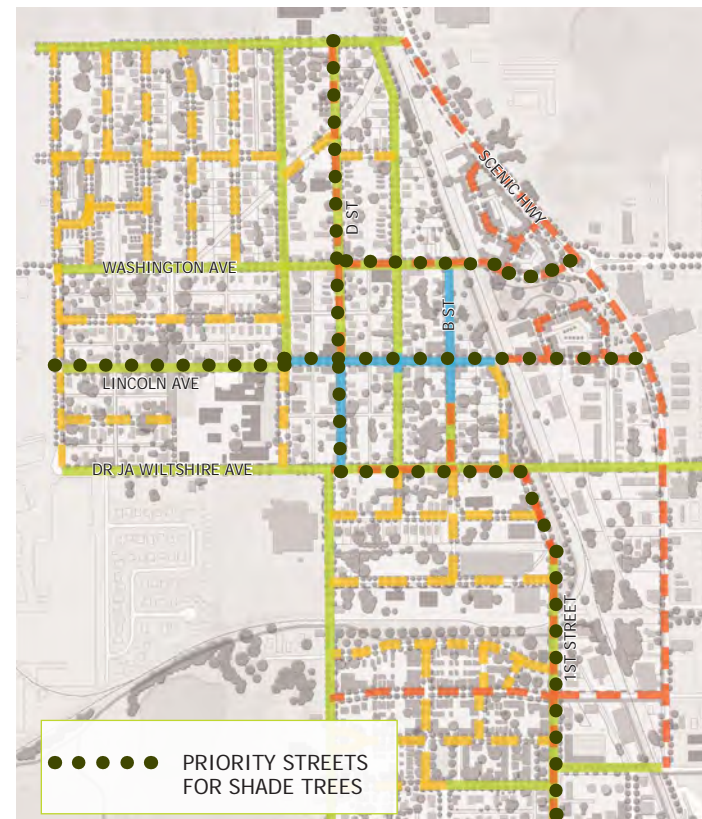
In addition to the bikeways and trails described in the previous pages, future improvements to Lake Wales' neighborhood streets can be undertaken to better support the needs of pedestrians. This will benefit the existing community, and support new development and future residents as well.

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

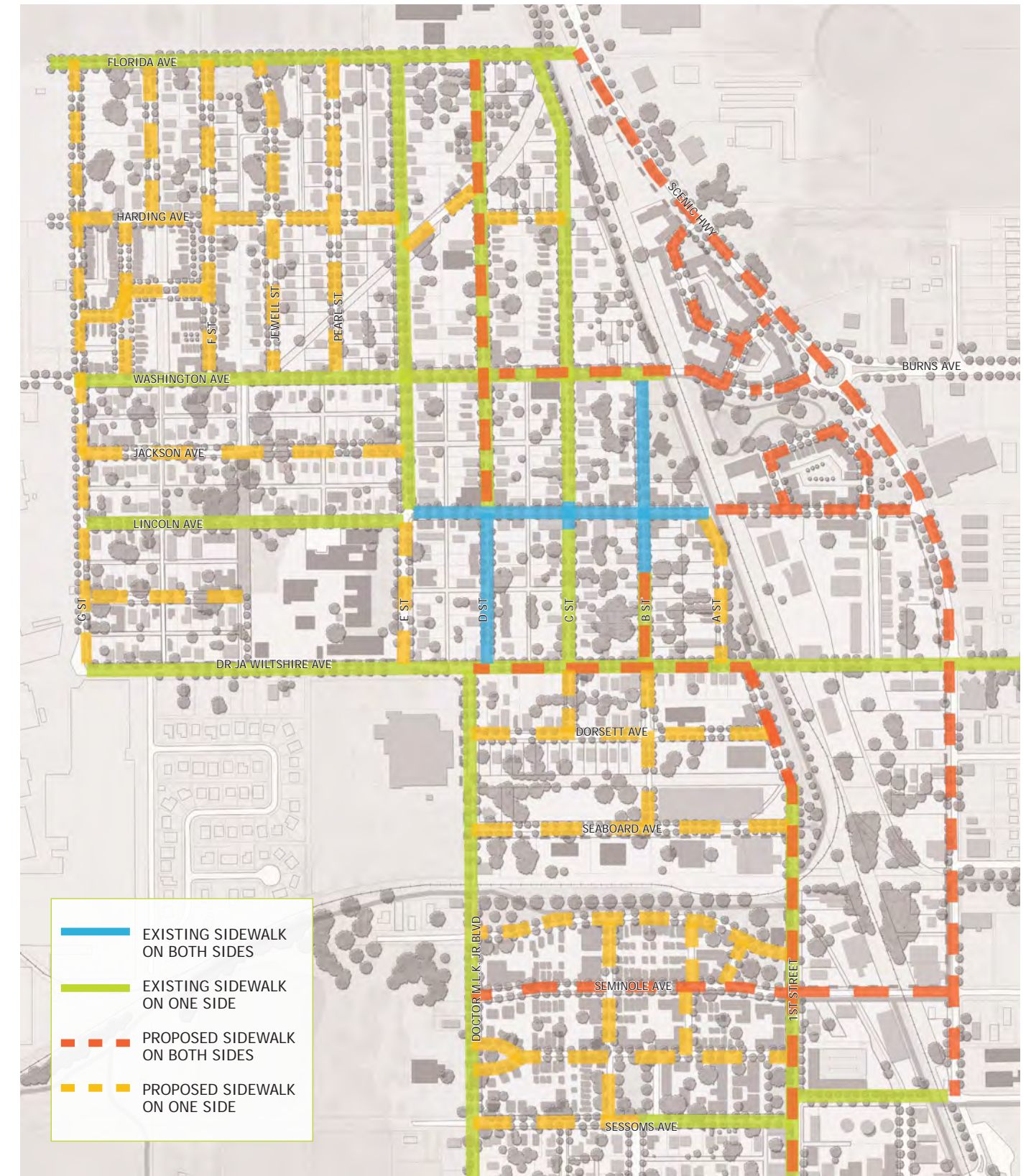
Implementation of the Olmsted vision will bring shade trees to Lake Wales' Downtown and neighborhood streets. As described earlier, there are many benefits to shade trees beyond simply aesthetics; this is particularly true in the warm central Florida climate. The map at right illustrates key north/south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

