

MEMORIAL BOULEVARD ECONOMIC DEVELOPMENT STRATEGY

APPENDIX

JUNE 2025

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Revitalizing 92
A vision for Memorial Blvd

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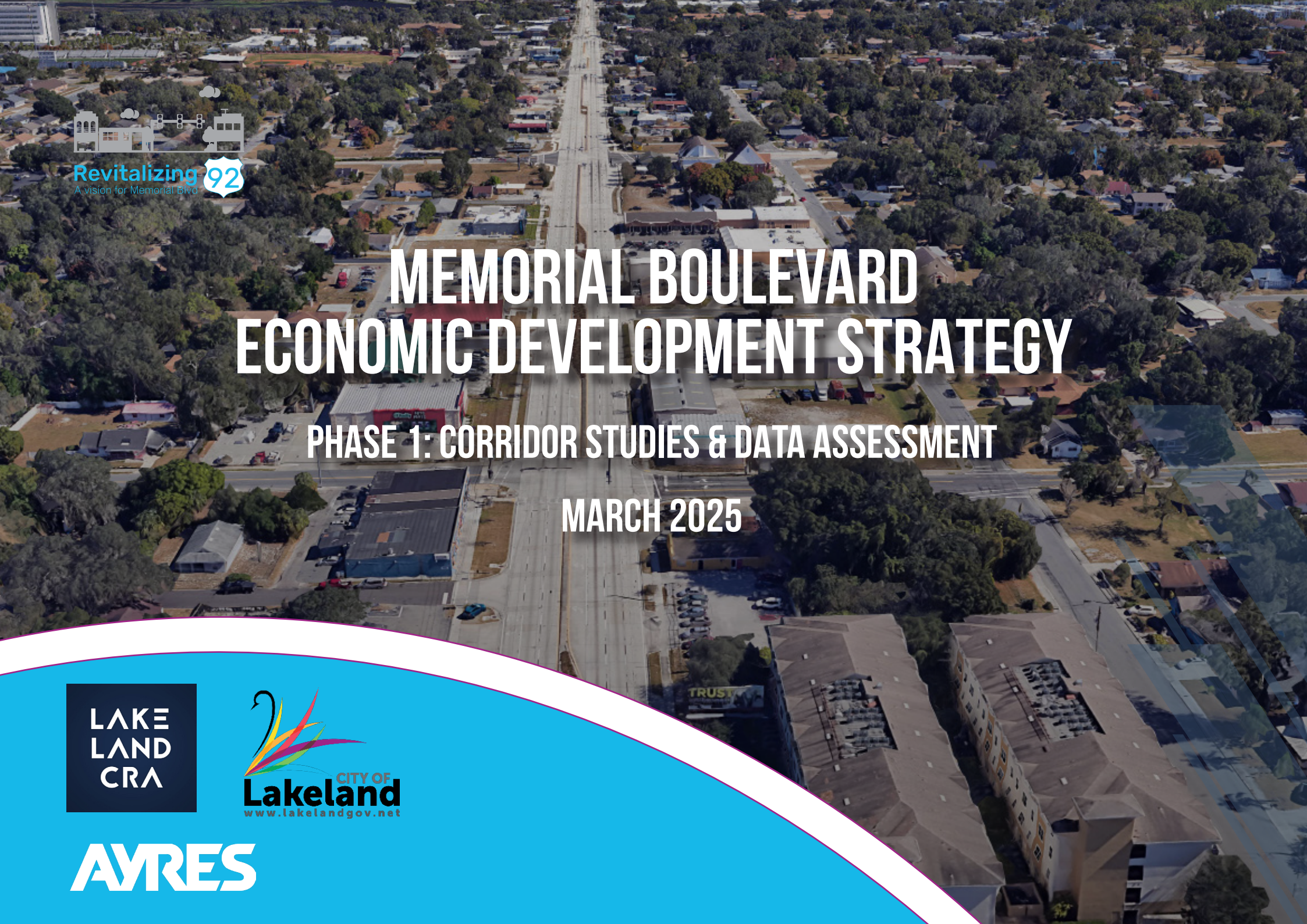

Revitalizing 92
A vision for Memorial Blvd

MEMORIAL BOULEVARD ECONOMIC DEVELOPMENT STRATEGY

PHASE 1: CORRIDOR STUDIES & DATA ASSESSMENT

MARCH 2025

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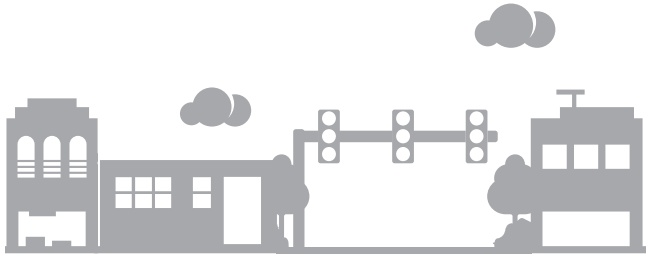

Revitalizing 92

A vision for Memorial Blvd

ECONOMIC DEVELOPMENT STRATEGY

PROJECT CONTEXT

The City of Lakeland is one of the fastest-growing municipalities in the nation. Memorial Boulevard extends 6 miles between I-4 and East Lake Parker Drive in the northern part of the City. As public infrastructure investments are being made here, **the City aims to improve the Memorial Boulevard (US 92) corridor to attract investments, strengthen the adjacent residential communities, enhance pedestrian safety, boost the local economy, and increase employment opportunities.**

EXPECTED OUTCOME

The City is undertaking an Economic Development Strategy study in collaboration with Ayres, a planning, design, and engineering firm to take a proactive and cohesive approach to revitalizing the corridor. The main objectives of the study are:

- **Formulate an economic development vision through a community-driven process.**
- **Draft innovative strategies that align local planning efforts and planned infrastructure improvements.**
- **Outline robust implementation steps for action**

CURRENT STATUS

The project is being undertaken in **two stages over 20 weeks**:

✓ Phase 1: Corridor Studies and Data Assessment

Phase 2: Economic Development Strategy

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ACKNOWLEDGMENTS

CITY OF LAKELAND

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Special thanks to AARP and the Lakeland Police Department for their assistance with the Walkability Audit.

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HENLY FIELD
MEMORIAL BLVD
LAKESHORE DR
LAKELAND TOWN CENTER
PAWN

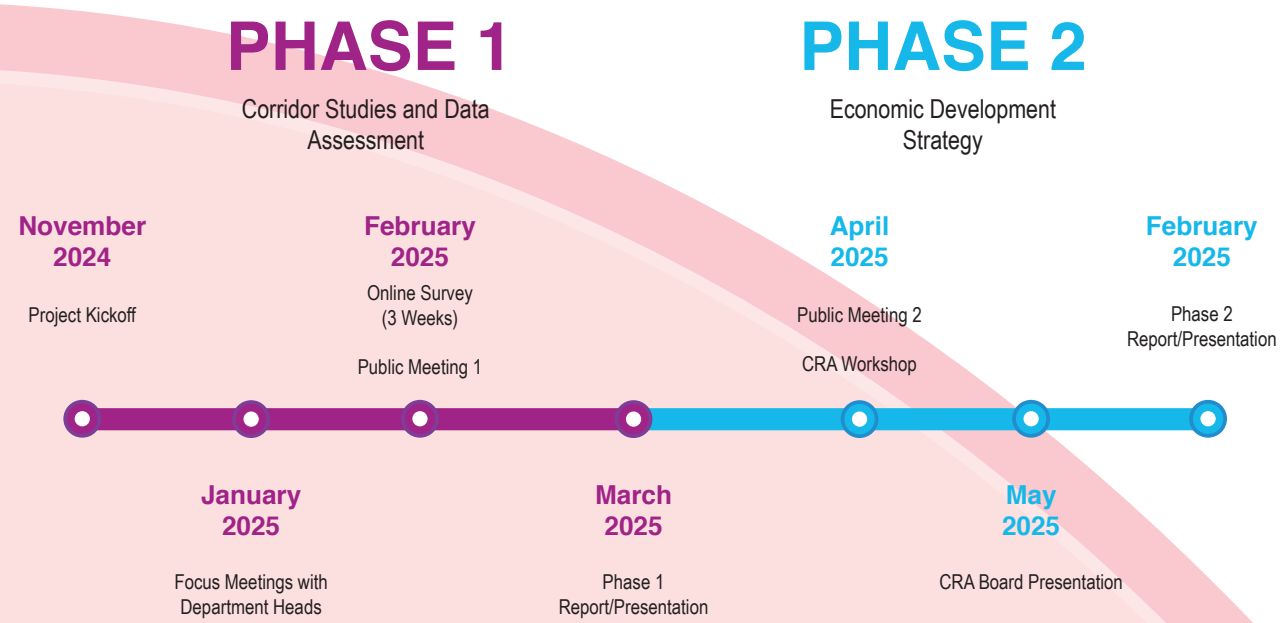
SECTION 1: INTRODUCTION

BACKGROUND AND PURPOSE

The Memorial Boulevard Economic Development Strategy is a forward-looking initiative aimed at revitalizing and transforming this key corridor into a thriving economic hub. As one of Lakeland's primary transportation and commercial arteries, Memorial Boulevard serves a diverse range of businesses, residents, and commuters. Recognizing the corridor's potential for redevelopment, the City of Lakeland has partnered with Ayres to develop a comprehensive economic development strategy that aligns with planned infrastructure improvements and long-term growth objectives.

The strategy focuses on leveraging public infrastructure investments, particularly roadway improvements, to guide sustainable development and redevelopment efforts over the coming decades. Spanning 6.1 miles from I-4 to East Lake Parker Drive, Memorial Boulevard includes both East and West segments, each presenting unique challenges and opportunities. In collaboration with the Transportation Planning Organization (TPO) and the Florida Department of Transportation (FDOT), planned enhancements such as a new bridge and pedestrian overpass will significantly impact accessibility, mobility, and land use along the corridor. The economic development strategy will ensure that future growth is well-coordinated, business-friendly, and community-driven.

The project will be implemented in two phases.



The project will be implemented in two phases. The first phase will focus on data collection, site analysis, and economic assessment, identifying underutilized areas and infrastructure improvements that can support business expansion, housing diversity, and commercial redevelopment. Community engagement will be a central component, ensuring that residents, stakeholders, and City officials are actively engaged and involved in decision-making process.

The second phase focuses on developing a comprehensive economic vision, branding strategy, and implementation plan. This will include identifying anchor development sites, targeted investment areas, and opportunities for mixed-use growth that foster economic resilience. The strategy will also propose short- and long-term actions, including policy recommendations, zoning adjustments, and infrastructure priorities, ensuring that future improvements align with Lakeland's broader economic goals.

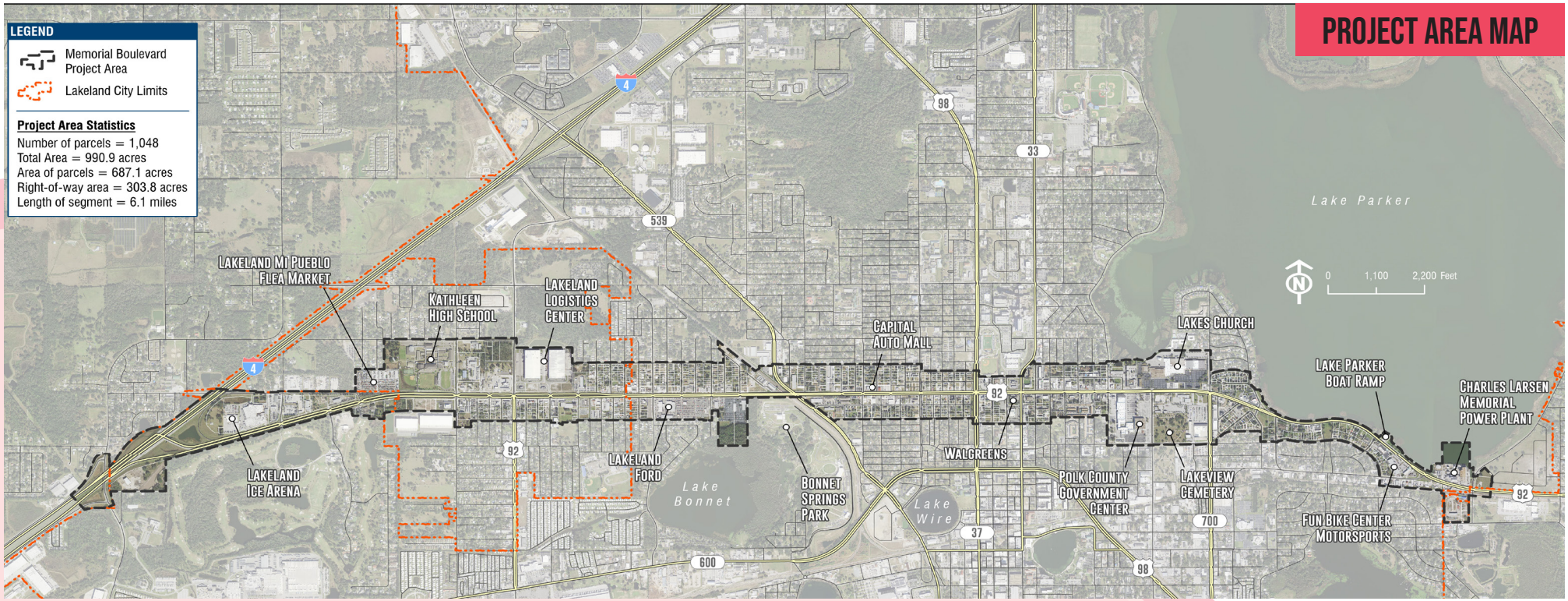
Through data-driven analysis, strategic planning, and community input, the Memorial Boulevard Economic Development Strategy will serve as a roadmap for sustainable growth, creating a more connected, vibrant, and economically robust corridor.



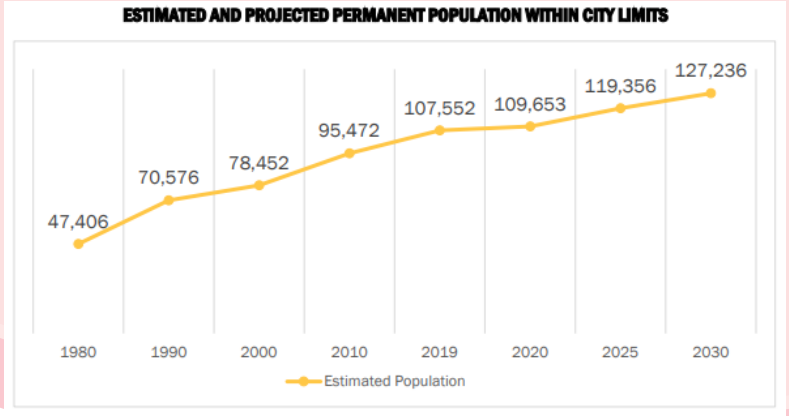
MEMORIAL BOULEVARD TODAY

Lakeland is in the central part of the state, between Tampa and Orlando. It is situated in Polk County and lies along the Interstate-4 (I-4) corridor, making it a key point of connection between two of Florida's major cities. The City is named for its abundance of lakes, with more than 30 in the area, including Lake Mirror and Lake Morton. Lakeland is known for its historic downtown, the presence of Florida Southern College (home to the largest collection of Frank Lloyd Wright architecture), and its proximity to popular attractions such as Walt Disney World, LEGOLAND Florida, and Busch Gardens.

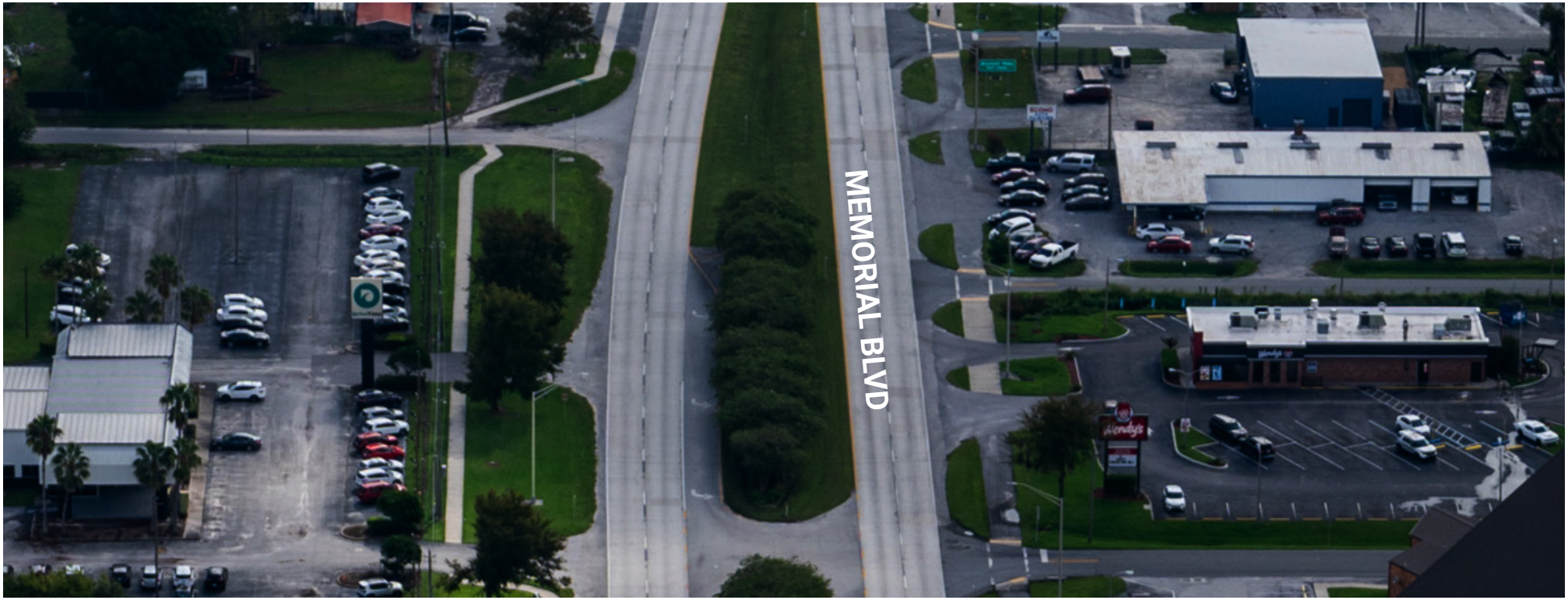
Memorial Boulevard, or US 92, is a significant east-west thoroughfare designated a Principal Arterial roadway with a rich history and a vital role in the City's transportation network. Operated by the Florida Department of Transportation (FDOT) between I-4 (Exit 28) and East Lake Parker Drive. Memorial Boulevard has annual average daily traffic (AADT) volumes that range from 20,133 near I-4 to 41,000 between Lakeland Hills Boulevard (State Road 33) and North Lake Parker Avenue (State Road 700) based on 2023 data provided by the Florida Traffic Online database.



Memorial Boulevard connects various neighborhoods, commercial areas, and historic landmarks, serving as both a key local and regional corridor. US 92 is original to the 1926 plan to connect Tampa to US 1 in Daytona Beach as part of the Dixie Highway. Initially running through Downtown Lakeland, in 1961, US 92 was moved to bypass downtown, along SR 517 and SR 546. The original route was signed as Business US 92 until 1998 when it connected to US 92 via North Wabash Avenue. During the Florida land boom of the 1920s, the City's population grew significantly as the construction of its now-iconic historic landmarks and neighborhoods began. Along Memorial Boulevard (US 92), Henley Field was built in 1922 to attract professional baseball teams for spring training. The Cleveland Indians trained there from 1923 to 1927, followed by the Detroit Tigers, who used the facility from 1934 to 1942 and again from 1946 to 1965. This influx of professional teams spurred the development of hotels and motels along the corridor, accommodating both the players and the many fans who came to watch the games.



Source: 2030 Lakeland Comprehensive Plan



During Florida land boom of the 1920s, the city's population grew significantly as the construction of its now-iconic historic landmarks and neighborhoods began. Along Memorial Boulevard (US 92), Henley Field was built in 1922 to attract professional baseball teams for spring training. The Cleveland Indians trained there from 1923 to 1927, followed by the Detroit Tigers, who used the facility from 1934 to 1942 and again from 1946 to 1965. This influx of professional teams spurred the development of hotels and motels along the corridor, accommodating both the players and the many fans who came to watch the games.

Harmony Baptist Church once stood at the northwest corner of North Florida Avenue and Memorial Boulevard. The church, founded in 1900, served as a landmark for travelers due to its "wonderful work of architecture." The building was a favorite place for prominent Black leaders to make speeches, for historic Black college choirs to perform, and where successful businessmen became mentors. The church was demolished in 1982 for the widening of the Florida Avenue and Memorial Boulevard intersection.

In the 1970s, the stretch of the newly expanded Memorial Boulevard had many fast-food restaurants. People traveled from all over Polk County to enjoy what they called the choices of the "hamburger highway" before I-4 was a staple. Local tourism centered along the transportation corridor of US 92 where travelers could find hotel/motel accommodations, shopping, and economical food options. The Lakeland Mall (originally the Lake Parker Mall) opened in 1963 and was the largest shopping center in or around the City for 17 years. With the opening of the Lakeland Square Mall in 1988, many of the national retail companies such as Sears vacated for the larger and easier accessible to I-4 Lakeland Square Mall. Within a year, Lakeland Mall was 50 percent vacant and the last store closed in 1993.

