

Lakeland CRA

Dixieland District Redevelopment Plan Update





Downtown

Midtown

Dixieland

INTRODUCTION

Lakeland CRA – Dixieland District Redevelopment Plan Update

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DIXIELAND CRA

Dixieland CRA, established in 2001, is a 72.61-acre commercial corridor with a collection of vintage retail shops. Featuring a budding restaurant scene and coffeehouses where the creatives go to connect and collaborate, Dixieland is the gateway to Downtown's Arts and Entertainment Center.



TIMELINE OF PUBLIC ENGAGEMENT



We are here

Next Steps...

- April - Final Draft
- May 7th - CRA Advisory Board
- May 19th - Planning & Zoning Board
- June 1st - City Commission 1st Reading
- June 15th - City Commission 2nd Reading

EXISTING CONDITIONS



- Kimley-Horn conducted a SWOC analysis to evaluate the Dixieland CRA by identifying its strengths, weaknesses, opportunities, and challenges to inform the CRA Plan update and the recommendations provided.

- **Strengths**

- **Weaknesses**

- **Opportunities**

- **Challenges**

+ STRENGTHS



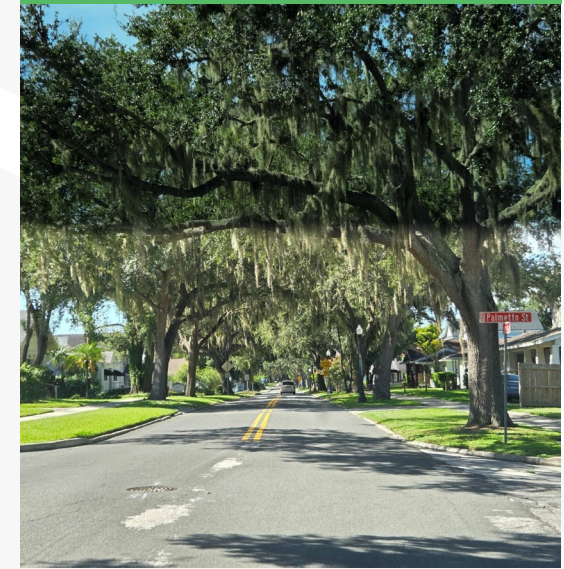
Alleyway Investments



Landscape



Canopy Streets



Signage/Wayfinding



Public Art



WEAKNESSES



Connectivity



Sidewalk System



Unscreened Dumpsters



Sign Deterioration



Alleyway Maintenance



Pavement/Drainage



STRENGTHS AND WEAKNESSES



➤ Strengths.

- **Consistent Reinvestment & Partnerships.** Longstanding façade, design and grant programs, supported by strong public-private partnerships, have sustained corridor vitality and advanced original CRA goals.
- **Character & Regulatory Framework.** Alley activation, adopted design standards, district branding, murals, and historic resurveys reinforce Dixieland's character and guide compatible redevelopment

➤ Weaknesses.

- **Limited Funding Capacity & Scale.** Reliance on TIF revenue, modest annual funding, and a small CRA footprint constrain the ability to deliver large-scale or transformative projects.
- **Limited Authority & Fragmented Parcels.** Lack of zoning control, layered approvals, and small lot patterns hinder cohesive infill, adaptive reuse, and timely project delivery.

OPPORTUNITIES AND CHALLENGES



➤ Opportunities.

- **Modernize Tools & Incentives.** Streamlining design guidelines, scaling adaptive reuse and grant programs, and leveraging historic resurveys can improve clarity, predictability, and reinvestment impact.
- **Build on Corridor & Alley Momentum.** South Florida Avenue improvements, a formal alleyway master plan, and stronger stakeholder collaboration can enhance walkability, safety, and economic vitality.

➤ Challenges.

- **Interagency Coordination & Budget Constraints.** Dependence on City, FDOT, and other partners, combined with limited annual funding, extends timelines and complicates implementation.
- **Market Uncertainty & Community Perception.** Shifting market conditions, parking and mobility concerns, and misconceptions about CRA authority and taxation can slow momentum and complicate consensus.

WHAT WE HEARD



“The alleyways are a great walkable connection throughout”

“A connection to the Squeeze service on Cresap St. would reconnect the residents and college students”

“Concord Coffee + Good Thyme help make the Dixieland mini mall a great Daytime Destination. There are many great local businesses”



“A cross walk here would help facilitate pedestrian traffic. Many employees and residents cross S. Florida Ave here to visit the restaurants during the day and walk between venues at night”

“Love S. Missouri St. neighborhood!”

KEY RECOMMENDATIONS



District Definition. Establish a strong brand and sense of place for Dixieland that honors its historic character while supporting future growth.



Urban Form and Economic Development. Create a streetscape and land use pattern that supports walkability, bikeability, transit access, and economic vitality, while incorporating public spaces and design features that enhance safety and community activity.

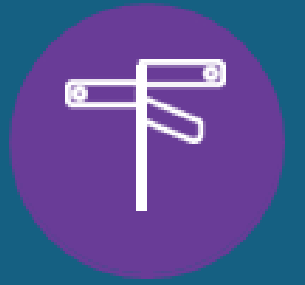


Public Safety. Enhance walkability and expand pedestrian networks to offer safe, convenient alternatives to driving, improve access to transit, and create opportunities for recreation.