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

- Allan Jacobs,
Great Streets



Proposed Sidewalk Improvements



Context-Based Street Design

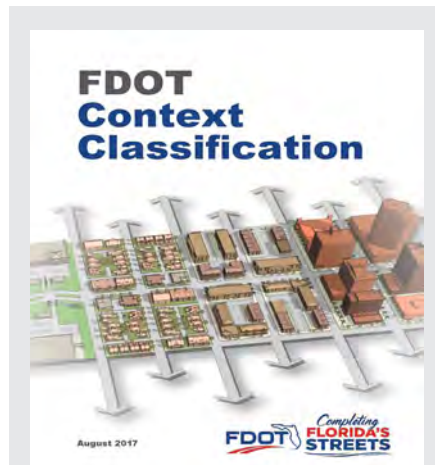
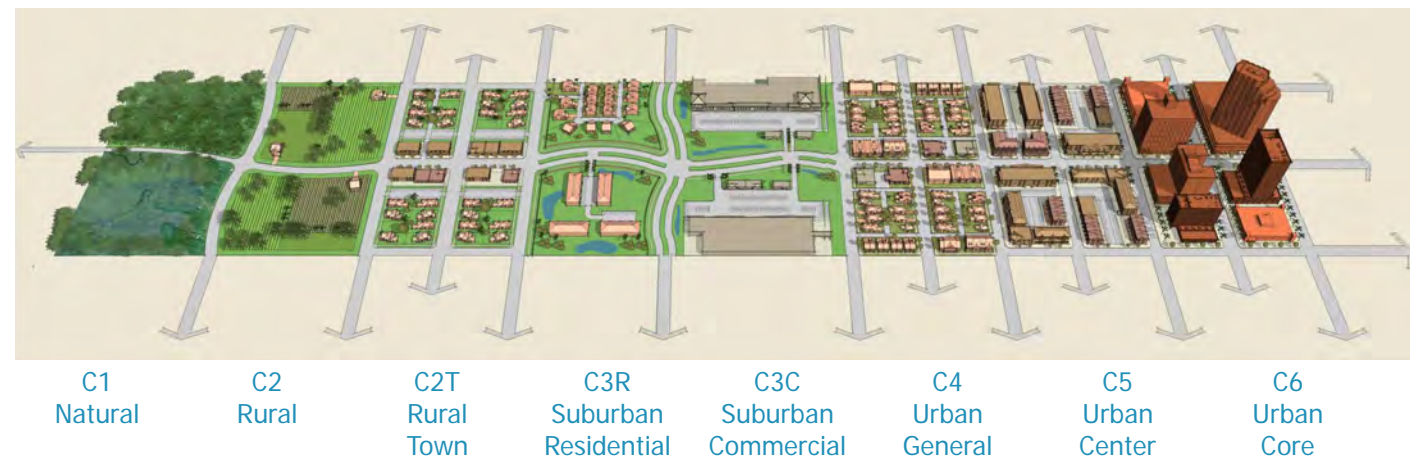
Context describes the physical form and characteristics of a place, interpreted on a block-by-block basis for thoroughfare design. What happens within the bounds of the right-of-way should largely be determined by the setting of private development laying outside of the right-of-way lines. Context is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