Memorial Boulevard has long been a significant part of the City's transportation and economic history, but it also reflects some of the economic challenges faced by the surrounding neighborhoods. As a major east-west corridor, it connects various neighborhoods and serves as a gateway of sorts to the City from I-4. However, certain stretches of the boulevard have struggled with economic difficulties over the years, stemming from shifts in development, aging infrastructure, and socioeconomic disparities. Additionally, a wide range of zoning classifications are found along the corridor, but small parcel sizes have generally been cited as a limiting factor for development and redevelopment west of Florida Avenue (US 98). In 2022, the new privately funded Bonnet Springs Park opened on 163 acres immediately south of the corridor, west of the main CSX "S" rail line between Lakeland and Jacksonville. However, a formal connection between the neighborhoods to the north, Memorial Boulevard, and the $100+ million park does not exist.

Once a thriving area with motels, restaurants, and small businesses catering to tourists and baseball fans during spring training, Henley Field's decline in prominence and changes in tourism patterns led to the closure of many businesses, specifically from Florida Avenue to North Ingraham Avenue. Numerous properties along the corridor are underutilized. Furthermore, neighborhoods around certain parts of the corridor are characterized by higher poverty rates and limited access to essential resources such as education and healthcare. Safety concerns may also discourage investment, as Memorial Boulevard is a key corridor that experiences heavy traffic, including freight transport, which makes the area less pedestrian-friendly and limits its appeal for retail or residential development. These conditions have perpetuated a cycle of economic hardship, further hindering opportunities for growth and revitalization.

To support ongoing public infrastructure investments along the corridor, the City of Lakeland has requested that Ayres develop an Economic Development Strategy for Memorial Boulevard (US 92). This strategy aims to create a cohesive plan that will guide the corridor's development and propel redevelopment in a sustainable and resilient manner over the coming decades.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SECTION 2: STUDIES, PLANS, DATA, & MAPPING

PREVIOUS PLANS

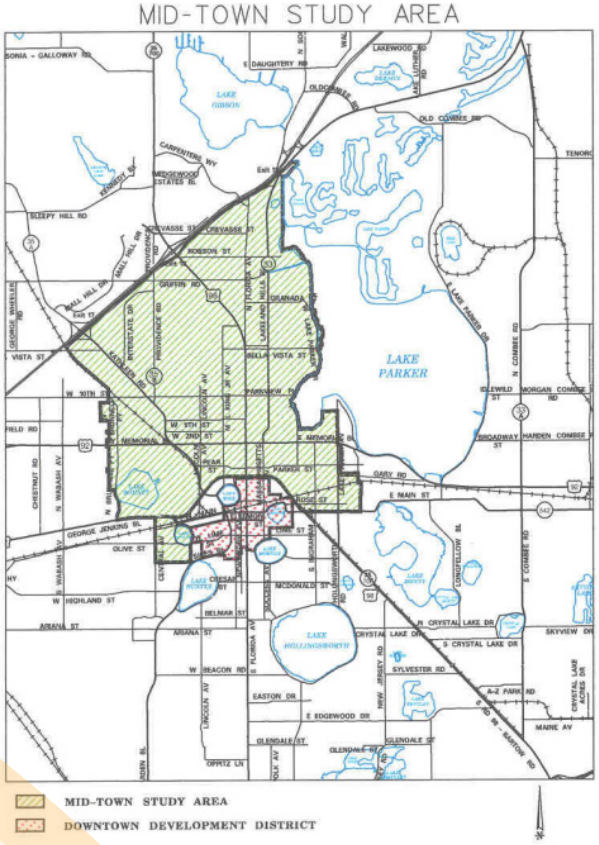
This section examines existing plans, efforts, and the context of Memorial Boulevard to better understand the corridor conditions, analyze challenges, and identify opportunities. The goal is to formulate creative and appropriate recommendations for the corridor supported by data.

2001 – MID-TOWN COMMUNITY REDEVELOPMENT AREA

In 2001, the Mid-Town Community Redevelopment Area (CRA) was established for an approximately 4,500-acre area north and west of Downtown, following a finding of necessity based on blight and general economic decline within this large area of the community. The Mid-Town CRA established various street typologies with goals and strategies associated with each. Memorial Boulevard is a designated Development Corridor between Brunnell Parkway and Lakeshore Drive. The Mid-Town Community Redevelopment Plan defines a Development Corridor as a multi-lane arterial highway with the potential to carry high volumes of traffic and create increased economic value while improving the aesthetic character of the area. Development corridors should be developed as intense, mixed-use corridors with interconnected parcels … horizontal and vertical mix of uses including medium and high density residential, commercial, and office [uses].

Since the establishment of the CRA, there has been a concerted effort to beautify the Memorial Boulevard corridor through partnerships with FDOT and adjacent property owners through façade grants and other incentives aimed at improving the interface between development sites and the public right-of-way. The CRA and City have also focused considerable time on improving the safety and operations of Memorial Boulevard since it remains one of Lakeland's high-crash corridors with high levels of bicycle and pedestrian activity throughout the day.

MID-TOWN STUDY AREA



Source: Mid-Town Community Redevelopment Area Plan

2003 – NORTH LAKE WIRE NEIGHBORHOOD PLAN

The North Lake Wire (NLW) neighborhood lies just north of downtown Lakeland, encompassing 174 acres. It is bordered by North Florida Avenue to the east, Kathleen Road to the west, West Memorial Boulevard to the north, and Lake Wire Drive/Bay Street to the south. From the 1920s through the 1960s, the neighborhood featured a blend of small, locally owned commercial and office spaces, particularly along North Florida Avenue and Martin Luther King Jr. Avenue. These businesses serviced the community's needs but largely disappeared when both roads were widened. Today, most of the remaining businesses are oriented toward the heavy traffic along Memorial Boulevard. This shift coincided with the rise of malls and "supercenters," which further reduced the demand for neighborhood-oriented businesses. Despite its challenges, including low-income levels and high unemployment, the North Lake Wire Neighborhood remains a viable residential area. The community continues to see potential in its well-connected street network and intact infrastructure. However, it remains physically separated from Bonnet Springs Park by Kathleen Road, with access limited to sidewalks or vehicles along George Jenkins Boulevard. The North Lake Wire Neighborhood Plan aims to revitalize the North Lake Wire Neighborhood leading to increased private reinvestment, and long-term stability.

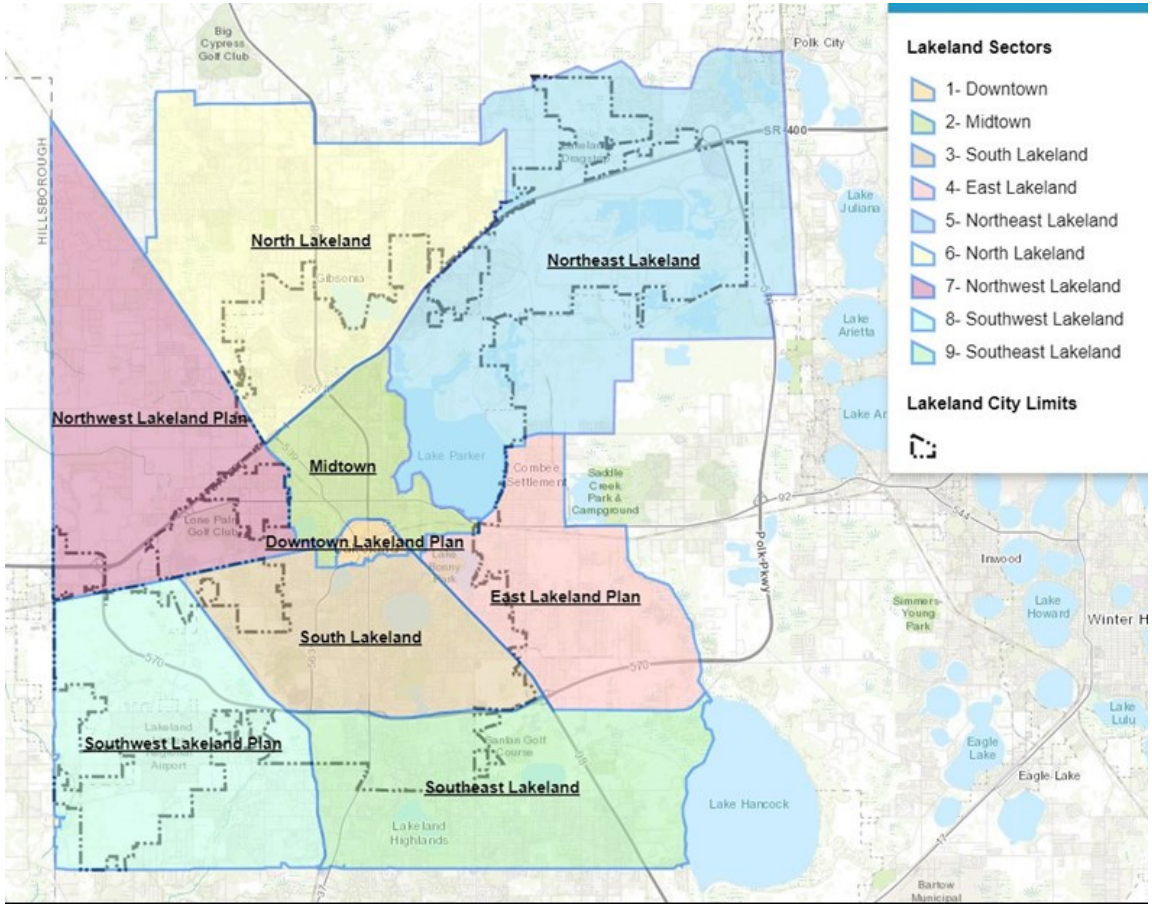
2005 – PARKER STREET NEIGHBORHOOD PLAN

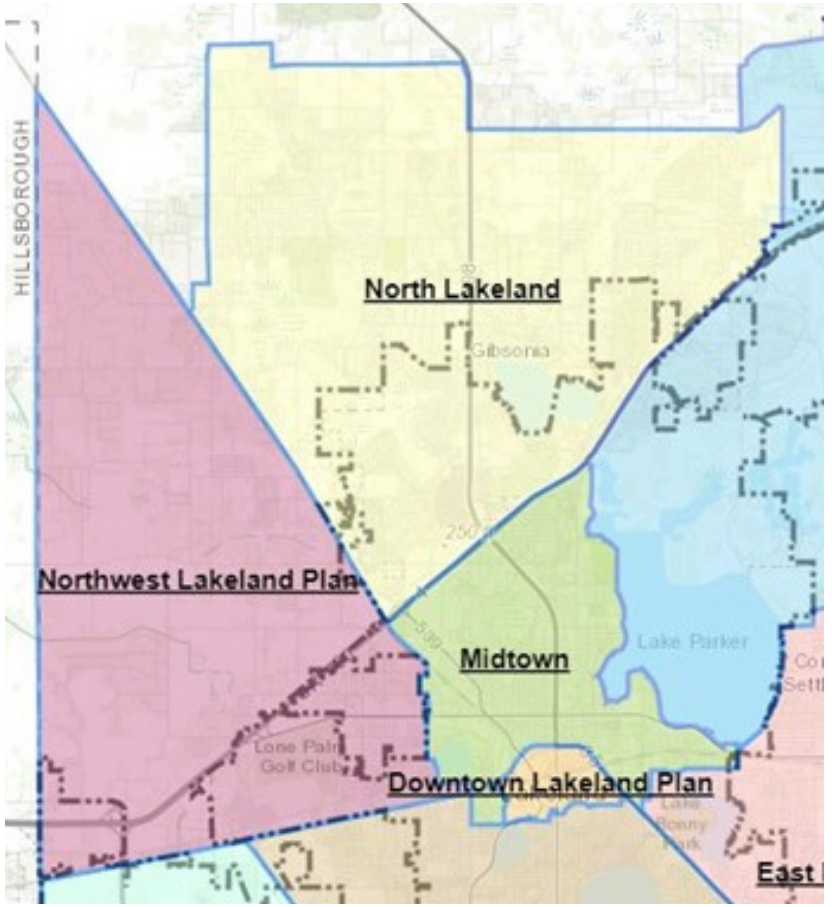
The Parker Street neighborhood borders the northeast corner of downtown Lakeland. It consists of 279 acres, and a majority of the neighborhood is part of the Mid-Town CRA. The neighborhood is bounded by Memorial Boulevard to the north, Ingraham Avenue to the east, the CSX Railroad track and Bay Street to the south, and North Florida Avenue to the west. However, three distinct sections exist. Historically, this neighborhood was residential with commercial corridors along North Florida Avenue and Massachusetts Avenue. The neighborhood has seen a significant transition. Section A Is bounded by Bartow Road to the north and east, North Florida Avenue to the west, and CSX line to the south.

The section is primarily composed of commercial, office, and multi-family developments and is found within the Downtown CRA. North Florida Avenue bounds section B to the west, Bartow Road to the south, Memorial Boulevard to the north, and North Iowa Avenue to the east. The fabric of a single-family neighborhood has all but disappeared from the section. The social service agencies providing support for the homeless are perceived as creating significant issues within the section. However, the Mid-Town CRA has acquired most of the parcels south of East Parker Street, and they are planned to be developed as catalyst sites. Section C of the neighborhood comprises the residential core, bounded by North Iowa Avenue to the west, Bartow Road and the CSX rail line to the south, North Ingraham to the east, and East Memorial Boulevard to the north. Single-family residential can be found on the western and southern portions of the section, while commercial can be found along Memorial Boulevard to the north and North Ingraham Avenue along the eastern boundary. Multi-family residential is primarily located in the center of the section. The Parker Street Neighborhood Plan aims to revitalize the Parker Street Neighborhood leading to an improved quality of life, increased private reinvestment, and economic and social stability.

2012 – NORTHWEST SECTOR PLAN

The City of Lakeland embarked on a series of sector plans to establish goals and implementation strategies for smaller geographic areas, particularly on the periphery of the corporate boundaries where more formal coordination with Polk County is necessary to coordinate land use policies and infrastructure investments. The Northwest Sector Plan covers approximately 14,450 aces between the Hillsborough County Line and the CSX "S" Line parallel to US 92 (New Tampa Highway). Key guiding principles developed during the preparation of the Northwest Sector Plan include economic development along the US 92/I-4 corridor, improving existing transportation network connectivity, particularly within residential neighborhoods, improving access to infrastructure, and supporting infill and revitalization, where appropriate. Memorial Boulevard is located within this sector from West Brunnell Parkway to I-4. In September 2012, the Lakeland City Commission adopted the Northwest Sector Plan via Resolution 5009.





Source: City of Lakeland

2013 – WEST MEMORIAL BOULEVARD TRANSPORTATION ENHANCEMENT PROJECT

To implement an important mobility and gateway enhancement along Memorial Boulevard from Brunnell Parkway to Crutchfield Road, the City funded and managed the development of the West Memorial Boulevard Transportation Enhancement Project master plan to add a 10-foot-wide asphalt multi-use trail along the south side of Memorial Boulevard with landscaping and access management improvements. The City's $14,000 investment in the plan yielded over $1 million investment in the trail and landscaping to date, Phase I east of Chestnut Road being the subject of a funding request to the Polk Transportation Planning Organization in 2013 was incorporated into FDOT's Memorial Boulevard Reconstruction Project that was completed west of Wabash Avenue in 2017. FDOT and Polk County required an extension of the trail along the frontage of recently completed business park development west of the Chestnut Road intersection; however, construction of the final 3,000-foot-long segment to Crutchfield Road remains unfunded at this time as do future extensions between Brunnell Parkway and Bonnet Springs Park.

2018 – LAKELAND AREA ALTERNATIVES ANALYSIS

In response to concerns raised regarding FDOT's proposed design of a six-lane widening project along US 98 between Memorial Boulevard and Griffin Road, FDOT conducted an overall mobility study for a majority of the Mid-Town CRA called the Lakeland Area Alternatives Analysis (LAAA). The LAAA focused on bicycle, pedestrian, transit safety, and operational improvements in several key corridors including Memorial Boulevard. Specifically, concepts were prepared for intersection treatments at Florida Avenue and Dr. Martin Luther King Jr. Avenue, as well as "Complete Street" multimodal treatments along the corridor west of Florida Avenue. FDOT communicated to staff that Memorial Boulevard must be completely reconstructed within the next decade, opening the possibility for significant improvements and changes to the roadway cross-section that would adequately address aesthetic and mobility challenges raised in the past. One such idea proposed would be the reduction in the number of lanes between Florida Avenue and Walker Avenue from six to four, with the remaining right-of-way being dedicated to wider sidewalks/trails and medians.

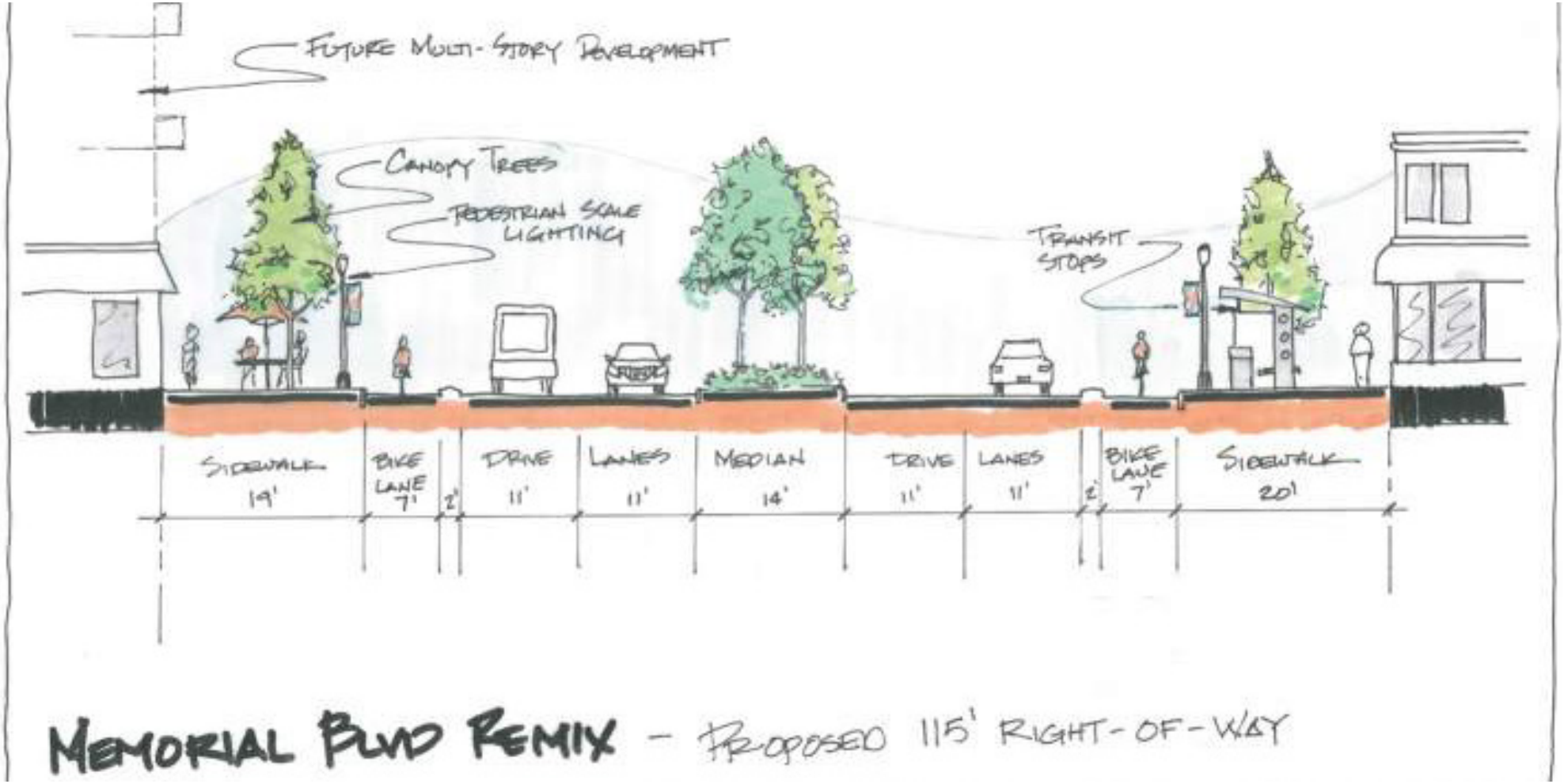
KATHLEEN ROAD OVREPASS RENDERING



Source: Lakeland Area Alternatives Analysis Plan

FDOT also developed renderings for a pedestrian overpass across Kathleen Road and the CSX "S" Line (to the current Bonnet Springs Park) as well as a long-term direct road connection to Kathleen Road (removing through-traffic from neighborhood streets such as

Quincy and Second Streets). In October 2018, the City Commission adopted Resolution 5495, expressing support for the LAAA study and establishing priorities. In 2024, FDOT will begin a Project Development and Environment (PD&E) Study for the proposed lane repurposing project. In 2020 and again in 2024, the City of Lakeland submitted a funding request to FDOT and the Polk County Transportation Planning Organization (TPO) for the design phase of the pedestrian overpass identified in the LAAA. As part of the new Comprehensive Plan update adopted in 2021, the Citywide Pathways Plan was amended to include the entirety of Memorial Boulevard between Crutchfield Road and Dr. Martin Luther King Jr. Avenue as a proposed Pathways Corridor to link the Lake-to-Lake Bikeway with Bonnet Springs Park and surrounding neighborhoods adjacent to the corridor.