Transportation. Maintain an environment that is safe, welcoming, and well-kept for residents and visitors.

District Definition



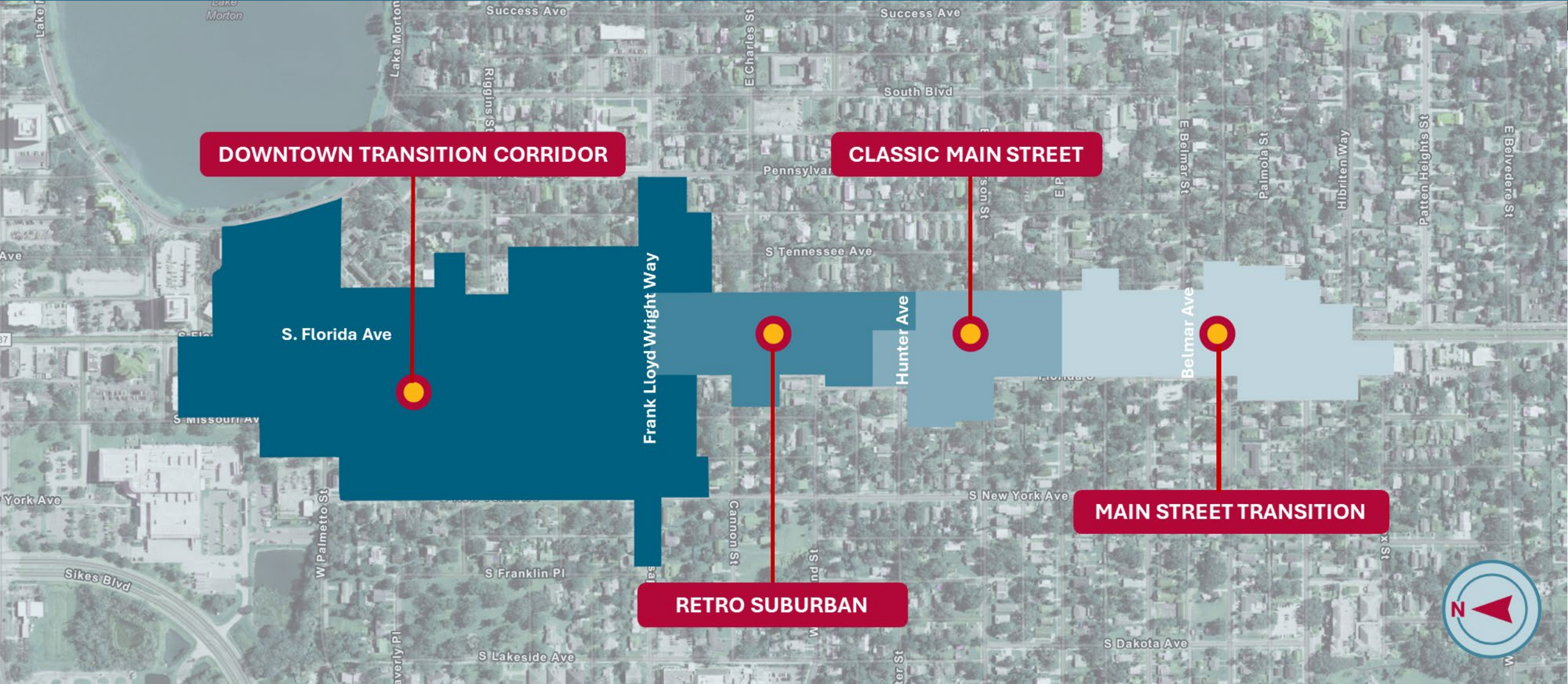
- **Expand Murals, Public Art & Branding**
- **Create Strong District Gateways**
- **Celebrate & Preserve Historic Character**
- **Implement Coordinated Wayfinding & Streetscape Elements**

Urban Form and Economic Development



- **Simplify and Align Land Use & Zoning Standards**
- **Promote Walkable, Context-Sensitive Urban Form**
- **Target Strategic Redevelopment & Infill Opportunities**
- **Strengthen Economic Development & Incentives**

Urban Form and Economic Development -Potential Sub-Districts



DOWNTOWN TRANSITION CORRIDOR

CLASSIC MAIN STREET

RETRO SUBURBAN

MAIN STREET TRANSITION

S. Florida Ave

Frank Lloyd Wright Way

Hunter Ave

Belmar Ave



Public Safety



- **Implement CPTED Districtwide**
- **Enhance Lighting and Physical Conditions**
- **Strengthen Community Policing and Outreach**
- **Conduct Ongoing Safety Audits and Mobility Improvements**

Transportation



- **Improve Pedestrian Safety & Comfort**
- **Activate Alleys & Enhance Streetscapes**
- **Strengthen Multimodal & Trail Connectivity**
- **Optimize Parking & Access Management**

DID WE GET IT RIGHT?



DIXIELAND

Uniquely Local, Unique Potential