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

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

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

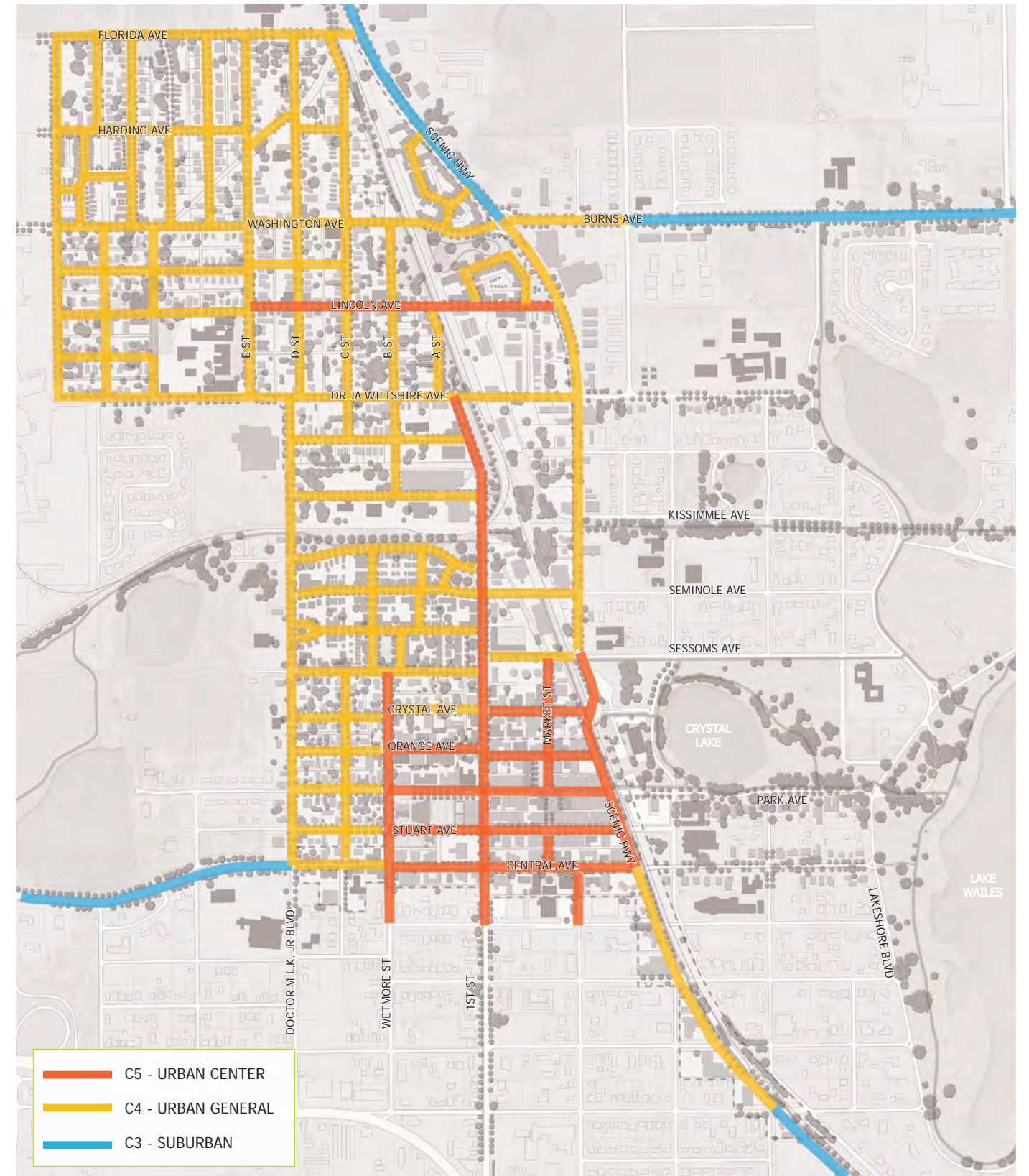
FDOT Context Classifications



Refine Context Classification Designations

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

Proposed Context Classifications



Idea #4: POPULATE

Residences in the Core Support Revitalization

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

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

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

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

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

A Variety of Housing Types

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

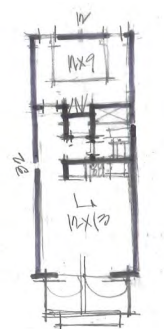


— Townhouses —
— 20' — — 25' —



— Duplex: 2 - 20' units —

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

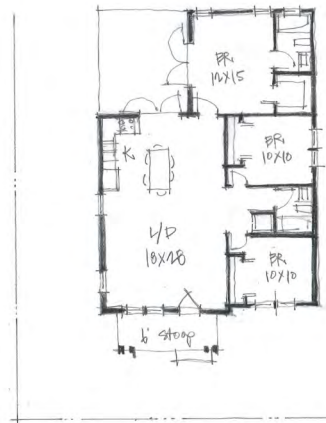


— 1 PR Cottage 20' lot —



Cottage — 25' lot —
2: 2/1036 sq ft

Cottage on 25' wide lot

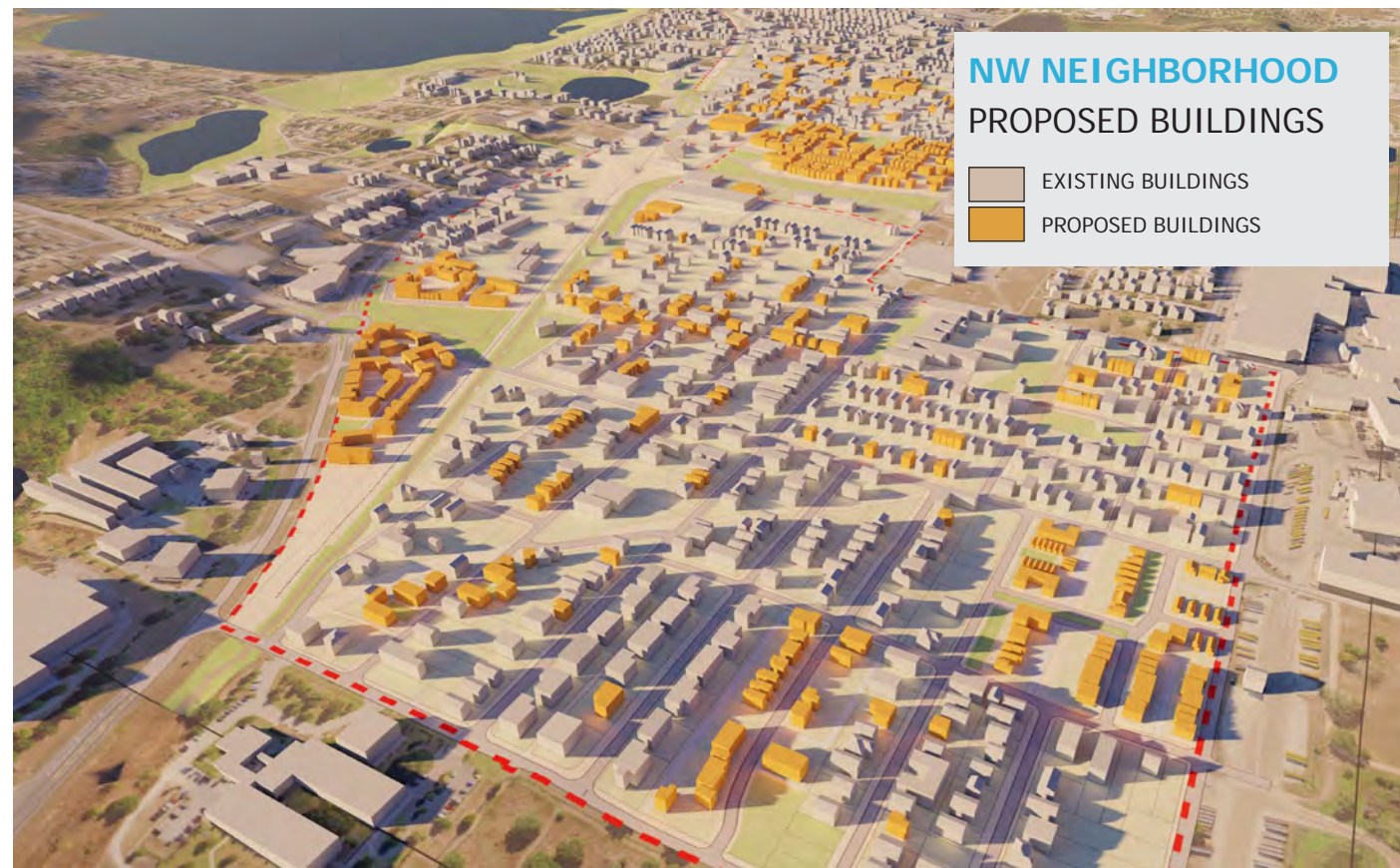


Cottage — 50' lot —
3: 2/1230 sq ft

Cottage on 50' wide lot



Cottage Court Homes



Neighborhood Infill on D Street

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

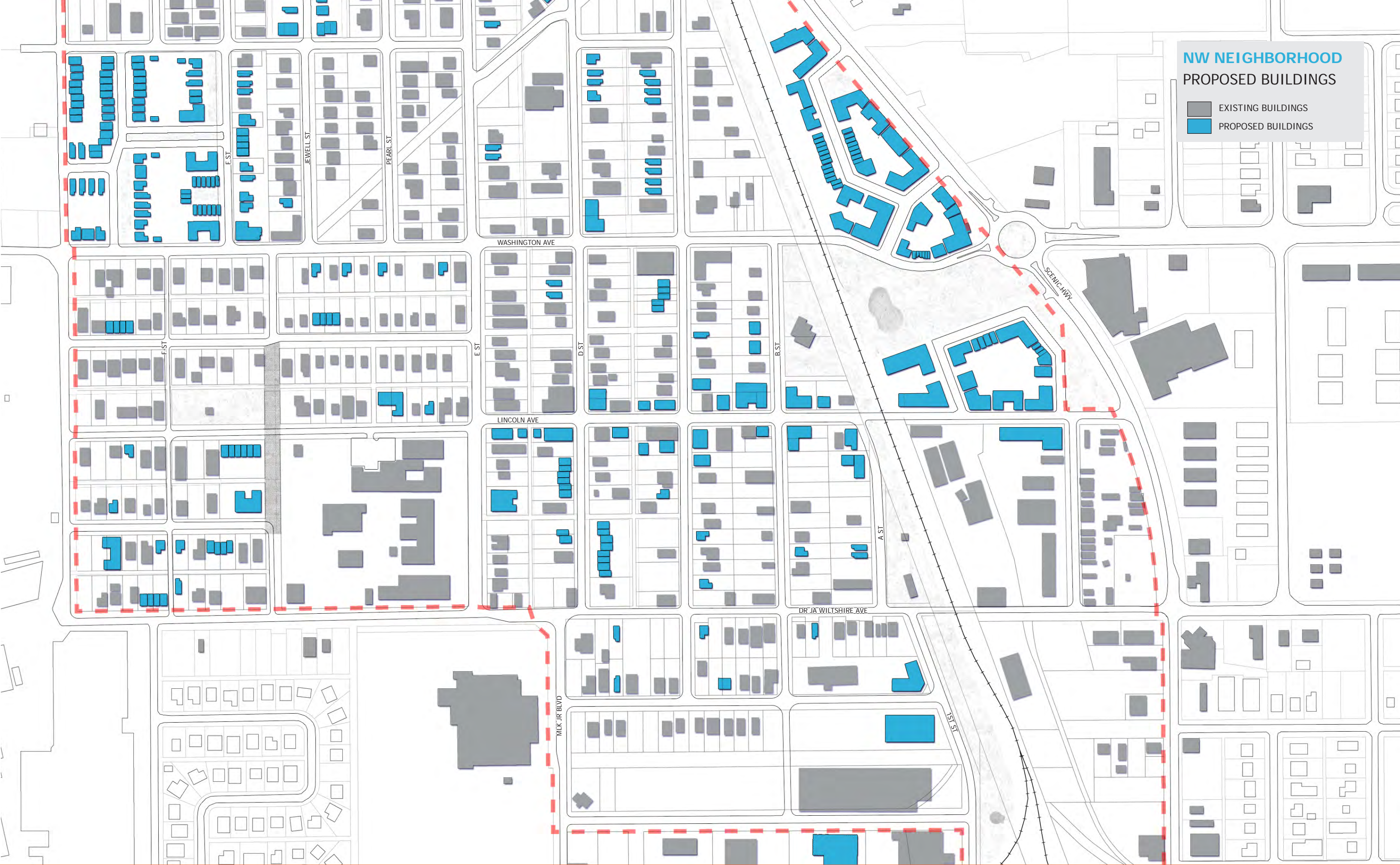
The illustration on this page shows potential infill housing and public improvements on D Street, north of Lincoln Avenue. The existing area between sidewalk and street paving is too narrow to accommodate trees. One potential solution, illustrated here, is curving the pavement to create tree planting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