Source: 2018 Lakeland Area Alternatives Analysis Plan

2021 – LAKELAND COMPREHENSIVE PLAN

The Comprehensive Plan serves as the City's blueprint for managing growth and balancing economic development, sustainability, and quality of life. For Memorial Boulevard, a designated transit-oriented corridor, the plan emphasizes transportation improvements to enhance traffic flow and prioritizes the creation of safer infrastructure for bicyclists and pedestrians, improving accessibility for all. It also promotes mixed-use developments to revitalize the corridor and encourages redevelopment of underutilized areas to stimulate economic activity while preserving the character of surrounding neighborhoods. Environmental enhancements, such as green spaces and stormwater management systems, are integrated into the plan alongside beautification projects like landscaping and transit-oriented upgrades, further elevating the corridor's appeal and functionality.

2023 – CITY OF LAKELAND DEMOGRAPHIC GUIDE

The demographic guide provides a comprehensive overview of key statistics and trends for the City's population, including growth rates, age demographics, racial and ethnic composition, educational attainment, housing affordability, cost of living, income, and employment patterns. It also highlights economic development initiatives at both the County and City levels. Notably, the Urban Job Tax Credit (UJTC) program incentivizes new or expanding businesses that create full-time jobs within the Core Improvement Area, encompassing Memorial Boulevard from Kathleen Road to Lakeshore Drive. Eligible companies in specified industries are eligible for a $500 credit per job, which can be applied toward state corporate income tax or the state sales and use tax. Furthermore, non-residential construction inside the Core Improvement Area involving a minimum capital investment of $10 million may qualify for waivers on all impact fees except for City water, wastewater, and fire service fees.

2024 – DOWNTOWN WEST MASTER PLAN

In 2024, the City Commission approved the Downtown West Master Plan, a land use plan connectivity visioning document for approximately 1,000 acres west of downtown, including the area around the RP Funding Center and future Lakeland Intermodal Center, the North Lake Wire, Crescent Heights, and Lake Beulah neighborhoods and Bonnet Springs Park. The Memorial Boulevard corridor is shown as one of several corridors needed to improve multimodal connectivity to the residents of the study area. During the development of the plan, the Central Florida Regional Planning Council prepared a Federal "Reconnecting Communities Pilot" grant application on behalf of the City for improved connections across Sikes Boulevard/Kathleen Road and the CSX rail lines, including the Memorial Boulevard corridor. While ultimately unsuccessful, the grant application provided considerable data and analysis to support future funding requests.

The Downtown West Study Area

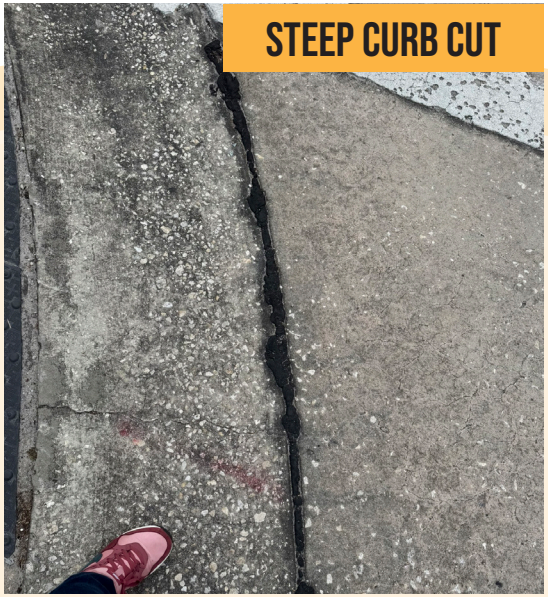


Source: Downtown West Action Plan

SECTION 1: CORRIDOR STUDIES

On January 17, 2025, the Lakeland CRA and Ayres teamed up with AARP to perform an AARP Walkability Audit. The audit is designed to help assess the safety and walkability of streets and neighborhoods. The audit was conducted along Memorial Boulevard from the McDonald's on 715 E. Memorial Boulevard to the Super Choice Foods on 610 W. Memorial Boulevard. 0.8 miles of the corridor were assessed. A more in-depth synopsis of the Walkability Audit can be found in Section 3 and Appendix B.

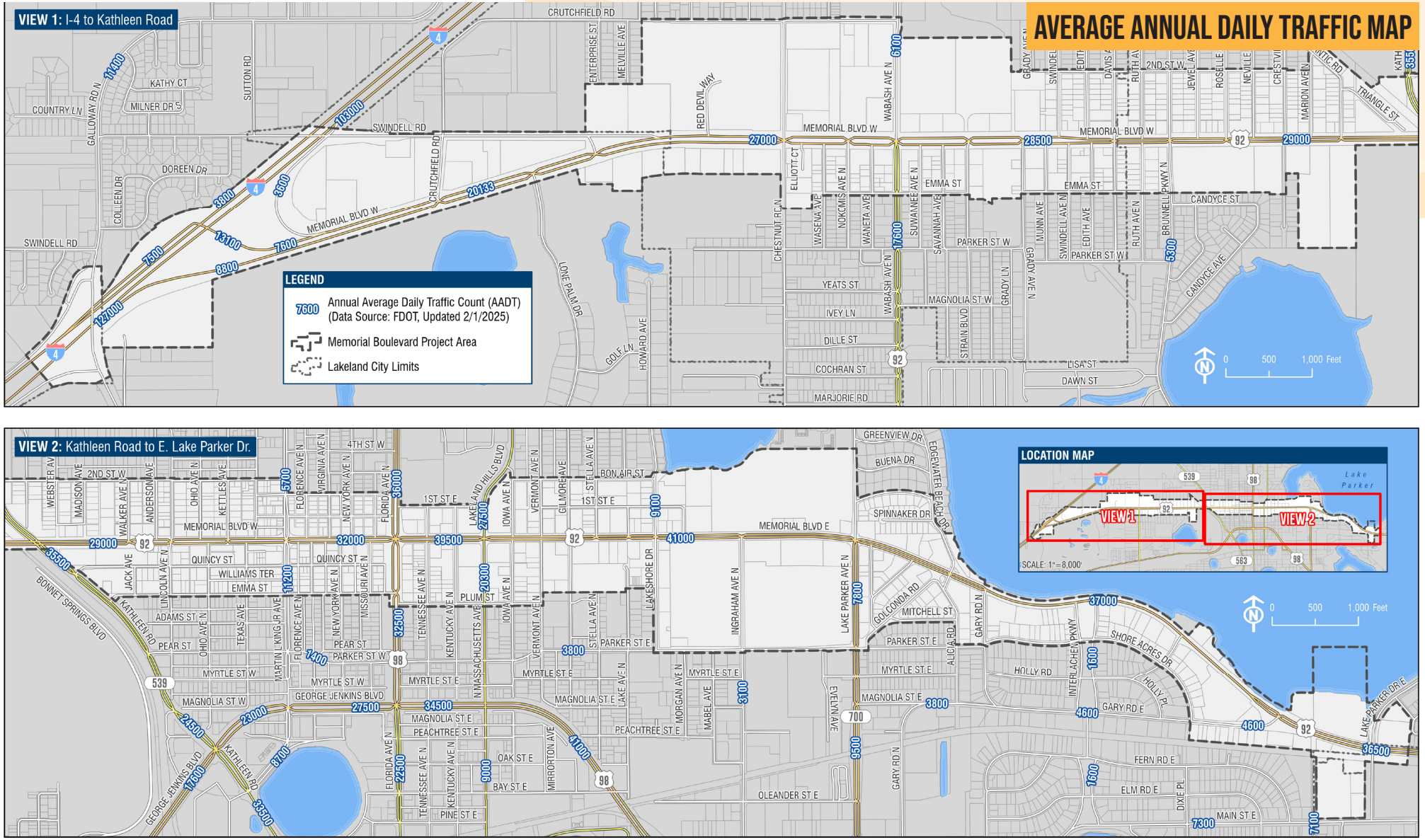
We found that the corridor is noisy and not safe for pedestrians in that it is difficult to cross pedestrian-designated zones as the vehicular traffic is either moving too fast or there is a lack of traffic calming features. We also found that apart from increasing travel lanes, further impeding pedestrian safety, the sidewalks were either uneven, the curb cuts were too steep and not Americans with Disabilities Act (ADA) compliant, or the sidewalks were obstructed by trash, cars, and other obstacles. Overall, the corridor was rated poorly by participants. However, room for improvements along the corridor will be discussed later in the report.


STEEP CURB CUT


EXPOSED WIRES


UNEVEN PAVEMENT

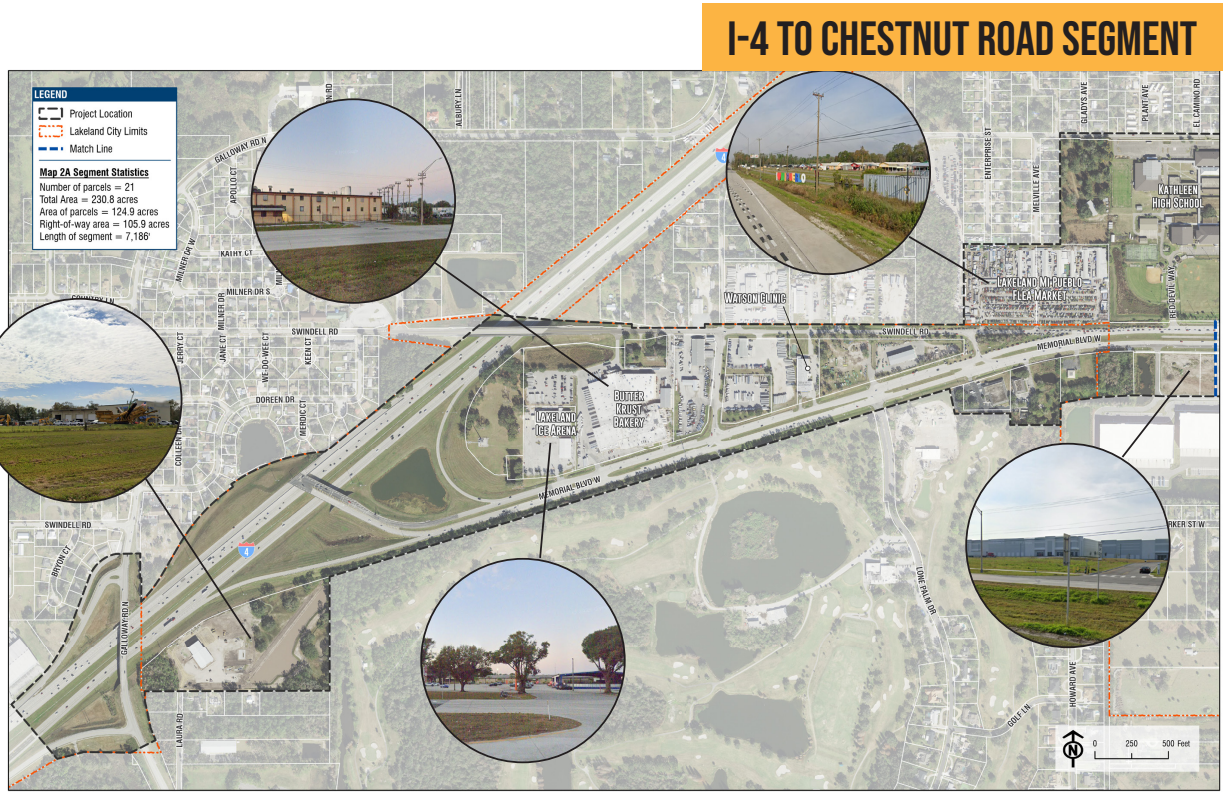
AVERAGE ANNUAL DAILY TRAFFIC MAP



Corridor Character: Industrial

The western portion of the corridor is primarily zoned as Planned Unit Development (PUD), which allows for single or mixed-use developments. A mix of commercial, institutional, and residential land uses characterizes the I-4 to Chestnut Road corridor. This segment links I-4 with local road networks and business districts. The corridor accommodates high traffic volumes and serves as a primary east-west thoroughfare, supporting a variety of commercial establishments, including retail centers, medical facilities, and recreational amenities such as the Lakeland Ice Arena. The type of uses observed in this segment indicates a blend of auto-oriented development with pockets of pedestrian activity, particularly near commercial nodes.





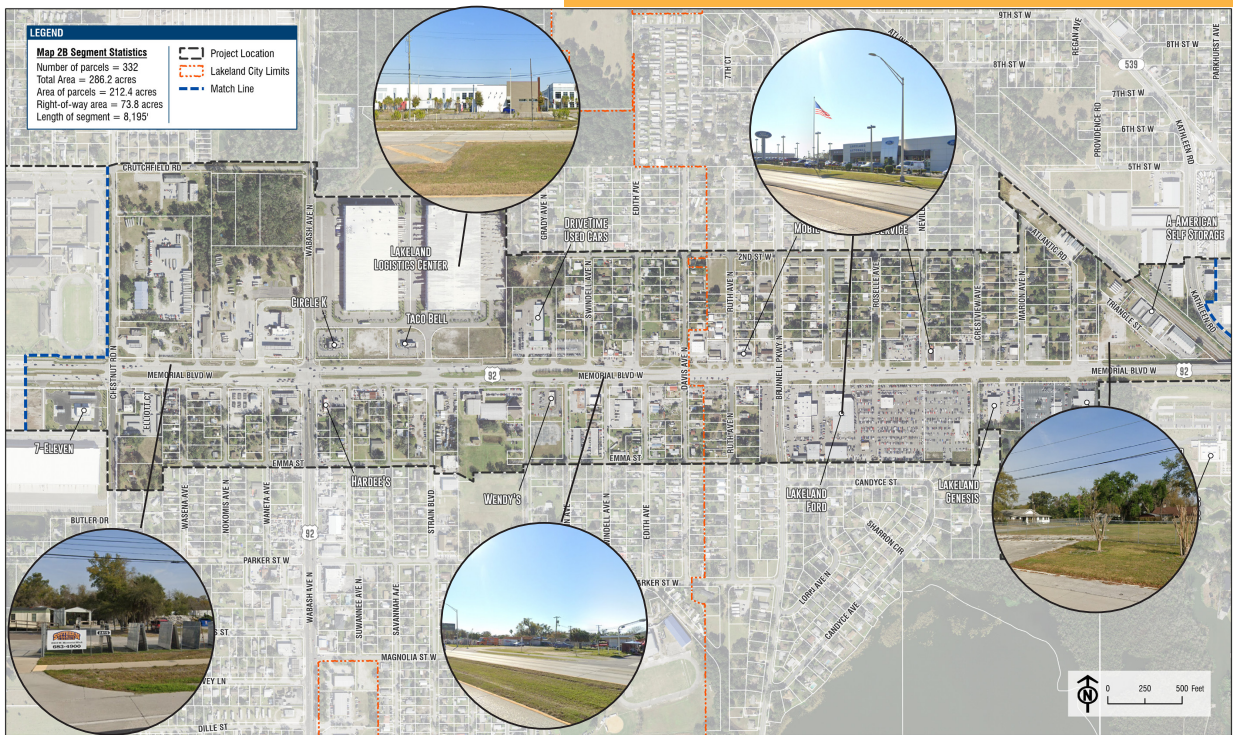


Corridor Character: Commercial/Retail

Between Chestnut Road and Kathleen Road, the corridor is primarily commercial, featuring a mix of retail stores, automotive services, fast food establishments, and logistics-related businesses. Many of these businesses cater to motorists, including auto dealerships, repair shops, and drive-through restaurants. In the western portion of Chestnut Road, some industrial spillover is evident, particularly around the Lakeland Logistics Center, reinforcing the area's role as a hub for warehousing and distribution.

Moving eastward, commercial activity becomes more concentrated, combining national chain establishments, local businesses, and service-oriented enterprises. The corridor exhibits a predominantly auto-oriented development pattern, characterized by large parking lots, wide arterial roadways, and limited pedestrian infrastructure—factors that present challenges for walkability and multimodal transportation. Despite its commercial focus, the corridor is flanked by residential neighborhoods to the north and south, underscoring the need for improved connectivity and integration between commercial activity and community accessibility.

CHESTNUT ROAD TO KATHLEEN ROAD SEGMENT





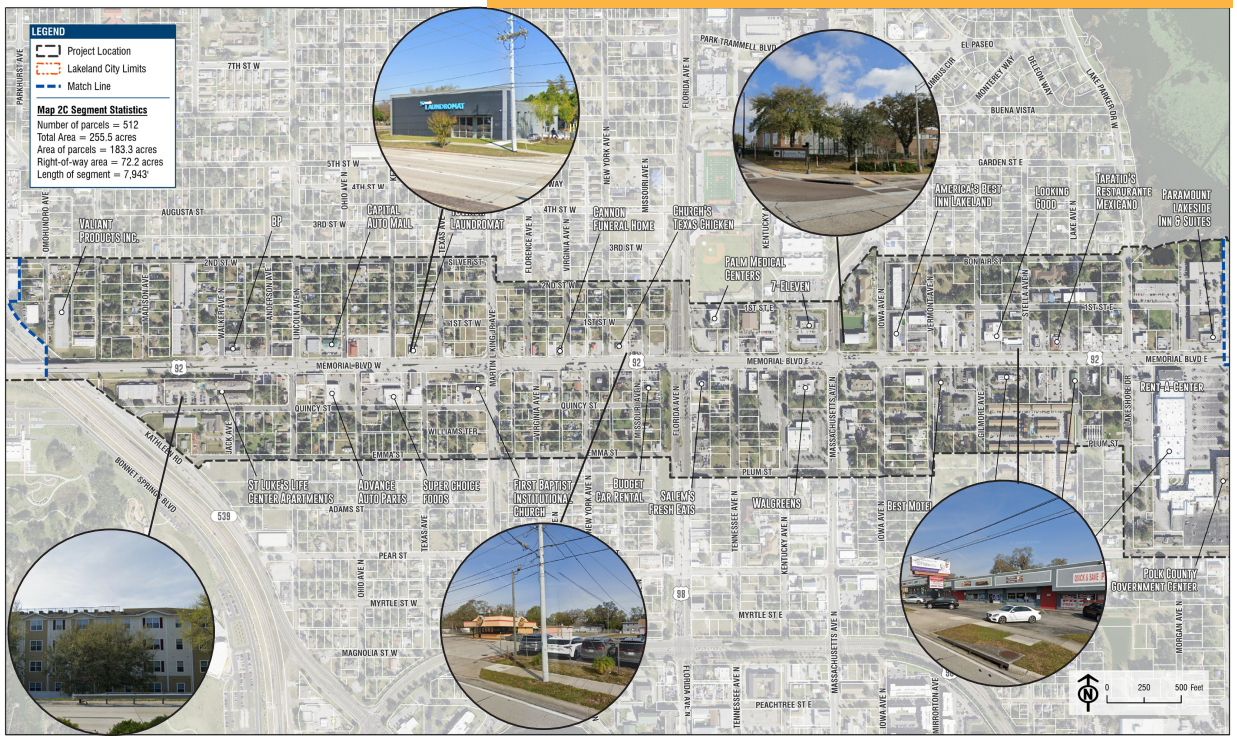
CHESTNUT ROAD TO KATHLEEN ROAD SEGMENT

Corridor Character: Commercial/Service-oriented

In contrast, the eastern portion of the corridor is predominantly zoned for commercial use, reflecting a distinct shift in character and development patterns compared to areas west of Kathleen Road. The corridor between Kathleen Road and Ingraham Avenue functions as a commercial and service-oriented artery, featuring a diverse mix of retail establishments, service-oriented businesses, automotive-related uses, and institutional facilities. Notable businesses such as Palm Medical Centers, Walgreens, Budget Car Rental, and various fast-food restaurants reinforce the corridor's role as a key commercial and service hub for the surrounding neighborhoods.

An exception to the commercial character is Bonnet Springs Park, located near Kathleen Road, which serves as a major recreational asset. This park contrasts with the otherwise auto-oriented development along Memorial Boulevard and offers a unique opportunity for integrating green infrastructure and community-focused spaces within the corridor. Additionally, the presence of institutional and community-oriented uses, such as First Baptist Institutional Church and St. Luke's Life Center Apartments contribute to the social and civic functions of the area. Additionally, the proximity of the Polk County Government Center near Ingraham Avenue suggests that this corridor segment also serves as an administrative and service center for the region.