NW NEIGHBORHOOD

PROPOSED BUILDINGS

- EXISTING BUILDINGS
- PROPOSED BUILDINGS



NW NEIGHBORHOOD ILLUSTRATIVE PLAN

- A** Public improvements to Lincoln Avenue are enhanced with new shade trees; buildings are restored and vacant lots filled, to re-create defined street space
- B** New residential units of a variety of types and sizes fill vacant lots
- C** A roundabout at Scenic Hwy and Burns Ave forms a city gateway
- D** A linear park along the existing rail trail is an opportunity for new trail connections and open spaces
- E** 1st Street can be a better connector to the Northwest Neighborhood with street trees and landscaping, a cycle track, and right-sized vehicular lanes
- F** The trail network is more robust, connecting Downtown and the Northwest Neighborhood to surrounding destinations, including Crystal Lake and Lake Wales
- G** A new park provides for community gathering and is designed to capture stormwater
- H** Larger opportunity sites (vacant parcels, former industrial sites) can include a mix of housing and/or commercial uses. Housing types may include townhouses, cottage courts, manor homes, apartments, and senior housing. Larger parcels are designed as extensions of the neighborhood, with interconnected streets, and street-oriented buildings; alleys provide access to rear parking.



Grove Manor

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

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



Right: Examples of mixed-income neighborhoods.