KATHLEEN ROAD TO INGRAHAM AVENUE SEGMENT



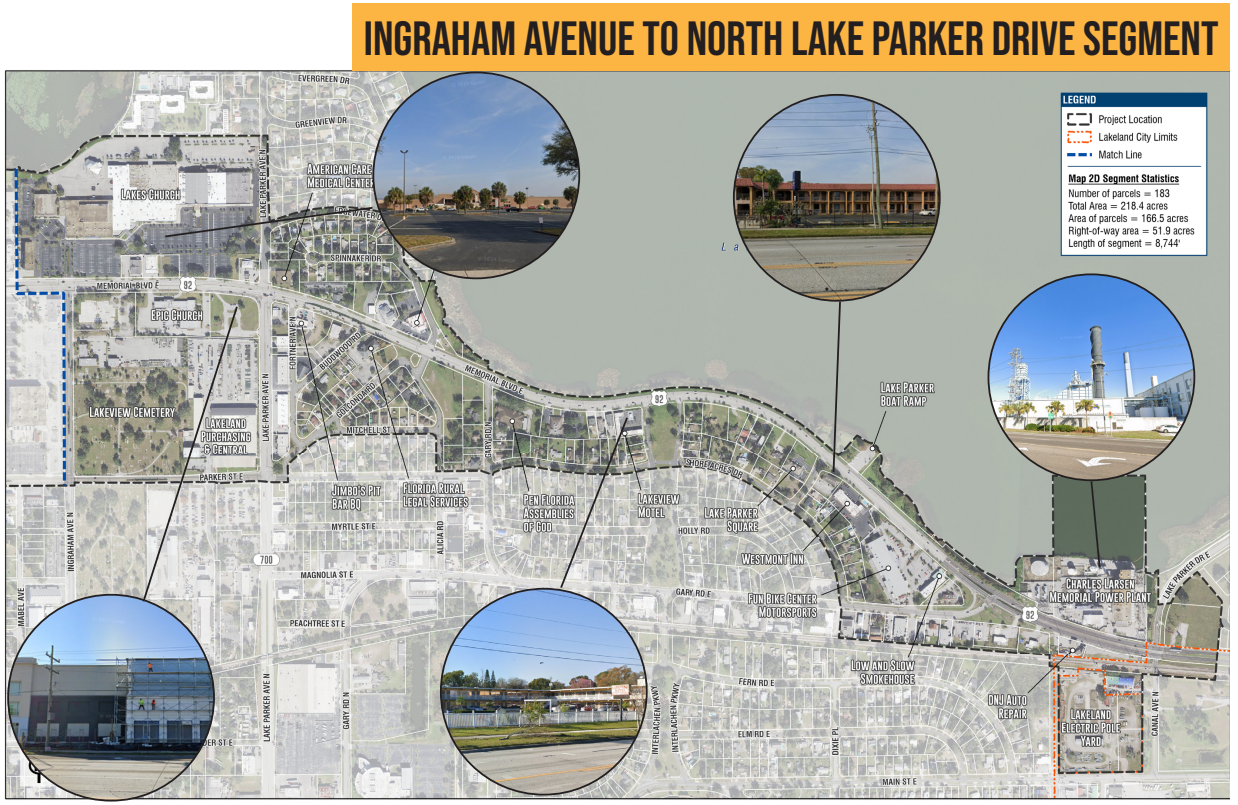
KATHLEEN ROAD TO INGRAHAM AVENUE SEGMENT

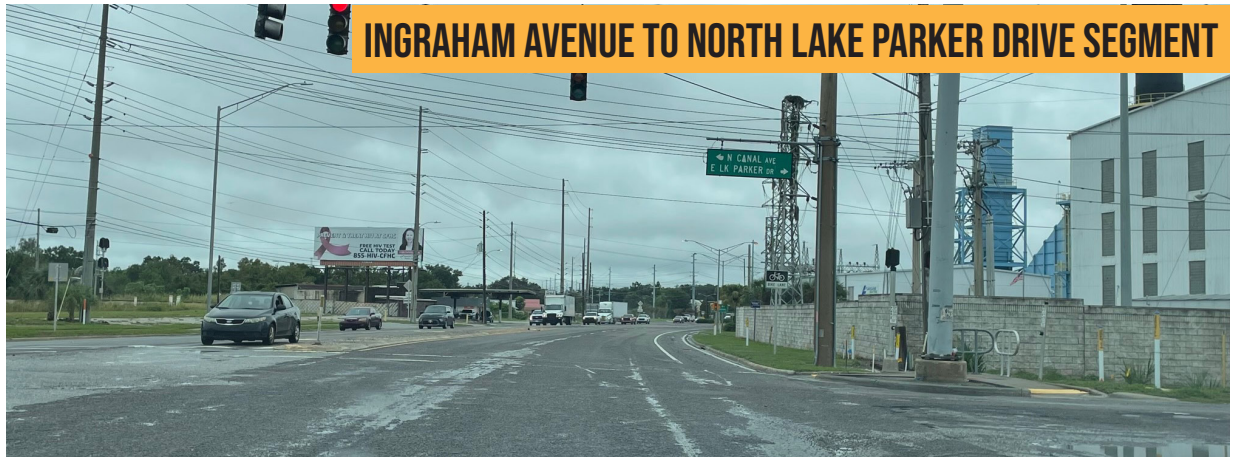


Corridor Character: Commercial/Industrial/Residential

This segment of the corridor from Ingraham Avenue to North Lake Parker Drive exhibits a shift in character compared to the more commercial and industrialized sections further west. Running adjacent to Lake Parker, this portion of Memorial Boulevard integrates recreational, residential, and institutional elements, creating a more scenic and community-oriented environment. The Lake Parker Boat Ramp and surrounding lakefront residential neighborhoods contribute to the blend of land uses, contrasting with the auto-dominated commercial zones seen in previous segments.Though commercial activity remains present, it is less dense and more service-oriented, with businesses such as Jimbo's Pit Bar-B-Q, Lakeview Motel, and Fine Line Center Motorsports catering to residents and visitors. While automotive services like Uni Auto Repair persist, the commercial focus is less intense than in the previous segments dominated by fast-food and high-traffic retail chains.

The corridor also transitions into residential neighborhoods, particularly along the lake, where a suburban, community-focused development becomes dominant. However, industrial and utility-related land uses reappear as the corridor approaches North Lake Parker Drive, most notably the Charles Larsen Memorial Power Plant and Lakeland Electric Pole Yard. This transition starkly contrasts the recreational and residential character of the lakefront area and the heavier industrial functions at the eastern boundary. Compared to the commercial-dense western segments, this portion features smaller-scale commercial development integrated with residential and institutional uses.



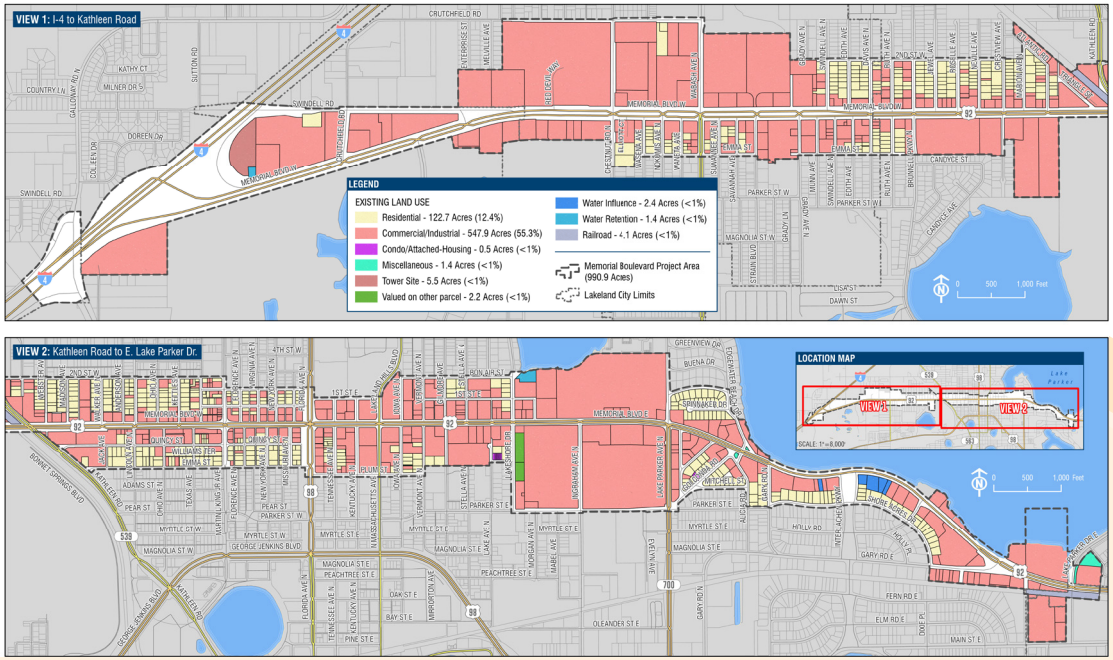


SECTION 2: MAPPING ASSESSMENTS

Ayres conducted a detailed GIS mapping and field assessment of the corridor, analyzing zoning, neighborhood characteristics, land use patterns, street networks, and connectivity. This section presents the key findings of the mapping assessment, demonstrating how spatial analysis informs strategic planning and policy recommendations. The key highlights are outlined on the following pages, and the insights gained will guide the development of actionable strategies in the next phase. To view the full maps shown in this section, please refer to Appendix A.

EXISTING LAND USE MAP

This map visually represents the current allocation of land within the Memorial Boulevard corridor, detailing areas designated for residential, commercial, condo/attached housing, etc. The Existing Land Use depicts that the majority of current parcels are designated as commercial/industrial land uses with residential uses found to the immediate north and south. These residential areas make up established neighborhoods in which the corridor acts as a gateway into the neighborhood.

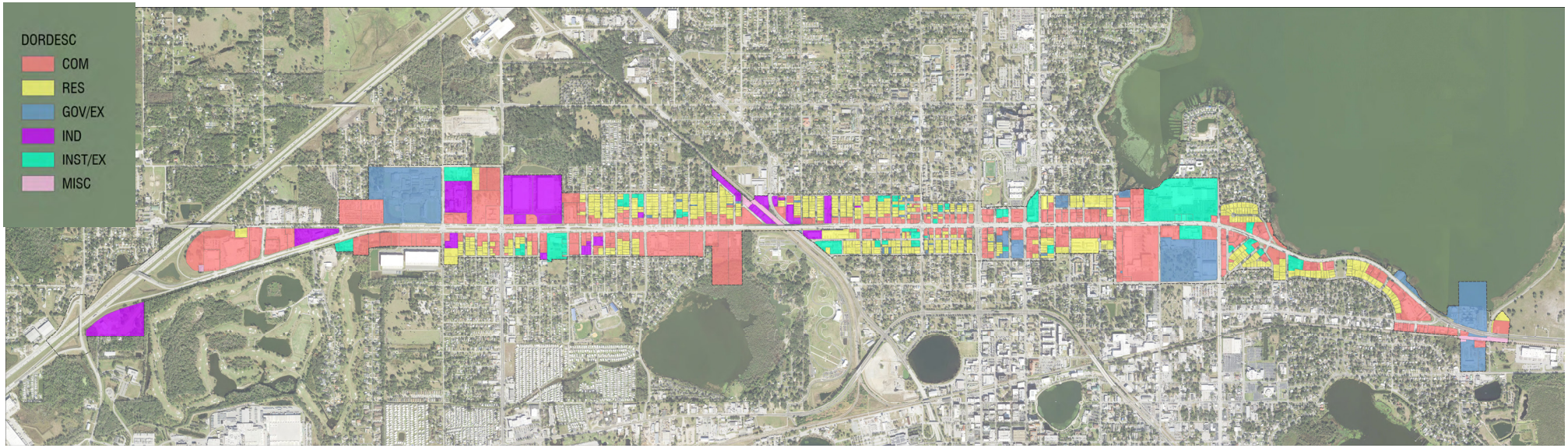




DOR CODE MAP

A DOR (Department of Revenue) code map illustrates land classification based on property uses defined by the Florida Department of Revenue. The codes provide detailed categorizations of properties for taxation purposes, providing a clear framework for property assessment and land use analysis. Similar to the Existing Land Use Map and Zoning Map, this map depicts that the western portion of the corridor is primarily used for industrial and heavy commercial uses, while the center of the corridor is primarily residential with commercial located immediately adjacent to Memorial Boulevard. The eastern portion of the corridor is a transition zone as commercial gives way to residential neighborhoods to the south and public utilities on the far east end of the corridor.



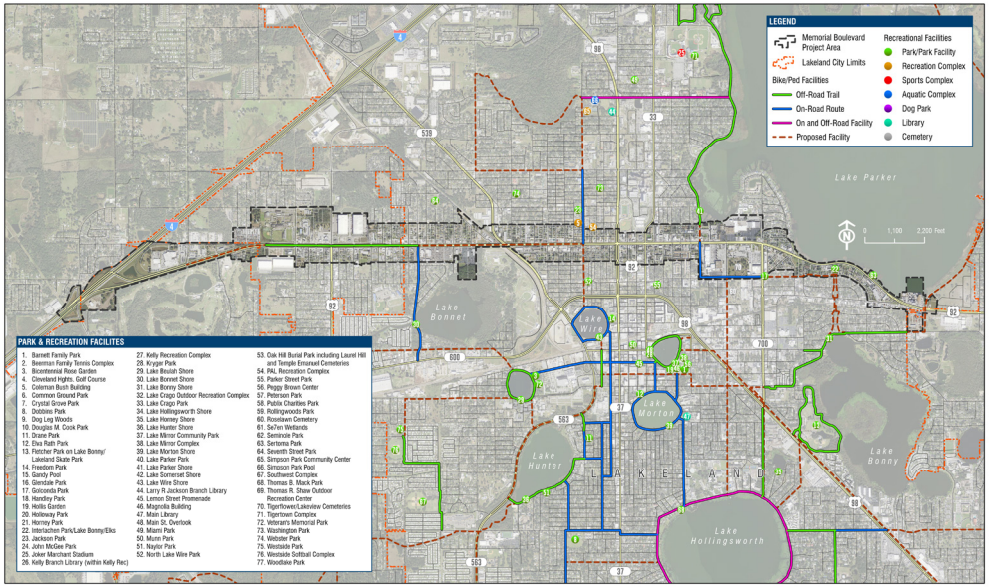


BICYCLE & PEDESTRIAN FACILITIES MAP

This map provides an overview of existing infrastructure designed for bicycles and pedestrians, including bike lanes, multiuse paths, and bicycle racks. It highlights connectivity and accessibility, helping users identify safe and efficient routes for walking and cycling. Off-road trails along Memorial Boulevard reflect an effort to promote multimodal transportation by providing mixed-use paths that accommodate both bicyclists and pedestrians. Planned expansions to the transportation network indicate ongoing efforts to enhance connectivity through new and proposed bicycle and pedestrian facilities. These additions extend in multiple directions, addressing gaps in the current network and reinforcing the City's commitment to bike-friendly infrastructure.

Given the concentration of commercial and industrial activity along Memorial Boulevard, the development of pedestrian and bicycle infrastructure aims to improve accessibility, safety, and economic vitality in the area. Strategic planning efforts focus on ensuring safe crossings and smooth transitions between different facility types, particularly in areas where trails connect to recreational spaces.

However, some regions still lack direct bicycle and pedestrian connections, particularly where designated routes are limited. While the southern part of the City, near Lake Hollingsworth, has a well-developed off-road trail system, the northern areas have more fragmented connections, highlighting further expansion and improvement opportunities.

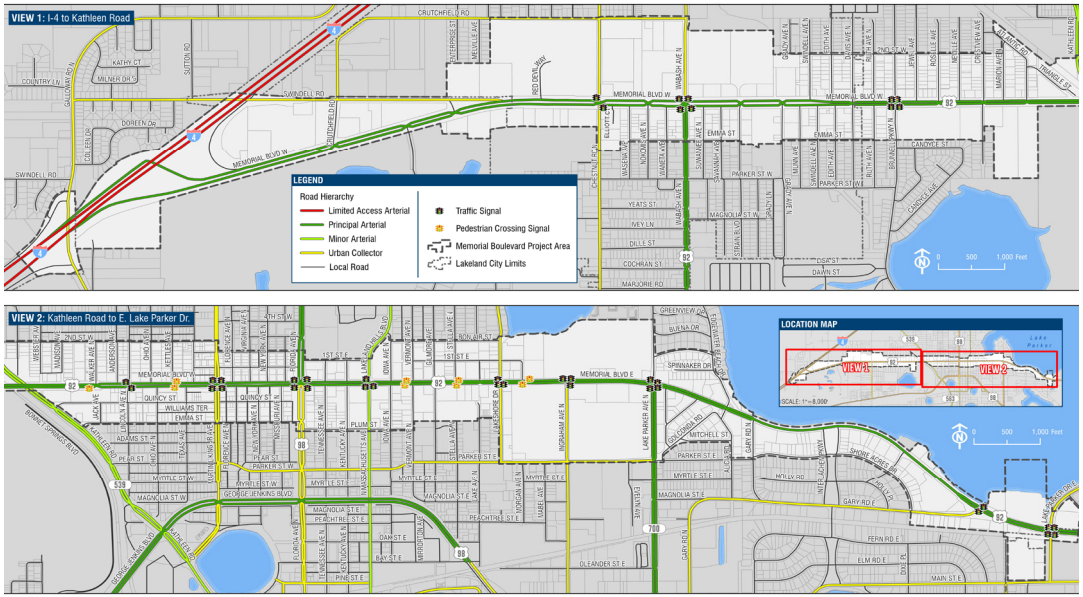




ROAD HIERARCHY MAP

The road hierarchy map categorizes roads based on their function and capacity within the transportation network, such as arterial roads, collector roads, and local streets. It helps illustrate how traffic is distributed and managed across the transportation network. Memorial Boulevard is a vital transportation corridor in Lakeland, serving as a primary east-west arterial that accommodates a diverse mix of regional and local traffic. As a major gateway into the City, it experiences a high volume of vehicles daily, including residents traveling for work and daily activities, commuters passing through the area, and visitors accessing Lakeland's businesses, attractions, and services.

Its direct connections to I-4, a major regional highway linking Tampa and Orlando, reinforce the corridor's significance, making it a critical route for freight movement, logistics operations, and long-distance travel. Additionally, Memorial Boulevard serves as a commercial hub, supporting numerous businesses, retail centers, and industrial zones that generate substantial daily traffic.



MEMORIAL BOULEVARD CONTEXT

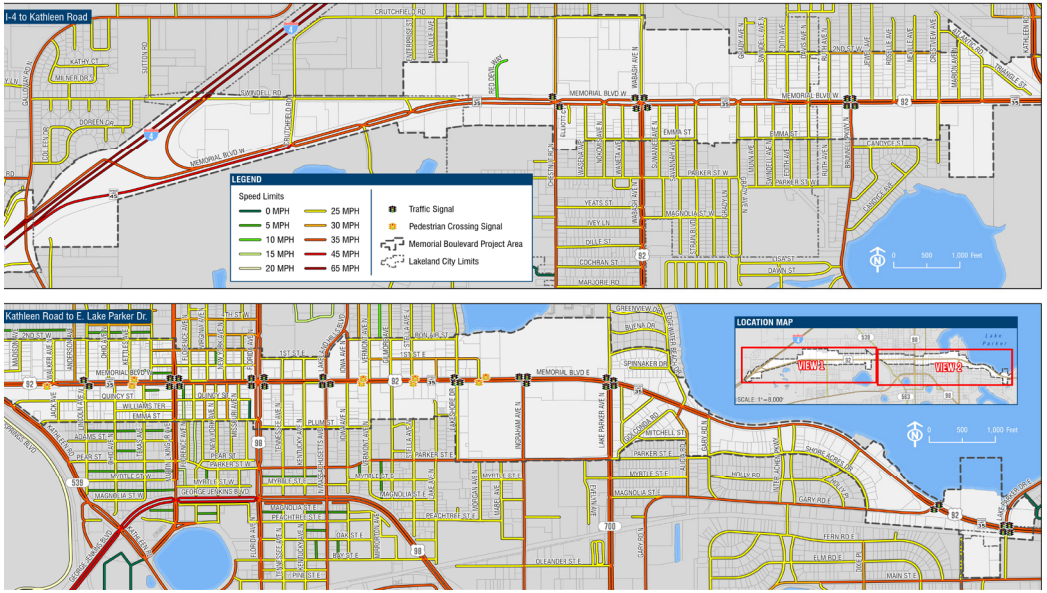


SPEED LIMIT MAP

The map illustrates the designated speed limits within and around the corridor, clearly visualizing speed zones across different road segments. Memorial Boulevard, a principal arterial running through the City, experiences excessive speeds in some areas, contributing to vehicular and pedestrian accidents.

I-4 and certain sections of Memorial Boulevard function as major commuter and freight routes, offering limited direct pedestrian access. East of I-4, Memorial Boulevard balances traffic flow efficiency with accessibility to businesses, residences, and local streets. However, the transition between high-speed and low-speed zones can create conflict points where vehicles must rapidly adjust speeds, increasing safety risks.

Pedestrian crossings along arterial roads face particular safety challenges, especially in areas where speeds exceed 35 MPH. Additional traffic calming measures or enhanced pedestrian crossings may be necessary at key intersections where high-speed traffic meets commercial or residential zones to improve overall safety and accessibility.



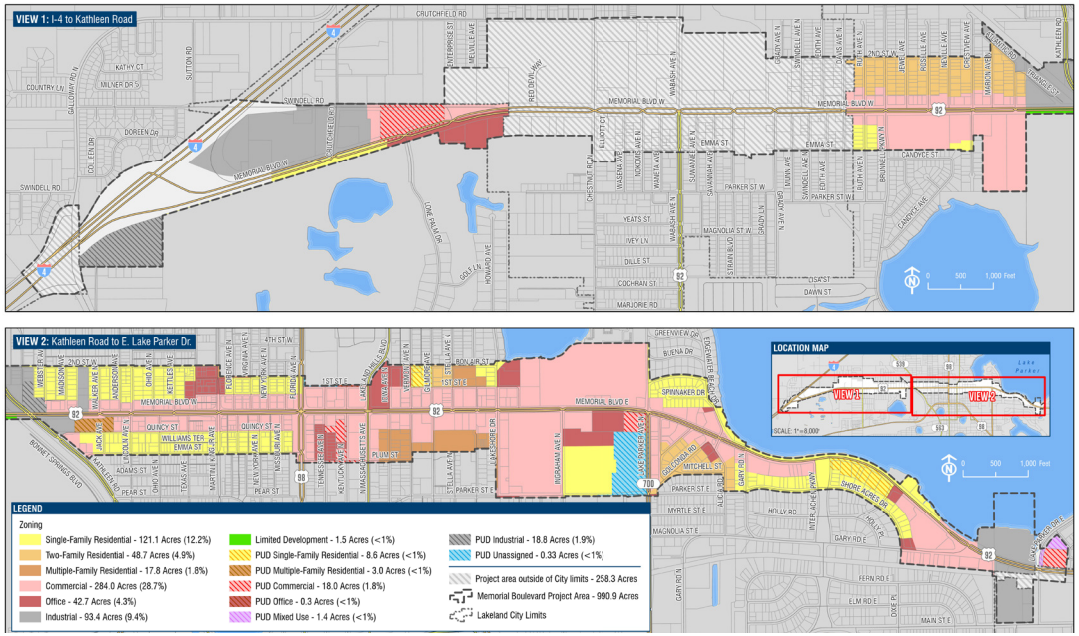
MEMORIAL BOULEVARD CONTEXT



ZONING MAP

The zoning map provides a visual representation of the designated land-use zones within the corridor and surrounding areas, outlining specific residential, commercial, industrial, and mixed-use regulations. The western portion of the corridor is primarily zoned as Planned Unit Development (PUD), a flexible, non-standard zoning designation that allows for single or mixed-use developments. PUD zoning is governed by custom development standards and allowable uses, established through agreements between the developer and the City Commission. In contrast, the eastern portion of the corridor is primarily zoned for commercial use, highlighting the differing character and development patterns on either side of Kathleen Road.

Areas adjacent to Memorial Boulevard primarily consist of strip malls, retail centers, and service-oriented businesses, while single-family and two-family residential neighborhoods are located north and south of the corridor. Multiple-family residential and PUD Residential areas suggest a limited presence of high-density housing, which could provide an opportunity for future mixed-use or transit-oriented development. Expanding mixed-use districts through future redevelopment efforts could enhance walkability, promote economic diversification, and create a more vibrant and connected corridor.



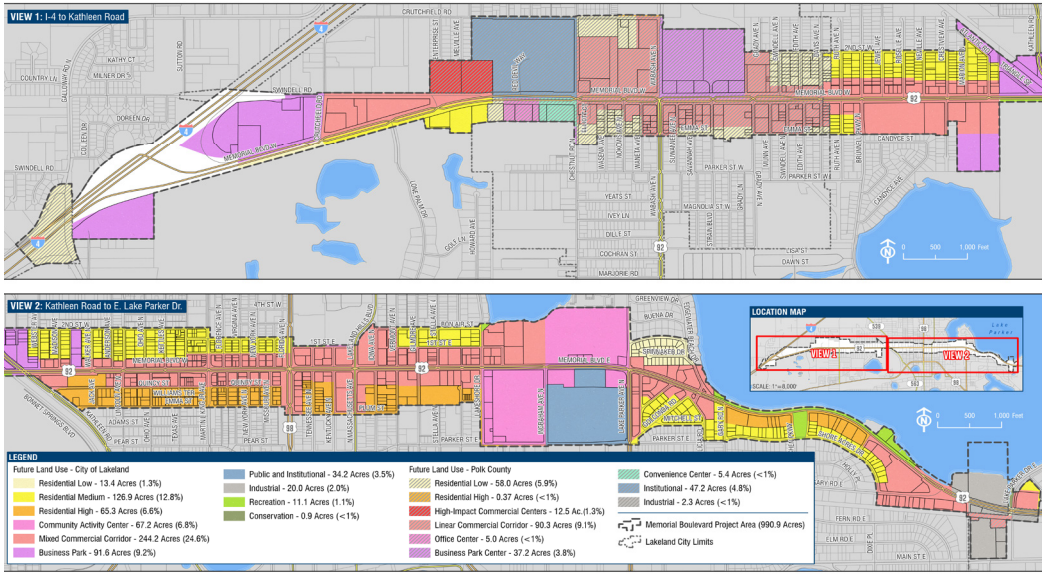
MEMORIAL BOULEVARD CONTEXT



FUTURE LAND USE MAP

The map illustrates the land-use designations for the corridor, outlining long-term goals for development and growth. It serves as a guide for zoning decisions, infrastructure planning, and resource management to ensure sustainable and well-organized development. As the corridor undergoes redevelopment, the existing land use patterns will gradually transition into the future land use plan, with the most noticeable changes occurring in the residential areas of adjacent neighborhoods.

The combination of residential, commercial, and community activity zones presents an opportunity to create walkable, mixed-use districts that can enhance housing affordability and stimulate local economic activity. Medium and high-density residential areas indicate a shift toward housing that supports workforce needs and transit-oriented development. Additionally, the presence of high-impact commercial centers attracts regional customers and supports large-scale commercial projects, including shopping centers and entertainment hubs.

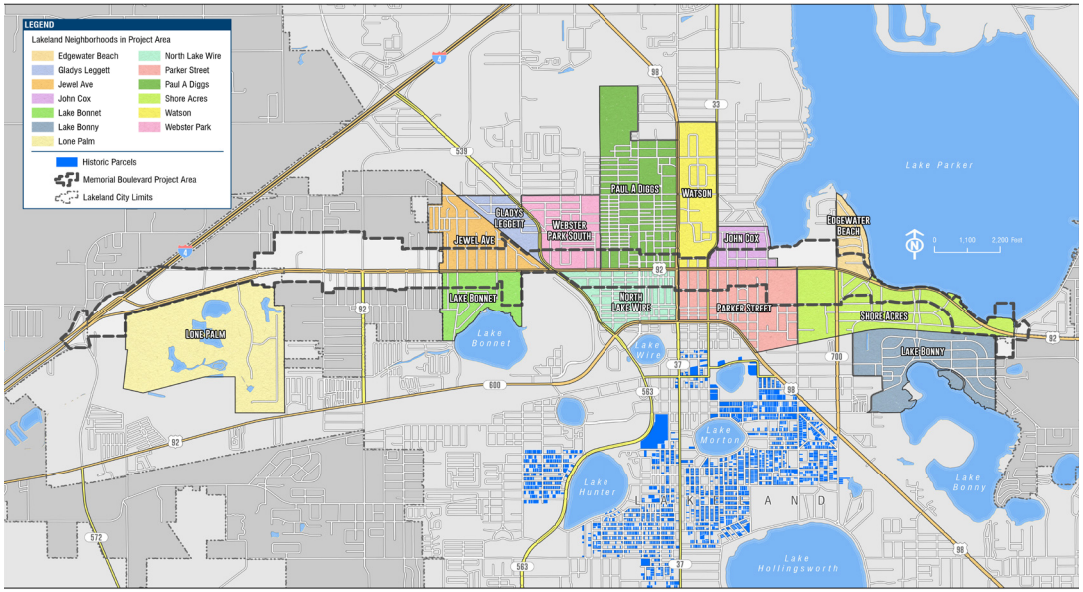


MEMORIAL BOULEVARD CONTEXT



SPECIAL DISTRICTS – NEIGHBORHOODS & HISTORIC DISTRICT MAP

This map illustrates neighborhoods within and adjacent to the Memorial Boulevard corridor in relation to designated historic parcels located south of the corridor. The depicted neighborhoods, once the suburbs of the City, have become key neighborhoods and districts that are now “cut off” from the City, with Memorial Boulevard acting as a boundary. North Lake Wire and Parker Street neighborhoods, which are adjacent to downtown Lakeland, are prime candidates for redevelopment due to their proximity to commercial and transit hubs. Webster Park South and Watson neighborhoods have large residential areas that could benefit from infrastructure improvements and economic investment. Lone Palm and Lake Bonnet areas, which are more open and natural, may have opportunities for recreational and conservation-focused development.



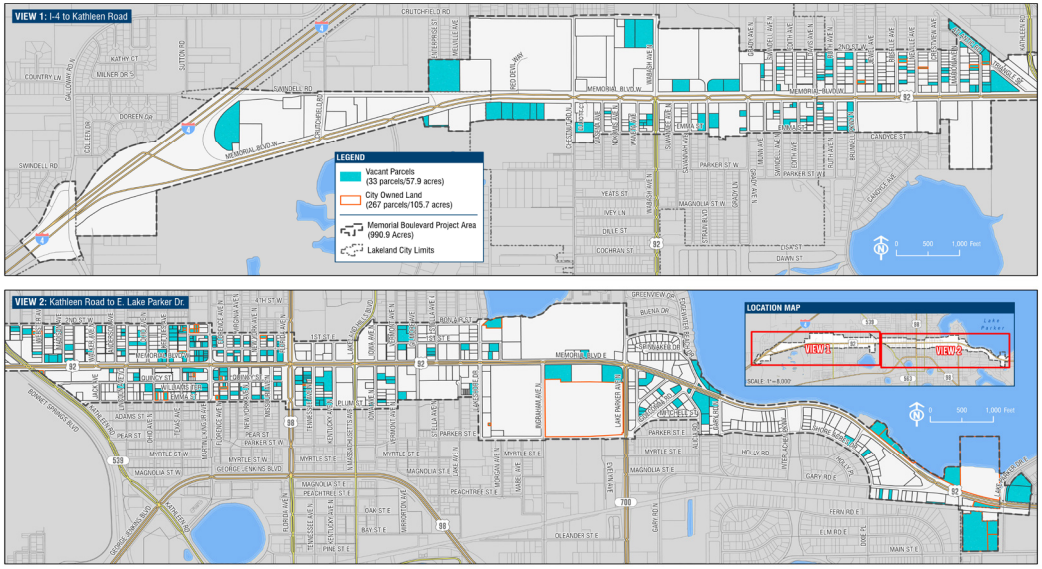
MEMORIAL BOULEVARD CONTEXT



PUBLIC & VACANT LAND PARCELS MAP

The map highlights land parcels owned by government entities, as well as undeveloped properties available for future use or development. It distinguishes between private property, vacant parcels, and City-owned land, which may currently house municipal facilities or public parks. Some of these publicly owned parcels could be repurposed to create neighborhood parks and parklets, particularly in areas that lack easy access to parks south of Memorial Boulevard.

Many of the identified parcels are small infill lots that offer potential for commercial, residential, or mixed-use redevelopment. Larger vacant sites at major intersections present opportunities for new retail, office, or multi-family developments. Additionally, some City-owned parcels located near major roadways could be utilized for transportation improvements, public amenities, or municipal facilities. These sites may also serve important functions such as stormwater management, green spaces, or future public transit hubs, enhancing the corridor's accessibility and sustainability.

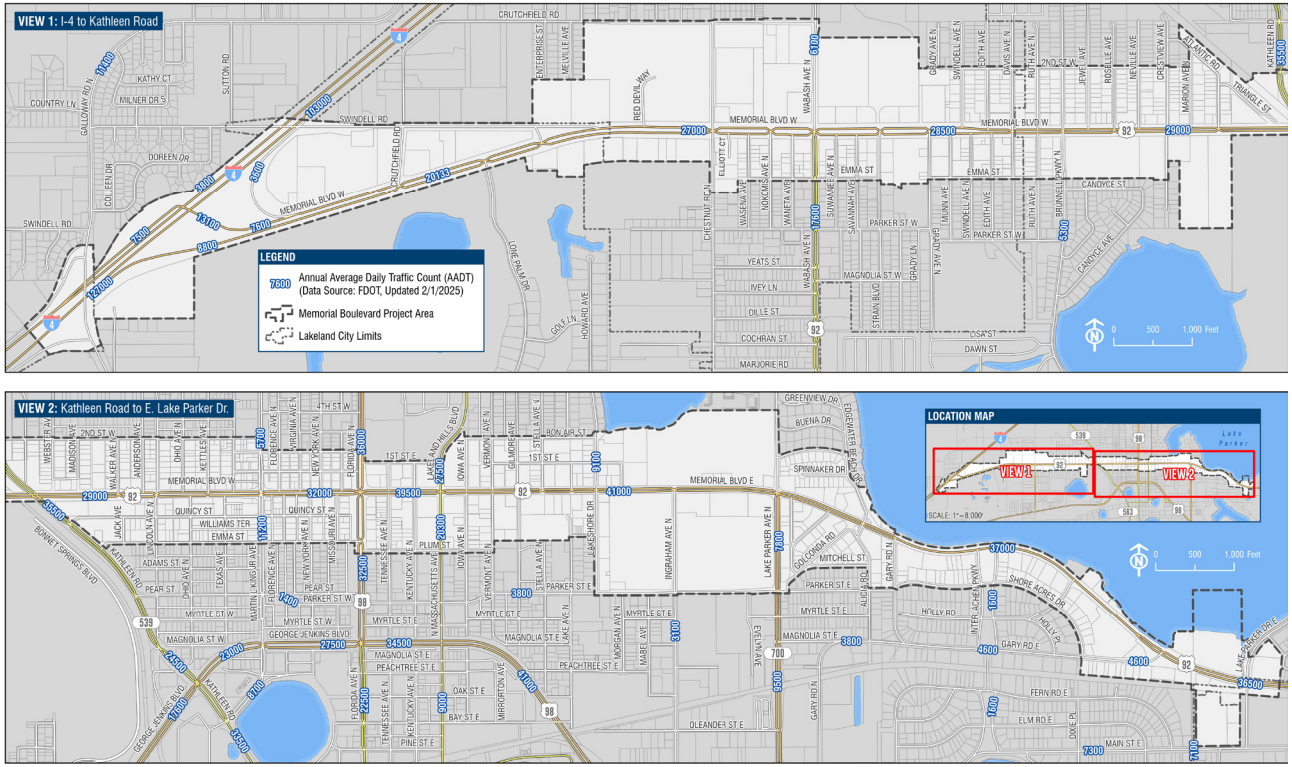


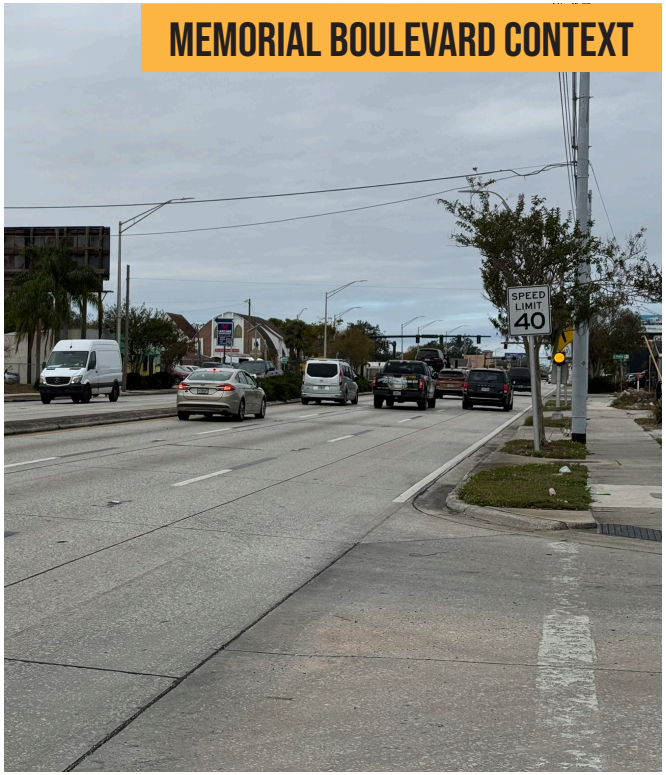


TRAFFIC ASSESSMENTS

Memorial Boulevard faces significant traffic challenges due to its role as a critical east-west corridor. It experiences congestion, particularly at the intersections of North Florida Avenue (US 98) and North Massachusetts Avenue/Lakeland Hills Boulevard. Safety concerns related to high traffic volumes and multimodal use are also of concern.

As previously highlighted, in 2018, FDOT conducted a Road Safety Audit on Memorial Boulevard from North Brunnell Parkway to Lakeshore Drive as part of its Lakeland Area Alternatives Analysis, highlighted several safety concerns, and provided recommendations aimed at enhancing safety along the corridor. Key areas of focus included traffic flow, pedestrian safety, and the overall function of the Boulevard. The audit identified challenges such as high traffic volumes, frequent accidents, and inadequate pedestrian crossings. Recommendations from the audit include enhancing pedestrian infrastructure, such as crosswalks and signal timing adjustments, and implementing “Complete Street” designs to better accommodate all users, including cyclists and transit riders. Additional suggestions involved upgrading signage, improving lighting, and redesigning intersections for greater safety.





FUTURE PLANNING AND INFRASTRUCTURE PROJECTS

CITY OF LAKELAND

Memorial Boulevard is scheduled to begin corridor enhancements in Fiscal Year 2027, according to the FY 2024-2025 Capital Improvement Plan.

POLK COUNTY TRANSPORTATION PLANNING ORGANIZATION – TRANSPORTATION IMPROVEMENT PROGRAM

US 92 Bridge Improvements (Bridge #160068) – The project consists of the design phase of a new bridge with appropriate bicycle/pedestrian infrastructure or an adjacent bicycle/pedestrian bridge on US 92/Memorial Boulevard that will span the CSX "S" Line and State Road/Kathleen Road, just northwest of downtown Lakeland. This project is in response to FDOT's AAA Study (2019) recommendation.

FLORIDA DEPARTMENT OF TRANSPORTATION

445930-1 – US 92 Project Development and Environment (PD&E) Study is evaluating safety enhancements from Walker Avenue to SR 33 (Lakeland Hills Boulevard) in Polk County. This PD&E Study is an outgrowth of the Lakeland Area Alternatives Analysis (LAAA) Study and the Corridor Action Plan (CAP). US 92 (Memorial Boulevard) is a priority corridor, and the study will explore lane repurposing, traffic operation improvements, and complete street enhancements along the corridor. The project is approximately 0.7 miles in length.

A Complete Street is one that is designed for users of all ages and abilities – including bicyclists, pedestrians, transit vehicles, freight handlers, and motorists. These transportation facilities are context-sensitive, and in Florida, they vary widely based on each community's location, desires, and needs. Regardless of context, all of Florida's Complete Streets strive to provide a multitude of benefits, including increased safety, enhanced mobility, improved connectivity, enriched quality of life, and economic development. For more information on the Complete Streets program, visit: https://experience.arcgis.com/experience/f0123d7bb9dd4b96a36c5d7951b75193/page/Home/

447432-1 – US 92 from East Gary Road to west of Combee Road includes milling and resurfacing, reconstructing the outside westbound travel lane from Combee Road to North Eastside Drive, removing the traffic separator, adding a keyhole bike lane and upgrading signal equipment at East Lake Parker Drive, drainage improvements, curb, gutter and sidewalk improvements with ADA ramps, driveway reconstruction, and upgrading and adding lighting throughout the project.


WABASH AVE
MEMORIAL BLVD
OFF ROAD TRAIL

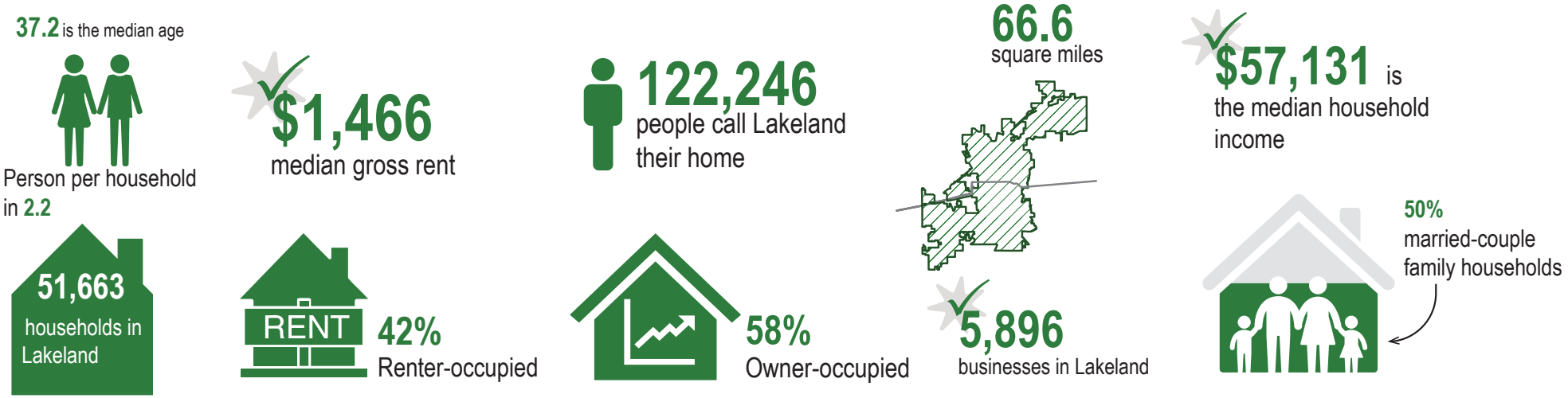
SECTION 3: REGIONAL, SUB-REGIONAL, AND LOCAL ECONOMIC DEVELOPMENT ANALYSIS

This section examines the economic dynamics shaping Memorial Boulevard within the broader economic context of the City of Lakeland. This multi-layered perspective analyzes regional, subregional, and local (target area) factors, providing a structured understanding of the corridor's role in economic development and identifying opportunities and challenges that will inform future strategic recommendations.