Top: Savannah Gardens in Savannah, GA

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



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

Idea #5: EMPOWER

Make it Easy to Implement the Vision

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

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

Provide Business Incubator Space

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

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

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

Grow Community Jobs

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

Support local businesses and entrepreneurs

Make doing infill and improvements according to the vision easier

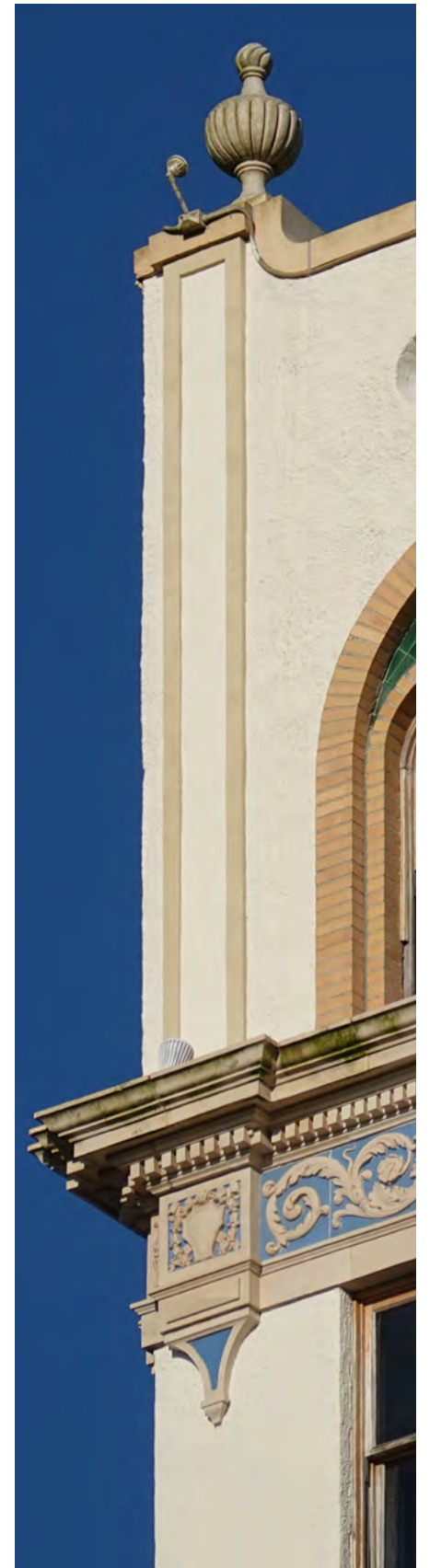
Facilitate Close-In Housing

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

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

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

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



Implementation



Action Plan for the Core of Lake Wales

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




















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

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

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



Plan Areas:
 Northwest
 Downtown




























Near-Term Actions (Years 1-3)

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

Near-Term Actions (continued)



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




















Plan Areas:
 Northwest
 Downtown

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

Near-Term Actions (continued)



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


























Plan Areas:
 Northwest
 Downtown

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

Mid-Term Actions (Years 4-6)



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









Plan Areas:
 Northwest
 Downtown

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

Longer-Term Actions (Years 7+)

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

Plan Areas:
 Northwest
 Downtown

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

Appendix A

Market Profile

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

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

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

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

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

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

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

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

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

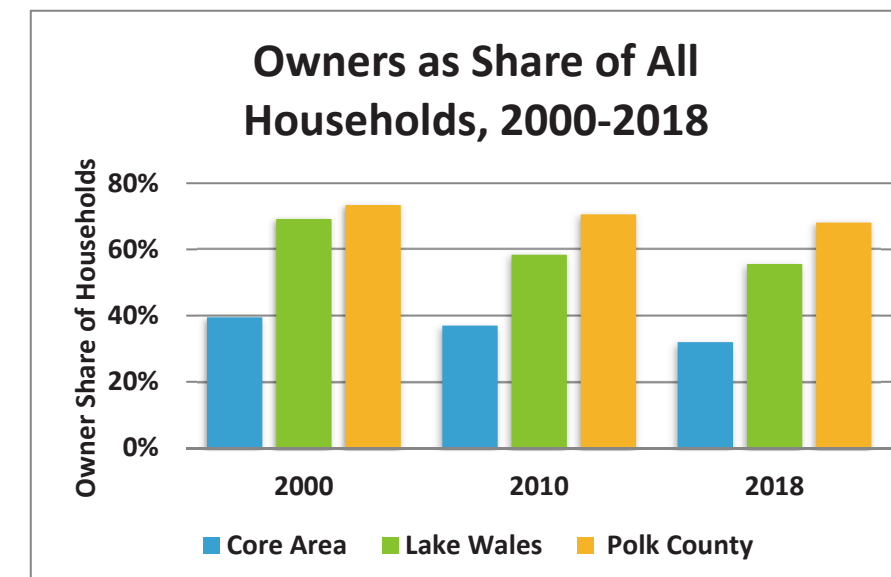
Median household income in the Core Area is \$16,744 – only 45 percent of the citywide median of \$36,845 and 35 percent of the Polk County median of \$47,429.⁵ Almost two-thirds of Core Area households have incomes below \$25,000 as compared with 35 percent of city residents. Less than 15 percent have incomes of \$50,000 or more. These incomes reflect the fact that three-quarters of employed Core Area residents have service or blue-collar jobs, compared with 55 percent of city residents.⁶

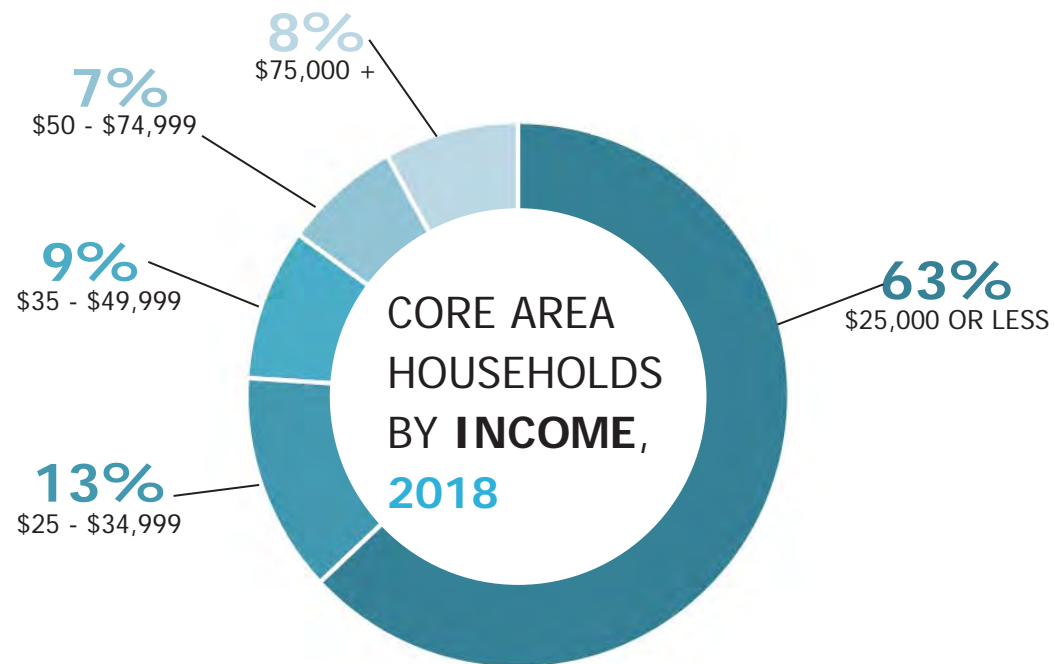
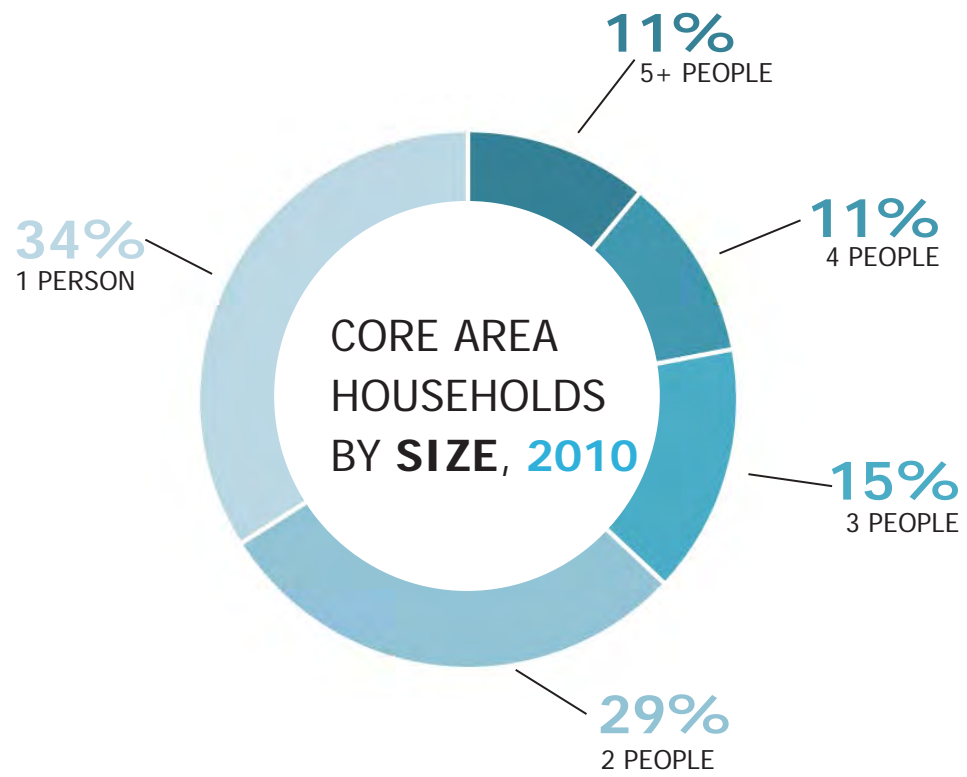
Reflecting these low incomes is the fact that 184 Core Area households (28 percent) have no access to a vehicle, compared with 12 percent of city households. More than three percent of Core Area residents use public transportation to commute to work in contrast to 0.4 percent of city residents.⁷

Sixty-eight percent of Core Area households rented their homes in 2018. The rental rate is higher than in the city due in part to historic patterns of mortgage redlining and discrimination. Ownership rates declined from 40 percent in 2000 to 37 percent in 2010 and 32 percent in 2018, in part due to the impact of the housing crisis. The city as a whole experienced even greater declines in the ownership rate from 69 percent in 2000 to 58 percent in 2010 and 56 percent in 2018. Ownership declines were much more modest in Polk County – dropping from 73 percent in 2000 to 68 percent in 2018.⁸

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

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





Residential Development

The Core Area housing inventory was limited to only 735 units in the 2012-2016 period, none of which had built since 2010 and only nine percent built since 2000.¹ In contrast three percent of the city's housing inventory was built since 2010 and 25 percent built from 2000 through 2009. The median age of housing units was 1961 in the Core Area and 1982 citywide. Sixty-five percent of Core Area housing units were single-family detached houses with only 11 attached units (1.5 percent).² Another 15 percent of Core Area units were duplexes, triplexes or quad-plexes. Six percent were mobile homes.

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

Single-family home sales have been limited in the Core Area. Over January, February and March 2019, three Core Area houses were sold with a median sales price of \$46,250.⁵ Another four units were listed for sale in April 2019 with a median asking price of \$50,000. These compare with the citywide median sales price of \$139,750 and median asking price of \$184,900. Citywide, houses built since 2000 had a median sales price of \$157,450 and a median asking price of \$198,420 with most of the newly built units located in Whispering Ridge.