REGIONAL CONTEXT

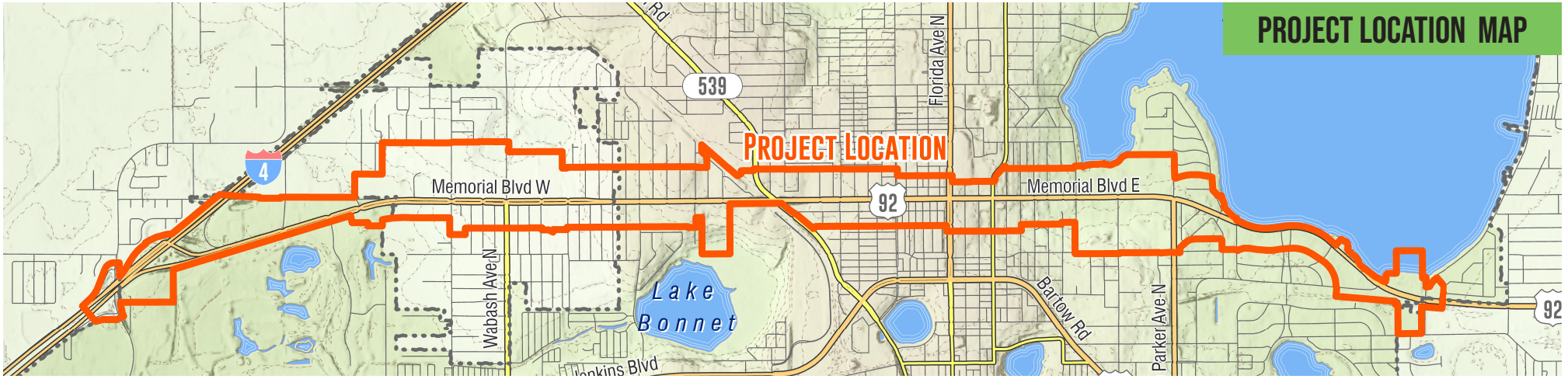
Memorial Boulevard serves as a critical economic and transportation corridor within Central Florida, strategically positioned between the major metropolitan hubs of Tampa and Orlando. Its role as a high-traffic connector between these regions underscores its significance for commuter movement, logistics operations, and business investment. Lakeland's central location along the I-4 corridor has long attracted industrial, distribution, and service-based industries, but economic shifts, particularly in healthcare, tourism, and regional mobility trends, are redefining how Memorial Boulevard contributes to Lakeland's long-term economic trajectory.

CITY OF LAKELAND BY THE NUMBERS



Source: Census, ESRI

The ongoing growth and expansion of businesses, population and investments is further positioning the city as a regional economic node, strengthening its ability to attract new industries, business travelers, and investment opportunities. The role of Memorial Boulevard as a key link to these economic drivers will continue to evolve.



SUBREGIONAL CONTEXT

Within Lakeland, Memorial Boulevard functions as a primary commercial and employment corridor, linking downtown, major healthcare institutions, and neighboring communities and includes key attractions and communities amenities such as Bonnet Springs Park. The corridor serves as a gateway into the community, shaped by high daily traffic volumes, proximity to I-4, and accessibility to key employment centers. However, while the transportation function of the corridor is well established, its economic potential remains uneven, constrained by aging infrastructure, underutilized parcels, and gaps in pedestrian and multimodal access. Several factors influence Memorial Boulevard's role within the local economy:

- Real Estate & Redevelopment Potential: With Community Redevelopment Area (CRA) and Opportunity Zone designations, the corridor presents opportunities for reinvestment. However, the presence of vacant commercial properties, fragmented land ownership, and aging infrastructure limits the pace of revitalization.
- Retail & Business Climate: Memorial Boulevard's economic identity has shifted, with traditional retail hubs experiencing decline while healthcare, logistics, and service-oriented businesses emerge as dominant sectors.
- Experiential Activities and Tourism Influence: Although Bonnet Springs Park, sports facilities, and cultural venues generate steady visitor traffic, existing infrastructure and commercial investment have not yet fully been revitalized in the area nor capitalized on tourism-driven spending

HOUSING DEVELOPMENT AND DEMAND

Like many Florida communities, Lakeland faces increasing housing demand, affordability challenges, and constrained inventory. The Memorial Boulevard corridor reflects these pressures, particularly in lower-income areas.

A review of local demographic data indicates that median incomes in the corridor generally fall below citywide averages, reducing residents' purchasing power for both homeownership and rentals. Additionally, the presence of motel-based extended stays and a notable unhoused population suggests a gap in affordable and transitional housing options.

The corridor's existing housing stock reflects a blend of small single-family homes and rental units, along with several motels that operate as de facto long-term residences for individuals who may lack the resources to secure more conventional housing. In many cases, these motels function less as hospitality businesses and more as stops of last resort for individuals and families at risk of homelessness. Some of these properties show signs of deferred maintenance and do not offer the amenities or services typically associated with stable, permanent housing.

Beyond these informal housing arrangements, a notable unhoused population makes use of services in the area, suggesting a need for additional supportive housing options or facilities that offer wraparound services. While some of these services are already in the area, additional services could be provide. The presence of unhoused individuals highlights gaps in the local housing continuum, particularly for those who are priced out of both market-rate and more traditional affordable units. These complex conditions underscore the importance of mixed-income redevelopment, which can accommodate diverse housing types in proximity to public transit, retail, and social services.

Key housing market data:

- Home Prices & Rental Costs: According to Zillow, homes along the corridor currently range from $10,000 to $739,000, while rental prices range from $900 to 2,333 per month.
- Affordability Gaps: Affordability data is that no more than 30% of an individual's income is spent on housing. So if we use the maximum 30%, in the City of Lakeland, the average person can realistically afford a maximum mortgage or rent of $1430/month.
- Housing Cost Burden: According to Census and ESRI data, residents in the City spend median gross rent of $1,466.

The combination of housing affordability challenges, aging rental stock, and a growing population points to the need for a more diverse housing mix along Memorial Boulevard. Incorporating mixed-income housing within redevelopment projects could help address gaps in affordability, offering stable rental and ownership opportunities. Additionally, the corridor's accessibility and proximity to employment hubs position it as a strategic location for residential development that integrates transit access, retail, and essential services, further supporting long-term community sustainability.

TOURISM

Lakeland's tourism sector plays a significant role in the local economy, with key attractions such as Bonnet Springs Park, downtown Lakeland, and various sports venues drawing visitors from across the region. Memorial Boulevard, positioned as a primary gateway to these destinations, holds potential for capturing a greater share of visitor spending. While much of Lakeland's tourism activity centers around downtown and lakeside areas, businesses along Memorial Boulevard could benefit from strategic enhancements that improve connectivity and visitor access.

TOURISM AND RETAIL IMPACT

Bonnet Springs Park, lakeside trails, and eco-tourism activities are heavily marketed to attract visitors interested in nature and outdoor recreation. Cycling infrastructure and pedestrian-friendly projects are improving Lakeland's appeal for outdoor tourism.

Bonnet Springs Park received 25,000 visitors on opening day in 2022 and 101,700 visitors in its first full year of operation, according to the Bonnet Springs 2023 Annual Report. It hosted 100 additional programs that were free and open to the community. Various cultural, educational, wellness, and recreational programs were highly attended, showcasing the need for this space and these activities. Bonnet Springs Park successfully leveraged high visitor turnout, fundraising, and sponsorships to support its operations and long-term sustainability and raised $24,589,738.

Water-based recreational activities on Lakeland's lakes, including boating, fishing, kayaking, and paddle boarding, attract visitors and residents. These activities contribute to the local economy by generating revenue for equipment rentals, tour operators, and related businesses.

According to the FY23 City of Lakeland Annual Comprehensive Financial Report, recreational activities collectively generated $9,731,573 in revenue, supporting parks, facilities, and community programs.

According to the FY23 City of Lakeland Annual Comprehensive Financial Report, Lakeland generated $321,258 in tourism-related taxes. Additionally, the Detroit Tigers Spring Training alone contributed an economic impact of $85 million, highlighting the significant role of tourism in the City's economy.



MARKET CONDITIONS

CURRENT MARKET TRENDS AND ANALYSIS

Memorial Boulevard occupies a pivotal position in Lakeland's economic landscape, functioning as a primary transportation corridor that connects local neighborhoods with regional commercial centers and major roadways such as I-4. This strategic location amplifies its importance as a conduit between Tampa and Orlando, bringing local and through traffic into the heart of Lakeland. The corridor's accessibility and visibility have historically contributed to its role as a commercial and service hub. Yet, shifts in consumer behavior, retail trends, and infrastructure conditions have influenced its evolving economic landscape.

Redevelopment efforts along Memorial Boulevard have been reinforced by the presence of Community Redevelopment Area (CRA) designations and Opportunity Zones, both of which offer financial incentives and support for revitalization. The CRA has played a role in facilitating rehabilitation projects and commercial revitalization through initiatives such as property improvement grants, façade enhancements, and tax increment financing. While these efforts have stimulated some investment, significant portions of the corridor remain underutilized, with vacant commercial properties, aging structures, and fragmented parcels limiting the full economic potential of the area. Property values in specific corridor segments have shown gradual appreciation, suggesting that targeted interventions could further catalyze private investment and business expansion.

The corridor's commercial sector has experienced shifts over time, with traditional retail centers facing challenges due to the rise of e-commerce and changes in consumer spending patterns. Once a thriving retail destination, some portions of the corridor now contend with vacant storefronts and underperforming retail spaces, creating gaps in the commercial fabric. Despite these challenges, Memorial Boulevard continues to serve as a critical economic artery for businesses that rely on high traffic volumes and regional connectivity. The corridor's proximity to Lakeland Regional Health and other large employers also sustains a steady customer base for medical offices, restaurants, and retail establishments.

OPPORTUNITY ZONES

The Opportunity Zone designations that encompass parts of this corridor merit further attention. By offering tax incentives to investors who place capital gains into long-term investments within these areas, Opportunity Zones can reduce financing hurdles and encourage projects that may otherwise be considered too risky. Publicizing these benefits and integrating them into broader redevelopment objectives may attract new capital to underutilized sections of Memorial Boulevard.

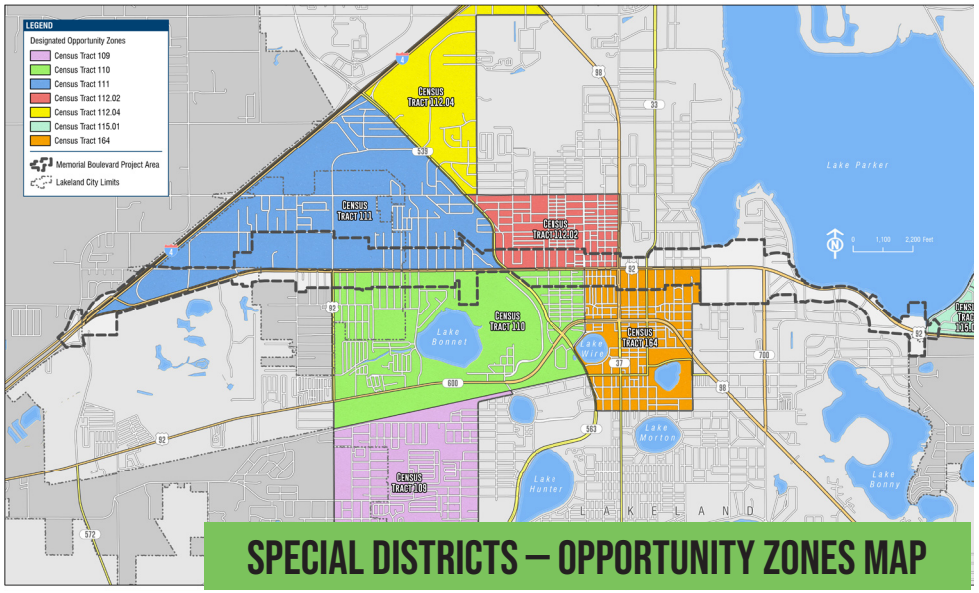
Memorial Boulevard's economic revitalization is supported by its designation of Opportunity Zones, which offer financial incentives to encourage investment in underutilized properties. This tool is critical in attracting new development, reducing investor financial barriers, and fostering long-term economic sustainability in the corridor.

Opportunity Zones (OZs) were established as part of a federal initiative to encourage private investment in economically distressed areas by offering tax incentives to investors who place capital gains into long-term projects within designated zones. Portions of Memorial Boulevard fall within these designated areas, creating catalytic redevelopment opportunities.

INVESTMENTS ELIGIBLE FOR OPPORTUNITY ZONE INCENTIVES TYPICALLY INCLUDE:

- Real Estate Development: New construction or substantially rehabilitating residential, commercial, or mixed-use properties.
- Business Investments: Operating businesses that generate at least 50% of their gross income from activities within the Opportunity Zone.
- Infrastructure Projects: Public infrastructure improvements, including transportation, utilities, and community facilities, often in partnership with local governments.
- Affordable Housing Development: Projects that expand access to affordable housing, addressing regional shortages and supporting broader community revitalization.

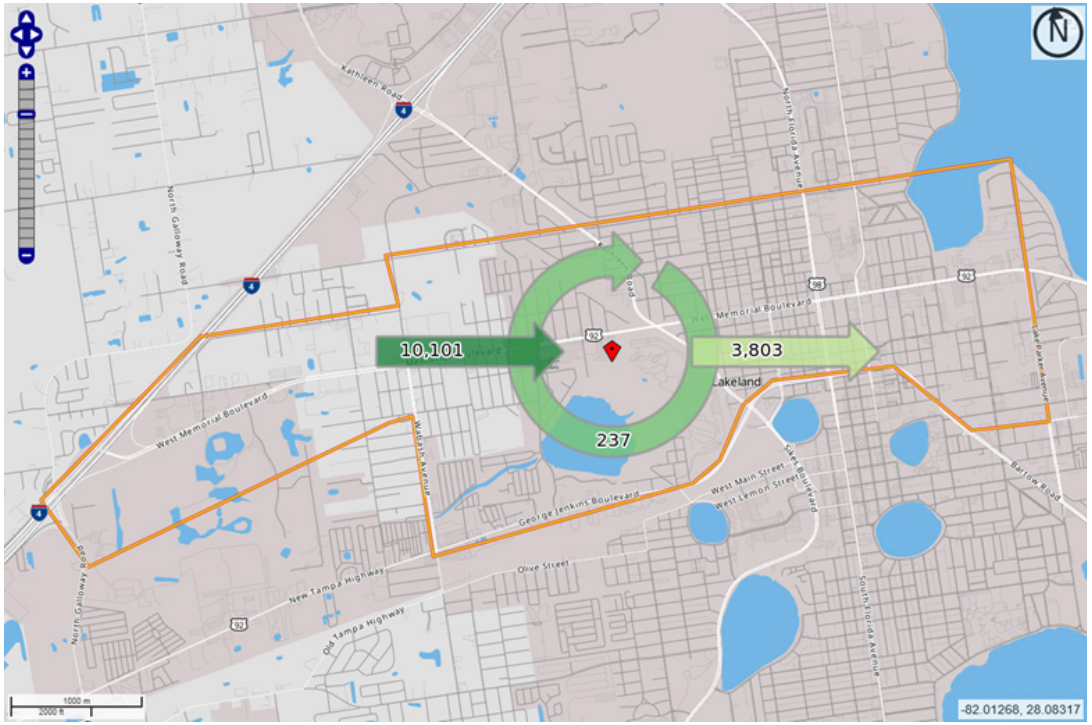
While Opportunity Zones can help attract capital, success depends on aligning investments with market demand and community needs. Publicizing and integrating these benefits into Lakeland's broader economic development strategy could help leverage OZ incentives to attract new capital to underutilized properties along Memorial Boulevard.

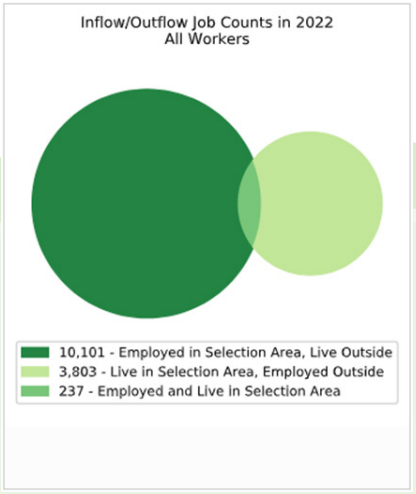


SPECIAL DISTRICTS – OPPORTUNITY ZONES MAP

INFLOW/OUTFLOW COMMUTING DATA

Adding to these complexities, commuting patterns significantly influence the corridor's economic landscape. Preliminary data from the U.S. Census OnTheMap tool suggests that many employees, commute into the Memorial Boulevard area. Conversely, residents may leave the neighborhood for jobs elsewhere in Lakeland or beyond. This inflow and outflow of workers creates both constraints and opportunities. For instance, a sizable daytime workforce can support a robust lunch-hour economy, while the potential to develop new housing closer to places of employment might reduce travel times and traffic congestion.





Inflow/Outflow Job Counts (Private Primary Jobs)

	2022 Count	2022 Share
Employed in the Selection Area	10,338	100.0%
Employed in the Selection Area but Living Outside	10,101	97.7%
Employed and Living in the Selection Area	237	2.3%
Living in the Selection Area	4,040	100.0%
Living in the Selection Area but Employed Outside	3,803	94.1%
Living and Employed in the Selection Area	237	5.9%

Transportation to work

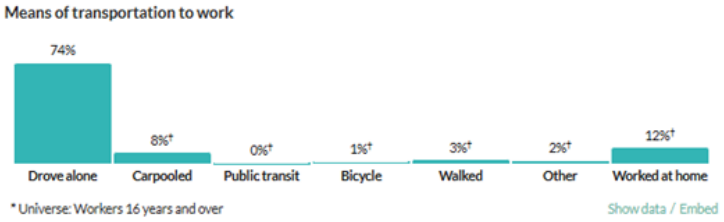
23.5 minutes

Mean travel time to work

* ACS 2023 5-year data

about 80 percent of the figure in the Lakeland-Winter Haven, FL Metro Area: 30.2

about 80 percent of the figure in Florida: 28



Source: U.S. Census OnTheMap tool


N STELLA AVE
MEMORIAL BLVD
GILMORE AVE
AMSCOT

COMMUNITY CONNECTIVITY

Memorial Boulevard has long been regarded as a crucial link between Lakeland's neighborhoods and the broader regional economy, given its direct connection to I-4 and other major transit routes. However, its current design has historically emphasized vehicular traffic, which can impede safe pedestrian and cyclist movement. High traffic volumes and limited crossing points reinforce car dependency, diminishing the potential for walkable and bike-friendly development.

Improving bike and pedestrian infrastructure resonates strongly with contemporary initiatives like the AARP's emphasis on walkability and active living. Several ongoing and planned infrastructure projects reflect an emerging shift in priorities, including FDOT's Complete Streets enhancements and proposals to extend or improve the existing 10-foot multi-use trail. Strengthening these elements would allow residents and workers alike to traverse Memorial Boulevard safely on foot or bike, thereby broadening mobility options and enhancing quality of life.

Despite these evolving plans, connectivity gaps still exist. Bonnet Springs Park — one of the area's most notable regional attractions — is difficult to access without a vehicle. Addressing this shortfall would require a thoughtful expansion of the trail network, improved pedestrian crossings, and potentially more efficient transit connections. Creating seamless, non-car-oriented paths to the park and to adjacent neighborhoods could help weave Memorial Boulevard more cohesively into Lakeland's overall urban fabric.

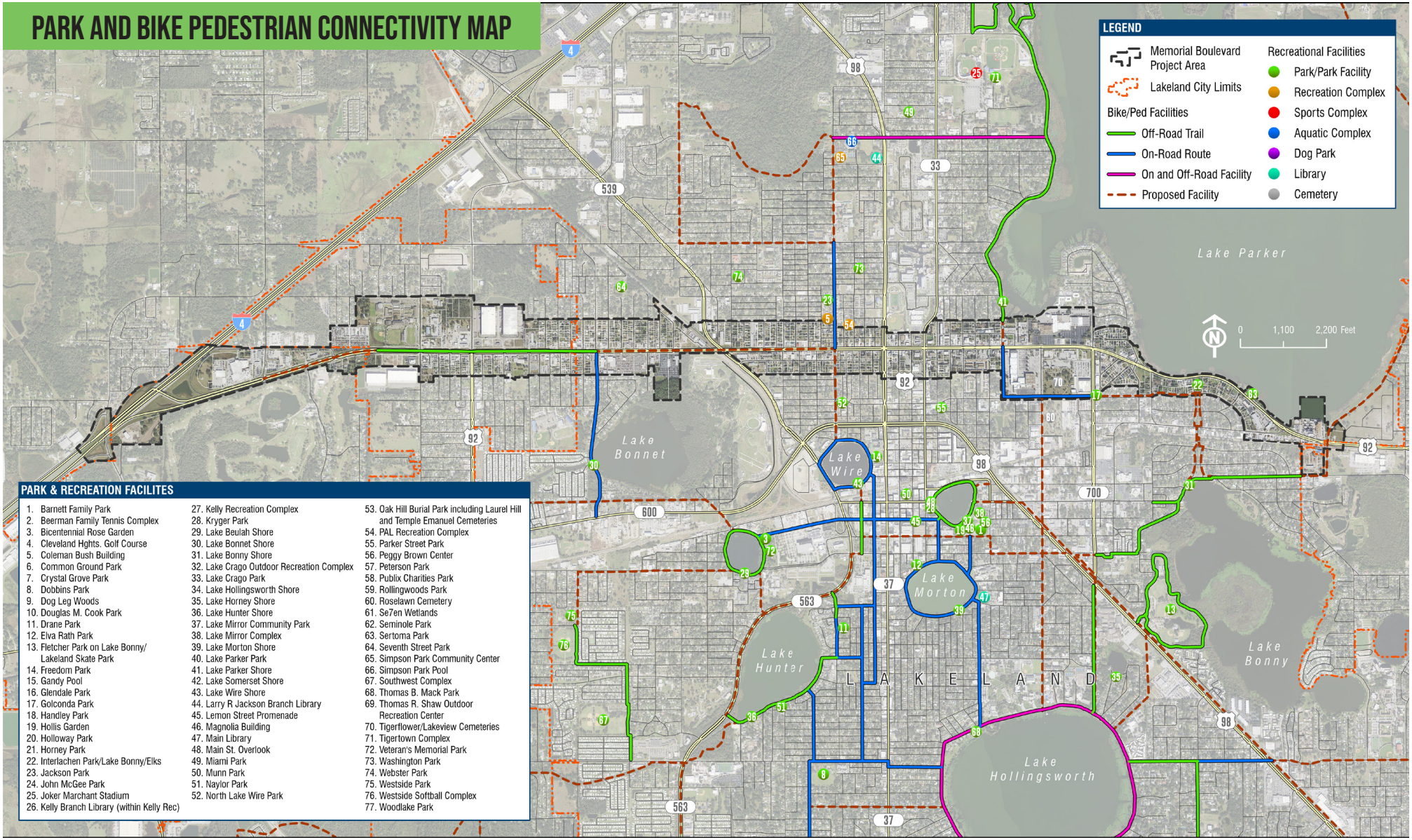
BONNET SPRINGS PARK CONNECTIVITY AND SAFETY CONSIDERATIONS

Although Bonnet Springs Park stands as a major regional attraction and a catalyst for potential economic growth, it is important to recognize that it is privately owned and operated. Concerns related to safety and potential vandalism can create challenges for extending public access, as private stakeholders seek to protect their investments and preserve a family-friendly environment for park users. This dynamic sometimes impedes the creation of new pedestrian pathways or openings that directly link Memorial Boulevard to the park's interior. Ensuring that any formal connections, such as multi-use trails or walkways, integrate effective security measures and align with the park's operational policies will be critical to balancing public accessibility with the private interests responsible for the park's upkeep and safety.

BARRIERS TO CONNECTIVITY

Despite clear opportunities, several barriers continue to impede the corridor's transformation into a fully walkable and accessible environment. Limited pedestrian-friendly infrastructure, such as narrow or incomplete sidewalks and insufficient lighting, often deters non-car mobility. Safety concerns, particularly along busy intersections, further discourage residents from walking or cycling. In addition, the lack of formal connections to key assets like Bonnet Springs Park curtails Memorial Boulevard's ability to fully leverage its location. Upgrading crosswalks, adding mid-block pedestrian signals, and expanding sidewalks or shared-use trails would significantly enhance safety, while also opening up economic opportunities for businesses that cater to foot traffic.

PARK AND BIKE PEDESTRIAN CONNECTIVITY MAP



PARK & RECREATION FACILITES

1. Barnett Family Park
2. Beerman Family Tennis Complex
3. Bicentennial Rose Garden
4. Cleveland Hghts. Golf Course
5. Coleman Bush Building
6. Common Ground Park
7. Crystal Grove Park
8. Dobbins Park
9. Dog Leg Woods
10. Douglas M. Cook Park
11. Drane Park
12. Elva Rath Park
13. Fletcher Park on Lake Bonny/ Lakeland Skate Park
14. Freedom Park
15. Gandy Pool
16. Glendale Park
17. Golconda Park
18. Handley Park
19. Hollis Garden
20. Holloway Park
21. Horney Park
22. Interlachen Park/Lake Bonny/Elks
23. Jackson Park
24. John McGee Park
25. Joker Marchant Stadium
26. Kelly Branch Library (within Kelly Rec)
27. Kelly Recreation Complex
28. Kryger Park
29. Lake Beulah Shore
30. Lake Bonnet Shore
31. Lake Bonny Shore
32. Lake Crago Outdoor Recreation Complex
33. Lake Crago Park
34. Lake Hollingsworth Shore
35. Lake Horney Shore
36. Lake Hunter Shore
37. Lake Mirror Community Park
38. Lake Mirror Complex
39. Lake Morton Shore
40. Lake Parker Park
41. Lake Parker Shore
42. Lake Somerset Shore
43. Lake Wire Shore
44. Larry R Jackson Branch Library
45. Lemon Street Promenade
46. Magnolia Building
47. Main Library
48. Main St. Overlook
49. Miami Park
50. Munn Park
51. Naylor Park
52. North Lake Wire Park
53. Oak Hill Burial Park including Laurel Hill and Temple Emanuel Cemeteries
54. PAL Recreation Complex
55. Parker Street Park
56. Peggy Brown Center
57. Peterson Park
58. Publix Charities Park
59. Rollingwoods Park
60. Roselawn Cemetery
61. Se7en Wetlands
62. Seminole Park
63. Sertoma Park
64. Seventh Street Park
65. Simpson Park Community Center
66. Simpson Park Pool
67. Southwest Complex
68. Thomas B. Mack Park
69. Thomas R. Shaw Outdoor Recreation Center
70. Tigerflower/Lakeview Cemeteries
71. Tigertown Complex
72. Veteran's Memorial Park
73. Washington Park
74. Webster Park
75. Westside Park
76. Westside Softball Complex
77. Woodlake Park

ECONOMIC DATA AND TRENDS

The Memorial Boulevard study area exhibits distinct economic and demographic characteristics compared to the broader City of Lakeland. While Lakeland spans 66.6 square miles with a population of 122,246 residents, the study area is 4.27 square miles and home to 11,143 residents. Economic conditions within this corridor reflect a different mix of housing, income levels, and business activity, making it a critical area for targeted redevelopment.

Key indicators reveal that the median household income in the study area ($36,009) is significantly lower than the citywide average of $57,131. While median gross rent along Memorial Boulevard ($1,165) is lower than the citywide figure of $1,466, affordability remains a concern due to higher rates of cost-burdened households and a greater reliance on rental housing (56% renter-occupied in the study area vs. 42% citywide). Additionally, homeownership rates in the corridor (44.3%) are notably lower than Lakeland's overall (58%) and married-couple households make up just 14.7% of families in the study area, compared to 50% citywide. These factors indicate a more transient, renter-dominated population, which can influence long-term residential stability and economic conditions.

The corridor also serves as a key employment and commercial hub, with 1,151 businesses operating in the study area. One of the largest economic drivers is Lakeland Regional Health, which is undergoing a transition into a teaching hospital. This shift will not only strengthen the region's healthcare ecosystem but also increase demand for housing and commercial services, creating new economic opportunities.

LOCAL CONTEXT

At the local level, a closer examination of specific segments, a smaller target area, of the corridor reveals notable disparities in income, employment trends, and housing affordability compared to citywide averages. Beyond housing, Memorial Boulevard continues to be defined by high traffic volumes that sustain service-oriented businesses, healthcare offices, and commercial nodes. However, congestion, inconsistent pedestrian infrastructure, and limited multimodal connections pose ongoing challenges. While Lakeland's economy is expanding, ensuring that infrastructure improvements and business investment align with the corridor's evolving economic needs will be essential for long-term growth.

Memorial Boulevard is an economically vital corridor that serves regional, subregional, and local functions, but its full potential remains constrained by infrastructure challenges, shifting industry trends, and disparities in income and housing affordability. While the corridor has historically been retail-driven, economic shifts, particularly in healthcare, logistics, and tourism could redefine the corridor. The presence of strong business, including healthcare, tourism, and emerging redevelopment incentives positions Memorial Boulevard as a corridor in transition, where strategic investment and planning will be necessary to unlock new economic opportunities. This section provides a critical foundation by examining data on housing, tourism, retail, business, market conditions, connectivity, and infrastructure trends, laying the groundwork for the strategies that will be developed in the next phase.



TARGETED AREA BY THE NUMBERS

41.4 is the median age

Person per household in **2.6**

$1,165
median gross rent

11,143
people call the Target Area their home

4.27
square miles

$36,009 is the median household income

3,973
households in Lakeland

RENT **56%**
Renter-occupied

44.3%
Owner-occupied

1,151
businesses in the Target Area

14.73%
married-couple family households

Source: Census, ESRI

KEY INDICATORS

An analysis of population trends indicates steady growth in Lakeland, reflecting broader regional expansion and increasing demand for housing, goods, and services. The city's population of 122,246 residents continues to rise, fueling a need for diverse housing options that accommodate varying income levels and household structures. The citywide median household income of $57,131 suggests moderate purchasing power, yet disparities exist within the Memorial Boulevard study area, where the median household income is significantly lower at $36,009. This income gap affects housing affordability and access to homeownership, leading to a greater reliance on rental properties within the corridor.

Within the target area, rental demand is notably higher than in other parts of Lakeland, as indicated by the 56% renter-occupied housing rate, compared to the citywide 42%. Despite having a lower median gross rent of $1,165 compared to $1,466 citywide, many households in the corridor remain cost-burdened, allocating more than 30% of their income toward housing expenses. Lower homeownership rates (44.3% in the study area vs. 58% citywide) further reflect economic challenges, as fewer residents have the financial stability to transition into homeownership. The composition of households in the study area also differs from the broader city, with only 14.7% classified as married-couple families, compared to 50% citywide. This suggests a higher prevalence of single-person or non-traditional household arrangements, which can influence housing preferences, demand for rental units, and the need for flexible living arrangements. The combination of lower incomes, high rental demand, and shifting household structures reinforces the need for more accessible and affordable housing options in the Memorial Boulevard corridor.

Similarly, a review of local traffic data (Average Annual Daily Traffic, or AADT) reveals consistently high vehicle counts along Memorial Boulevard, reinforcing its role as one of Lakeland's primary commercial corridors and transportation arteries. The corridor serves as a critical link between regional highways, downtown Lakeland, and surrounding residential neighborhoods, accommodating a mix of commuter traffic, freight movement, and local business activity. Its proximity to I-4 and major employment centers amplifies its importance as a connector for both regional and local economic activity, drawing a significant volume of daily trips from surrounding areas.

While elevated traffic volumes contribute to business visibility and consumer accessibility, they also present challenges related to congestion, infrastructure wear, and multimodal accessibility. The corridor supports a diverse mix of retail, healthcare, and service-oriented businesses, many of which rely on high levels of vehicular traffic to sustain footfall and economic activity. However, increased traffic congestion, particularly at key intersections and commercial nodes, can lead to bottlenecks, longer commute times, and reduced ease of access for local businesses.

As noted in previous chapters, there are some concerns on Memorial Boulevard. Those concerns are highlighted and amplified in the target area. This includes: limited pedestrian-friendly infrastructure, narrow sidewalks, and insufficient crosswalks, which create barriers to safe, multimodal connectivity along the corridor. High vehicle speeds and few designated pedestrian crossings pose challenges for residents, employees, and visitors who rely on walking, cycling, or public transit. As Memorial Boulevard continues to evolve as a commercial and employment hub, balancing high traffic volumes with pedestrian safety and congestion management will be essential to maintaining the corridor's long-term economic viability.

Demographic data from the 2023 City of Lakeland Demographic Guide underscores employment concentration and income variation along the corridor. Due to Memorial Boulevard's proximity to Lakeland Regional Health and other large employers, the area experiences a high volume of healthcare-related workforce traffic and commercial activity. Understanding the purchasing power of residents and in-commuting workers is critical for refining retail and service offerings. If median income levels in the corridor continue to lag behind citywide averages, increasing affordable housing and commercial options may be necessary to sustain economic activity.

The Memorial Boulevard study area presents a unique economic and demographic profile that differs significantly from the broader City of Lakeland. The area's lower median household income, higher rental demand, and lower homeownership rates highlight ongoing housing affordability challenges, while elevated traffic volumes reinforce the corridor's role as a major commercial and employment hub. However, infrastructure limitations, including congestion, pedestrian accessibility issues, and multimodal connectivity gaps, present obstacles to long-term economic growth. The concentration of healthcare employment and workforce traffic further underscores the corridor's importance, influencing retail activity and service demand. These factors collectively shape the current economic landscape of Memorial Boulevard and provide essential context for understanding the needs and opportunities that will guide future development strategies.

> LARGEST EMPLOYERS IN LAKELAND

Lake Regional Health, the city's second largest employe with approximately 6,000 employees is located within the study area. In Addition, Watson Clinic, which employs around 1,900 individuals, also has facilities in and near the corridor and the target area.

LAKELANDS LARGEST EMPLOYERS		
COMPANY NAME	INDUSTRY	# OF JOBS CREATED
Publix	Groceries	8,008
Lakeland Regional Health	Healthcare	6,000
GEICO	Insurance	3,300
Amazon Air Hub & Distribution	Retail	2,000
Watson Clinic	Healthcare	1,857

SECTOR ANALYSIS

Memorial Boulevard has long served as an economic corridor, historically anchored by retail, tourism, and service-based industries. The area was once a commercial hub featuring attractions such as Henley Field and the now less-active Lakeland Mall, which was a focal point for retail spending. However, shifts in consumer behavior, e-commerce growth, and the expansion of regional big-box centers have significantly altered the economic landscape, reducing the dominance of traditional mall-based retail.

As retail trends shifted, several commercial properties along the corridor underwent transitions, with some large retail spaces being repurposed for other uses, including religious institutions and non-traditional commercial activities. While this evolution has brought new uses to the corridor, several commercial spaces remain underutilized, reflecting a broader trend of changing retail demand. Despite these shifts, Memorial Boulevard continues to function as a high-traffic commercial corridor, and its business activity remains integral to Lakeland's overall economic profile.

Healthcare plays an increasingly significant role in shaping the local economy, with Lakeland Regional Health emerging as one of the most influential economic drivers in the corridor. The hospital's expansion into a teaching hospital represents a major shift in Lakeland's healthcare ecosystem, reinforcing the corridor's role as a medical employment hub. This transition is expected to influence workforce demographics by attracting new healthcare professionals, medical interns, and students, who will contribute to changes in housing demand and commercial activity in the surrounding area. Lakeland Regional Health, Watson Clinic and others further contribute to the healthcare sector's regional significance. The continued growth of healthcare-related industries within the corridor may drive further expansion of medical offices, outpatient clinics, and support services to meet the needs of the healthcare workforce and patient population.

The economic profile of Memorial Boulevard is also shaped by high levels of daily traffic, which sustain service-based businesses such as restaurants, retail establishments, and personal services. While some sectors have experienced stagnation due to retail shifts, others, particularly healthcare and service-based businesses, are expected to remain strong contributors to the area's economy. The extent to which the corridor continues to evolve will depend on broader regional trends, shifts in consumer behavior, and Lakeland's ongoing economic development strategies.

The Memorial Boulevard study area presents a unique economic and demographic profile that differs significantly from the broader City of Lakeland, even greater differences in the target area. The area's lower median household income, higher rental demand, and lower homeownership rates highlight ongoing housing affordability challenges, while elevated traffic volumes reinforce the corridor's role as a major commercial and employment hub. However, infrastructure limitations, including congestion, pedestrian accessibility issues, and multimodal connectivity gaps, present obstacles to long-term economic growth. The concentration of healthcare employment and workforce traffic further underscores the corridor's importance, influencing retail activity and service demand. These factors collectively shape the current economic landscape of Memorial Boulevard and provide essential context for understanding the needs and opportunities that will guide future development strategies. The full demographic maps can be viewed in Appendix A.



ECONOMIC IMPACT OF CURRENT AND PLANNED PROJECTS

ONGOING AND UPCOMING INVESTMENTS

A variety of projects both public and private are poised to reshape Memorial Boulevard in the near future. Notably, the Memorial Boulevard Project Development and Environment (PD&E) Study outlines proposed enhancements slated for implementation around 2027. These improvements emphasize safety upgrades and could include modifications to lane configurations, improved pedestrian crossings, and expanded bicycle infrastructure. Such changes aim to balance the corridor's high vehicular usage with safer, more comfortable conditions for pedestrians, cyclists, and transit riders.

Equally significant is the emerging focus on walkability, reinforced by analyses such as the AARP Walkability Audit. The walk audit reveals a mixed walkability experience with both strengths and weaknesses. The area is used primarily by adults, with limited presence of children, teens, and older adults. Some sidewalks are separated from the street and have smooth surfaces, but many are in poor condition with cracks, obstacles, and inconsistent widths, making accessibility difficult, especially for those using mobility aids. Crosswalks exist but are often faded or lack proper signage, and pedestrian signals can be confusing or inadequate.

The lack of a dedicated bike lane further reduces safety for non-motorized travelers. Street safety is compromised by high vehicle speeds, limited pedestrian-scaled lighting, and poor infrastructure maintenance. Public transit access is minimal, with inadequate shelters and seating. Additionally, the area suffers from poor aesthetics, including litter, overgrown landscaping, and rundown buildings. Improvements such as sidewalk repairs, pedestrian-friendly lighting, green space, and better signage could significantly enhance safety, accessibility, and overall appeal.

SUMMARY OF WALKING AUDIT

CATEGORY	FINDINGS
Pedestrians Observed	26 adults, 6 older adults
Mobility Use	3 used mobility aids, 5 used bicycles/scooters
Primary Walking Reasons	Walking (3), Shopping (2), Commuting (1), Unknown (9)
Sidewalk Condition	Cracked, broken, misaligned slopes towards roads
Barriers Between Sidewalk & Road	Present in some areas, missing in others

SUMMARY OF WALKING AUDIT	
Curb Ramps	Many are not ADA-compliant
Crosswalk Visibility	Some need repainting, some should be high-visibility
Pedestrian Signals	Some buttons are misaligned, and few audible prompts
Crossing Time	Often too short (22-30 sec)
Traffic Control	Long wait times at signals, lack of signage
Bike Lanes	None observed
Public Seating & Shelter	Few benches, no shade, no drinking fountains
Litter & Graffiti	Widespread issue
Street Lighting	Inadequate in some areas
Transit Stop Quality	No seating, no shelter, not well-maintained
Overall Walkability Rating	Mixed to Poor

Enhanced sidewalks, crosswalks, and shared-use paths hold the potential to reduce car dependency, improving neighborhood cohesion and attracting new mixed-use development. Meanwhile, infrastructure projects set forth in the Downtown West Master Plan envision Memorial Boulevard as a complement to downtown, with the capacity to foster commercial growth and provide housing alternatives. By extending the walkable urban fabric westward, Memorial Boulevard could evolve into a more vibrant destination, benefitting from downtown's established economic momentum.

PROJECTED OUTCOMES

In the long term, Complete Streets and multi-modal connectivity initiatives can yield a range of positive economic outcomes. Examples drawn from similar corridors across the country indicate that well-designed pedestrian and bicycle amenities can raise property values, spur business growth, and draw new residents seeking an active, community-oriented lifestyle. These investments, coupled with the corridor's existing attributes—such as proximity to major employers—form the backbone of a more integrated, inclusive urban environment.

The ripple effects of Memorial Boulevard's redevelopment are likely to be felt in adjacent neighborhoods as well. As property values climb and commercial offerings expand, surrounding areas may see reduced vacancy rates, increased investment in housing rehabilitation, and heightened interest from prospective businesses. This broader revitalization can help address long-standing disparities, enabling a more equitable distribution of economic benefits. Ultimately, the key lies in planning efforts that manage growth responsibly, ensuring that current residents and stakeholders share in the corridor's emerging opportunities.

MOVING FORWARD

These findings lay the groundwork for shaping a comprehensive economic development strategy along Memorial Boulevard. They reveal both challenges and opportunities in market conditions, community connectivity, economic data, and the projected impact of future investments. In the next section, specific strategies can be crafted to address identified gaps, leverage Opportunity Zones, enhance walkability, and ultimately solidify Memorial Boulevard's role as a thriving, dynamic corridor in Lakeland.

SECTION 4: STAFF AND COMMUNITY ENGAGEMENT

CITY FOCUS GROUP MEETING FEEDBACK

Focus meetings were held on January 16 with department heads from various City agencies to gain insight into the challenges and opportunities along Memorial Boulevard. The key themes that emerged from these discussions are below. The full notes from each meeting is in Appendix E.

Community and Economic Development

- A concentration of poverty has attracted predatory businesses, including payday lenders and pawn shops.
- The corridor lacks an anchor grocery store, such as Publix, contributing to limited food access, especially in the eastern section.
- The presence of the unhoused population is a concern; partnerships with local organizations (e.g., Talbot House, Lighthouse) could help address this issue without negatively impacting the area's perception.
- Mixed-use and mixed-income housing developments should be explored, integrating market-rate and affordable units.
- Existing residential areas need revitalization efforts.
- Zoning adjustments (e.g., C2 zoning allowing vertical housing) should be leveraged to encourage redevelopment.
- The eastern corridor could benefit from repurposing existing motels into studio apartments, shifting from long-term-stay motel use.
- A full-service grocery store is needed to improve access to fresh food.
- Lack of business competition and employment opportunities in the corridor.
- Need for a balanced approach to business growth, workforce development, housing, and the hospital district's expansion.



Public Safety

- Several motels on the east side (America's Best, Paramount Lakeside Inn & Suites, Best Motel) are hubs for illicit activity and serve as long-term low-income rentals.
- The "S" curve east of Lake Parker is a high-risk area for vehicular accidents and fatalities.
- Recent fire calls have increased in the eastern corridor, particularly involving dumpsters, rubbish, and sheds.
- Barside next to Tapatios and Black Rozay Lounge attract rowdy behavior and frequent police presence.
- Talbot House and Lighthouse shelters contribute to homelessness spillover onto Memorial Boulevard, requiring 6-7 emergency calls per day.
- A day center for homeless individuals between meals could alleviate 70-75% of public safety concerns.
- Improved lighting is recommended for enhanced safety.
- Revitalization of hotels would decrease illicit activity.
- Road diets impact emergency response times by limiting space for vehicles to yield to fire and police units.
- Go retro – the corridor was safer and better in the '70s and '80s.
- Older structures meet fire codes but lack fire suppression systems, increasing safety risks.