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

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

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

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

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

Office Development

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

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

Retail Development

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

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

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

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

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

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

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

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

Table A-4. Householders by Age, 2018						
	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
	Age of Householder					
Less than 25 years	23	3.8%	272	4.3%	7,942	3.2%
25 to 34 years	87	14.3%	903	14.4%	33,535	13.5%
35 to 44 years	64	10.5%	782	12.4%	36,370	14.6%
45 to 54 years	95	15.7%	906	14.4%	40,053	16.1%
55 to 64 years	140	23.1%	1,098	17.5%	46,524	18.7%
65 to 74 years	110	18.1%	1,212	19.3%	46,561	18.7%
75 years and over	88	14.5%	1,114	17.7%	38,137	15.3%
Total	607	100.0%	6,287	100.0%	249,122	100.0%

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

Table A-2. Population by Age, 2018						
	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Population by Age						
0 to 19 Years	444	28.5%	3,841	24.5%	159,794	23.9%
20 to 24 Years	98	6.3%	882	5.6%	39,509	5.9%
25 to 34 Years	194	12.4%	1,995	12.7%	84,925	12.7%
35 to 44 Years	144	9.2%	1,545	9.9%	76,245	11.4%
45 to 54 Years	174	11.2%	1,672	10.7%	78,939	11.8%
55 to 64 Years	223	14.3%	1,945	12.4%	87,339	13.1%
65 to 74 Years	158	10.1%	1,993	12.7%	80,670	12.1%
75 to 84 Years	90	5.8%	1,199	7.7%	43,935	6.6%
85 Years and over	35	2.2%	588	3.8%	16,340	2.4%
Total	1,560	100.0%	15,660	100.0%	667,696	100.0%
Median Age	37.8		42.1		41.4	

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

Table A-5. Households by Income, 2018						
	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Household Income						
Less than \$25,000	384	63.4%	2,209	35.1%	59,193	23.8%
\$25,000 to \$34,999	79	13.0%	760	12.1%	29,490	11.8%
\$35,000 to \$49,999	55	9.1%	1,043	16.6%	41,237	16.6%
\$50,000 to \$74,999	39	6.4%	1,174	18.7%	49,580	19.9%
\$75,000 to \$99,999	26	4.3%	525	8.3%	30,557	12.3%
\$100,000 to \$149,999	10	1.7%	324	5.2%	24,685	9.9%
\$150,000 or more	13	2.1%	254	4.0%	14,380	5.8%
Total	606	100.0%	6,289	100.0%	249,122	100.0%
Median Household Income	\$16,744		\$36,845		\$47,429	

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

Table A-3. Households by Size, 2010						
	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Households by Size						
1 Person	214	34.4%	1,696	29.3%	54,198	23.8%
2 People	177	28.5%	2,239	38.7%	84,864	37.3%
3 People	95	15.3%	760	13.1%	34,586	15.2%
4 People	68	10.9%	543	9.4%	27,733	12.2%
5 People	30	4.8%	285	4.9%	14,695	6.5%
6 People	18	2.9%	149	2.6%	6,545	2.9%
7+ People	20	3.2%	118	2.0%	4,864	2.1%
Total Households	622	100.0%	5,790	100.0%	227,485	100.0%
Average Household Size	2.54		2.40		2.59	

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

Table A-6. Employed Population Aged 16 and Over by Occupation, 2018				
Industry/ Occupation	Core Area		Lake Wales	
	Number	Percent	Number	Percent
Employed Residents by Occupation				
White Collar	115	25.1%	2,720	44.7%
Management, Business, Financial	4	0.9%	475	7.8%
Professional Services	48	10.5%	742	12.2%
Sales	25	5.5%	657	10.8%
Administrative Support	38	8.3%	846	13.9%
Services	213	46.5%	1,862	30.6%
Blue Collar	130	28.4%	1,503	24.7%
Farming, Forestry, Fishing	17	3.7%	329	5.4%
Construction, Extraction	44	9.6%	310	5.1%
Installation, Maintenance, Repair	4	0.9%	146	2.4%
Production	42	9.2%	323	5.3%
Transportation, Material Moving	23	5.0%	396	6.5%
Total	458	100.1%	6,085	100.0%

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

Table A-7. Means of Transportation to Work, 2016						
	Study Area		Lake Wales		Polk County	
	Employed Residents	Percent	Employed Residents	Percent	Employed Residents	Percent
Workers 16 and Over						
Means of Transportation						
Car, Truck, or Van	347	89.7%	4,445	88.8%	229,461	92.3%
Drove alone	283	73.1%	3,822	76.3%	203,407	81.8%
Carpooled	64	16.5%	623	12.4%	26,054	10.5%
Public Transportation (excluding taxicab)	13	3.4%	18	0.4%	1,297	0.5%
Walked	9	2.3%	129	2.6%	2,708	1.1%
Taxicab, Motorcycle, Bicycle, Other	18	4.7%	171	3.4%	5,015	2.0%
Worked from Home	-	0.0%	243	4.9%	10,138	4.1%
Total	387	100.0%	5,006	100.0%	248,619	100.0%

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

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

Table A-8. Households by Tenure, 2000-2018						
	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Tenure, 2000						
Owner	297	39.5%	3,381	69.2%	137,410	73.4%
Renter	455	60.5%	1,506	30.8%	49,823	26.6%
Tenure, 2010						
Owner	230	37.0%	3,381	58.4%	160,573	70.6%
Renter	392	63.0%	2,409	41.6%	66,912	29.4%
Tenure, 2018						
Owner	194	32.0%	3,496	55.6%	169,698	68.1%
Renter	413	68.0%	2,794	44.4%	79,425	31.9%

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

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

Table A-9. Tenure by Age of Householder, 2010								
	Core Area				Lake Wales			
	Owner		Renter		Owner		Renter	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Age of Householder								
15 to 24 years	2	0.9%	26	6.6%	21	0.6%	292	12.1%
25 to 34 years	11	4.8%	78	19.9%	194	5.7%	539	22.4%
35 to 44 years	14	6.1%	50	12.8%	301	8.9%	399	16.6%
45 to 54 years	43	18.7%	87	22.2%	517	15.3%	388	16.1%
55 to 64 years	52	22.6%	80	20.4%	745	22.0%	325	13.5%
65 to 74 years	47	20.4%	44	11.2%	868	25.7%	199	8.3%
75 to 84 years	48	20.9%	21	5.4%	552	16.3%	161	6.7%
85 years and over	13	5.7%	6	1.5%	182	5.4%	107	4.4%
Total	230	100.0%	392	100.0%	3,380	100.0%	2,410	100.0%
	Polk County							
	Owner		Renter					
	Number	Percent	Number	Percent				
15 to 24 years	1,757	1.1%	6,733	10.0%				
25 to 34 years	13,045	8.1%	16,531	24.7%				
35 to 44 years	22,584	14.1%	14,119	21.1%				
45 to 54 years	30,741	19.2%	11,964	17.8%				
55 to 64 years	33,623	21.0%	7,886	11.8%				
65 to 74 years	32,008	19.9%	4,804	7.2%				
75 to 84 years	20,354	12.7%	3,175	4.7%				
85 years and over	6,330	3.9%	1,831	2.7%				
Total	160,442	100.0%	67,043	100.0%				

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

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

Table A-10. Housing Units by Year Built, 2016						
	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Year Built						
2010 or later	-	0.0%	204	3.1%	6,603	2.3%
2000 to 2009	68	9.2%	1,669	25.4%	69,974	24.7%
1990 to 1999	19	2.6%	981	15.0%	49,641	17.5%
1980 to 1989	41	5.6%	561	8.6%	54,600	19.3%
1970 to 1979	152	20.6%	924	14.1%	45,075	15.9%
1960 to 1969	94	12.8%	566	8.6%	23,123	8.2%
1950 to 1959	116	15.7%	715	10.9%	18,234	6.4%
1940 to 1949	149	20.2%	304	4.6%	6,026	2.1%
1939 or Earlier	98	13.3%	636	9.7%	10,057	3.5%
Total	737	100.0%	6,560	100.0%	283,333	100.0%
Median Year Built	1961		1982		1987	

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

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

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

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

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

Asking/Sales Price	Core Area		Lake Wales	
	Number of Units	Percent	Number of Units	Percent
Current Listings - April 2019				
Less than \$50,000	2	67%	3	6%
\$50,000-\$99,999	1	33%	5	10%
\$100,000-\$149,999	0	0%	5	10%
\$150,000-\$199,999	0	0%	19	40%
\$200,000-\$249,000	0	0%	15	31%
\$250,000 or more	0	0%	1	2%
Total	3	100%	48	100%
Median Price	\$155,000		\$184,900	
Home Sales, January - March 2019				
Less than \$50,000	3	75%	6	12%
\$50,000-\$99,999	1	25%	10	20%
\$100,000-\$149,999	0	0%	15	30%
\$150,000-\$199,999	0	0%	13	26%
\$200,000-\$249,000	0	0%	4	8%
\$250,000 or more	0	0%	2	4%
Total	4	100%	50	100%
Median Price	\$205,995		\$139,750	

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

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

	Core Area		Lake Wales		Polk County	
	Number	Percent	Number	Percent	Number	Percent
Occupied Units						
Owner-Occupied Units	194	24.0%	3,494	46.7%	169,591	55.1%
Renter-Occupied Units	413	51.2%	2,796	37.3%	79,532	25.8%
Vacant Units	200	24.8%	1,196	16.0%	58,859	19.1%
Total Units	807	100.0%	7,486	100.0%	307,982	100.0%

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

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

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

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

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

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

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

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

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

Table A-17. Lake Wales Office History, 2000-April 2019							
Year	Inventory		Occupied Space		Net Absorption in Square Feet	Square Feet of New Space	Gross Rent per Square Foot
	Buildings	Square Feet	Square Feet	Percent			
2000	72	373,745	357,645	95.7%	12,100	0	\$14.04
2001	72	373,745	348,745	93.3%	8,900	0	\$13.08
2002	72	373,745	349,545	93.5%	800	0	\$14.16
2003	72	373,745	350,045	93.7%	500	0	\$13.07
2004	73	393,745	353,971	89.9%	3,926	20,000	\$14.57
2005	73	393,745	327,671	83.2%	26,300	0	\$16.08
2006	74	398,232	360,332	90.5%	32,661	4,487	\$16.56
2007	76	412,946	367,346	89.0%	7,014	14,714	\$22.03
2008	76	412,946	372,594	90.2%	5,248	0	\$21.65
2009	77	431,446	382,603	88.7%	10,009	18,500	\$19.14
2010	77	431,446	373,015	86.5%	9,588	0	\$19.29
2011	78	435,016	385,728	88.7%	12,713	3,570	\$18.31
2012	78	435,016	372,862	85.7%	12,866	0	\$19.15
2013	79	443,966	379,243	85.4%	6,381	8,950	\$18.94
2014	79	443,966	405,353	91.3%	26,110	0	\$19.11
2015	79	443,966	411,727	92.7%	6,374	0	\$15.82
2016	79	443,966	411,032	92.6%	695	0	\$17.82
2017	79	443,966	408,380	92.0%	2,652	0	\$21.60
2018	79	443,966	428,619	96.5%	20,239	0	\$17.95
Apr-19	79	443,966	431,893	97.3%	3,274	0	\$18.64
2010-2019 Change							
Number	2	12,520	58,878	10.8%	49,290	12,520	\$0.65
Percent	2.6%	2.9%	15.8%	12.5%			-3.4%

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

Table A-18. Core Area Retail Trends, 2006-April 2019						
Year	Inventory		Occupied Space		Net Absorption in Square Feet	New Space in Square Feet
	Buildings	Square Feet	Square Feet	Percent		
2006	34	177,644	169,744	95.6%	2,240	19,540
2007	34	177,644	171,314	96.4%	1,570	0
2008	34	177,644	167,314	94.2%	13,800	0
2009	34	177,644	164,274	92.5%	-3,040	0
2010	34	177,644	165,874	93.4%	1,600	0
2011	34	177,644	171,384	96.5%	5,510	0
2012	34	177,644	169,347	95.3%	-2,037	0
2013	34	177,644	163,731	92.2%	-5,616	0
2014	34	177,644	169,607	95.5%	5,876	0
2015	34	177,644	169,107	95.2%	-500	0
2016	34	177,644	173,444	97.6%	4,337	0
2017	34	177,644	174,784	98.4%	1,340	0
2018	34	177,644	177,644	100.0%	2,860	0
Apr-19	34	177,644	177,644	100.0%	0	0
2009-2019 Change						
Number	0	0	13,370	7.5%	10,330	0
Percent	0.0%	0.0%	8.1%	8.1%		

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

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

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