Public Works/Utilities

- Flooding issues on Lakeland Hills Boulevard due to insufficient drainage capacity.
- West end wastewater main is too small to support further development; expansion is necessary.
- Aging water lines require ongoing replacements.
- Future development will require a larger wastewater system; a major sewer line is being considered for the west side.
- TECO has concerns about development impacts on its infrastructure and should be consulted on future plans.
- Complete Streets redesign on MLK Avenue includes bike-ped improvements, which may impact utilities.
- The City is investigating the cost of undergrounding electric lines to reduce visual clutter and improve safety.
- Older wooden electric poles in key areas may need removal if road widening occurs.
- Some high-speed areas and crash-prone locations along the corridor need evaluation.
- Citrus Connection transit agency should be engaged to determine future transit infrastructure needs.
- Trail connectivity is a priority to ensure the corridor integrates with citywide pedestrian and cycling networks.



Parks and Recreation

- North-south connectivity should be improved, focusing on Interlachen Parkway, MLK Avenue, Florida Avenue, and Lakeshore Drive.
- Placemaking and mixed-use development with first-floor commercial spaces can enhance walkability.
- More pocket parks and trail connections to downtown could enhance community engagement.
- Some retention ponds could be converted into parks.
- Landscaping grants and funding should be pursued to improve corridor aesthetics.
- Revitalizing Searstown Shopping Center could transform the area.
- North Lake Wire neighborhood was severed from its historic counterpart due to past roadway expansions.
- Cemeteries along the corridor hold historical significance, with potential for enhanced heritage tourism.
- Code updates on landscaping could enhance commercial and residential properties.
- Tapatios and Jimbo's Pit Bar-B-Q serve as models for business investment and improvements.
- Lighthouse and Talbot House's impact on beautification and future development needs further evaluation.

The overall consensus from the department heads focused on enhancing safety and connectivity, improving landscaping, creating additional parks, making infrastructure improvements, and attracting quality businesses along the Memorial Boulevard corridor.



COMMUNITY ONLINE SURVEY AND MEETING FEEDBACK

An online community survey was conducted between January to March to engage residents and gather community input to help identify challenges faced along the corridor. Over 700 people provided valuable feedback and insight into the future of Memorial Boulevard. The feedback gathered helps inform recommendations and strategies to support and strengthen the local economy in the area. We examined the survey responses to understand the general sentiment, recurring concerns, and suggestions for the Memorial Boulevard corridor. We then categorized open-ended responses based on recurring keywords, phrases, and ideas. Then, it is refined into broader themes by grouping related responses. Then, the findings were synthesized into five major themes that best encapsulate respondents' concerns, priorities, and suggestions. The themes were then reviewed further to ensure they accurately represented the diverse perspectives of respondents, which can be further reviewed in Appendix C.

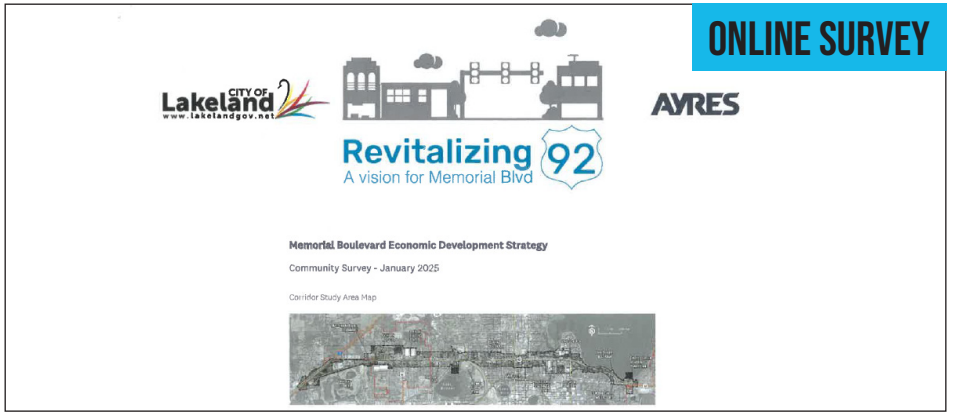
Desire for Revitalization and Economic Growth
Respondents expressed a strong interest in revitalizing the Memorial Boulevard corridor with new businesses, commercial centers, and mixed-use developments. Many suggested bringing in anchor stores like Publix, Target, and Trader Joe's to attract more activity and boost economic development.

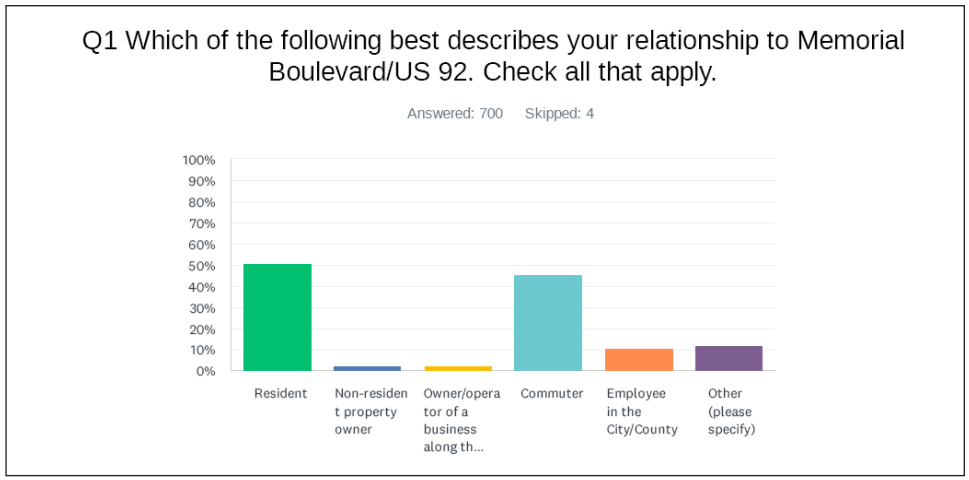
Concerns About Safety and Crime
Many responses highlighted concerns about the area's crime, homelessness, and public safety. Many respondents stated that any new development would struggle to thrive without addressing these issues first.

Support for Mixed Development
There were mixed opinions on adding new housing. While some respondents supported more multi-family housing and traditional neighborhood developments, others opposed residential expansion, fearing congestion, increased property taxes, or displacement of current residents.

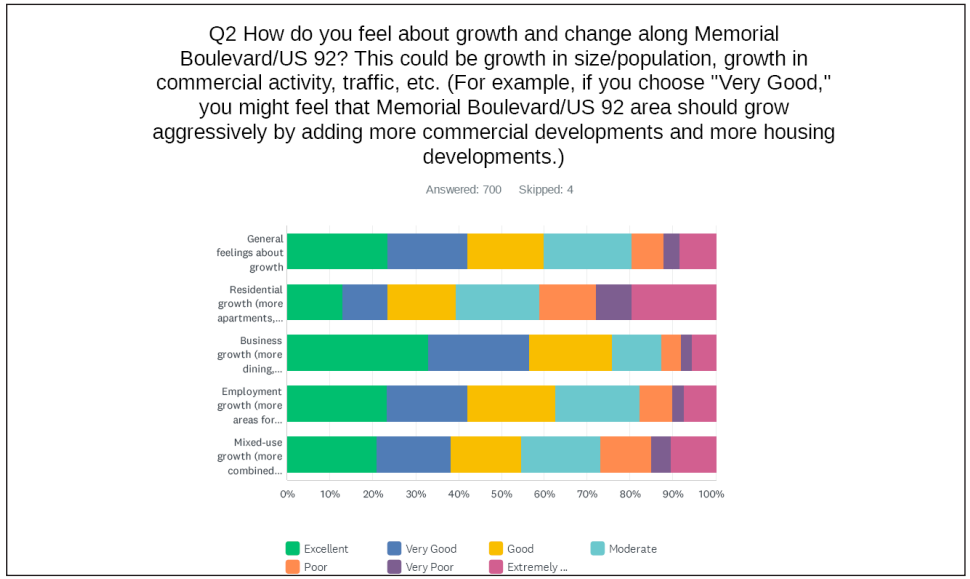
Improvements to the Street and Amenities
Many respondents emphasized the need for road improvements, better traffic flow, enhanced pedestrian and bike infrastructure, and public transportation options to support growth in the area. Some were wary of increased congestion due to new businesses.

Support for Small Businesses Over Large Chains
While some respondents supported national retailers, a considerable portion advocated for small, locally owned businesses. They preferred boutique shops, unique dining options, and community-oriented businesses rather than big-box stores.





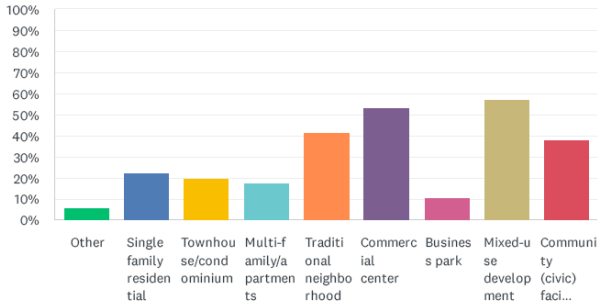
The results indicate that the largest groups of respondents are residents and commuters, with residents making up the highest percentage, followed closely by commuters. Other categories, such as non-resident property owners, business operators, and employees in the city/county, have significantly lower representation. The “Other” category has a small but notable percentage, suggesting some respondents have unique relationships with the corridor not explicitly listed.



The Residential Growth category saw more mixed responses, with more opposition than other growth types. Many respondents hesitate or disapprove of apartments and high-density housing. The Business Growth category was viewed positively, with many respondents supporting more retail, dining, and commercial development. The Employment Growth category was seen as important, with a preference for job-generating developments. The Mixed-Use Growth category saw broad support for integrated developments combining residential, commercial, and retail spaces.

Q3 What type of development is desired within the corridor? Check all that apply.

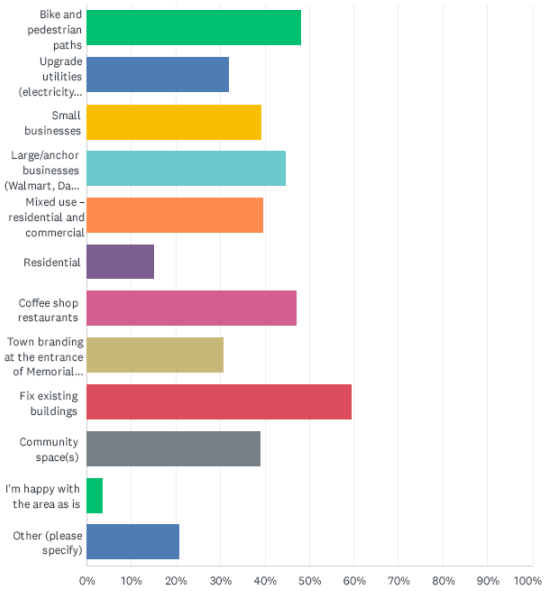
Answered: 677 Skipped: 27



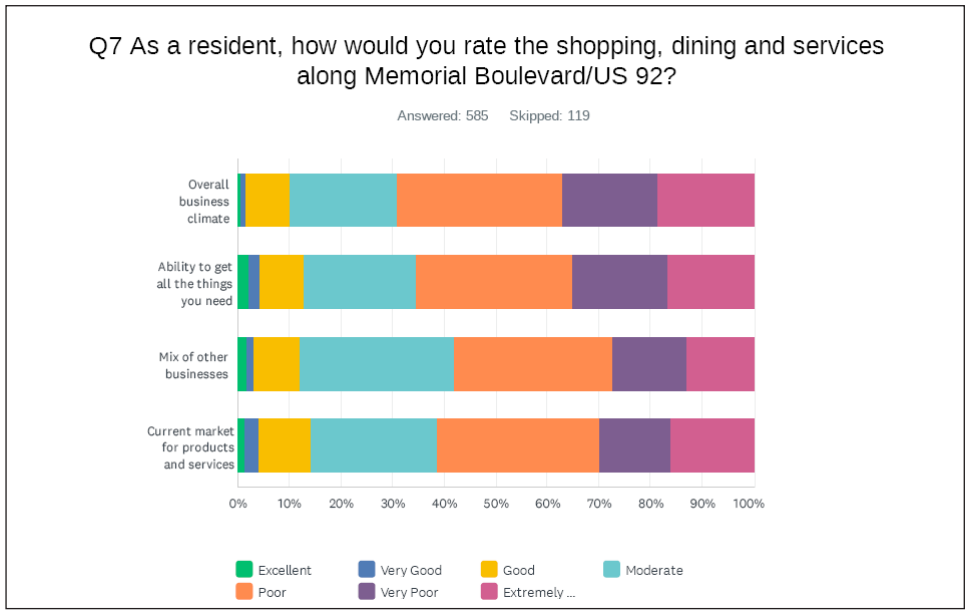
The highest percentage of respondents favor mixed-use developments and commercial centers, indicating a preference for integrated spaces that combine retail, residential, and office uses. Many respondents support traditional neighborhood development, suggesting a desire for walkable, community-oriented environments. Many respondents also support adding civic and community facilities, which could include parks, libraries, or public service buildings. While there is some interest in single-family homes, townhouses, and apartments, they rank lower in priority compared to commercial and mixed-use development. Business parks received the least support, indicating a preference for more diverse economic activity over large-scale corporate or industrial developments.

Q6 What kinds of assets are missing along the corridor? This could be anything from improved streets, sidewalks, and open spaces to sewer system/utilities, adding community or public spaces, specific types of businesses, buildings, services, etc. Check all that apply.

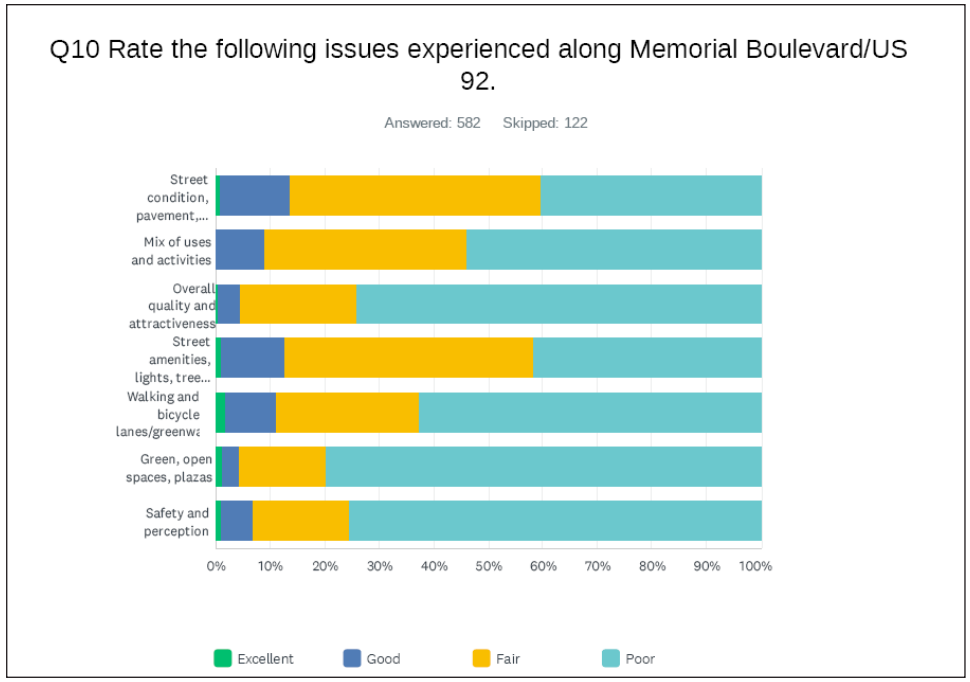
Answered: 591 Skipped: 113



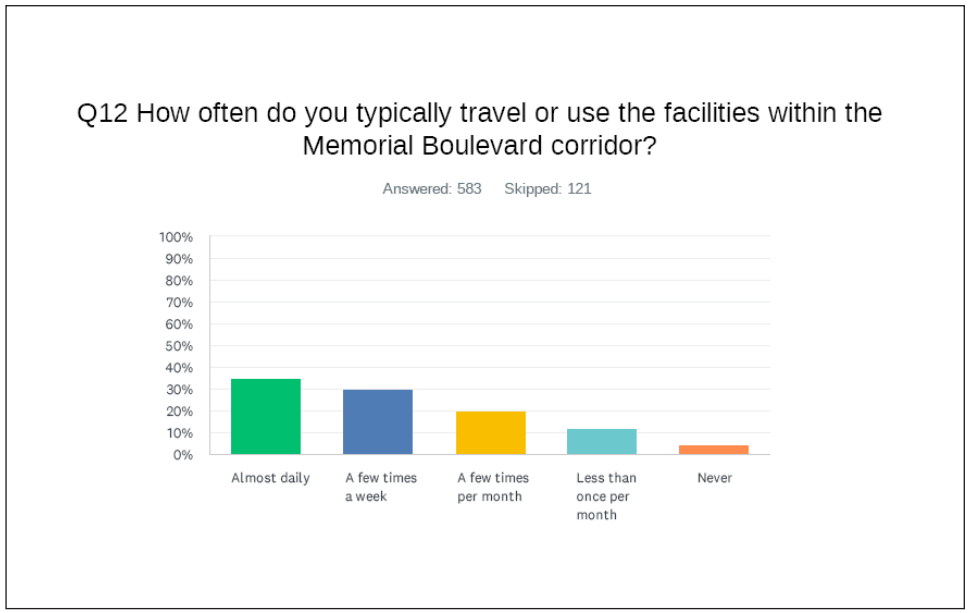
One of the most selected responses is fixing existing buildings, highlighting concerns about outdated or deteriorating structures. Upgrading utilities and adding bike and pedestrian paths are also among the top priorities. Many respondents favor small businesses, large anchor businesses (e.g., Walmart, Publix, Target), and coffee shops/restaurants. There is also support for mixed-use developments that combine residential and commercial spaces, as well as the addition of community spaces and the need for town branding at the entrance of Memorial Boulevard.



Across all categories, most respondents rated the business climate as Poor or Very Poor. Many respondents rated their ability to get all the things they need as Poor or Very Poor, suggesting that essential services, retail, and shopping options are lacking. The mix of businesses received overwhelmingly low ratings, reinforcing the perception that there is an overconcentration of certain types of businesses and a lack of variety. The current market for products and services was also rated poorly, suggesting residents feel the area is economically stagnant, lacking competitiveness, or in need of revitalization.



Most responses across all categories fell into the Fair and Poor ratings, indicating that many aspects of Memorial Boulevard require significant improvement. Street conditions, pavement, and sidewalks received poor ratings, emphasizing the urgent need for roadway and pedestrian infrastructure upgrades. Additionally, walking and bike lanes and green spaces were rated poorly, highlighting a strong demand for improved pedestrian and bicycle infrastructure and the creation of public green spaces or plazas. Many respondents also noted a lack of street amenities, such as lighting, trees, and public furniture, reinforcing the need for beautification and functional enhancements along the corridor. Safety and public perception emerged as a major concern, with one of the highest Poor ratings, pointing to issues related to crime, pedestrian safety, and overall security. Lastly, the mix of uses and activities along the corridor was also rated poorly, suggesting that the area lacks diversity in businesses, entertainment, and community spaces, limiting its vibrancy and appeal.



Memorial Boulevard is a heavily used corridor, with most respondents engaging with it regularly. The corridor's high frequency of use highlights the importance of improving infrastructure, traffic flow, pedestrian accessibility, and commercial services to serve the community better. Minimal non-use suggests that improvements to the corridor will have a broad impact, as most residents, commuters, and visitors rely on it for daily or weekly needs.



PUBLIC MEETING 1

The first public meeting was held on February 20th. This meeting was structured as an open house of which over 50 people attended the meeting. This meeting facilitated discussions and gathered ideas with the community on what types of amenities, programming, businesses, and other enhancements they would like to see along Memorial Boulevard. A summary of what we heard is below. The worksheets and additional images and details of the Public Meeting are presented in Appendix D.

- The community supports attracting anchor businesses to help revitalize the local economy and provide essential services and food options, as there is currently a deficit of services readily available. Additionally, residents support the implementation of job training programs to create employment opportunities along the corridor.
- The community supports public transit along Memorial Boulevard, as there is currently no bus service for those without personal vehicles. Additionally, they support tree-lined streets that enhance the corridor's visual appeal while providing much-needed shade and a more pedestrian-friendly environment.
- There is a strong preference for mixed-use development that integrates residential and commercial spaces. Additionally, the community supports vacating unused alleyways and repurposing underutilized land to maximize the efficient use of space.
- Significant drainage and flooding issues along the corridor and excessive trash accumulation need to be addressed.
- The community supports the installation of vertical gateway signage, recognizing Memorial Boulevard as the primary thoroughfare into Lakeland and a key entrance to the City.
- Heavy traffic congestion and a lack of traffic calming features make the corridor unsafe for pedestrians. Speed bumps, wider lanes, and roundabouts are needed to manage traffic flow and enhance safety. Additionally, street conditions should be improved for better accessibility and travel. Many residents have also emphasized the need for an overhead pedestrian bridge connecting to Bonnet Springs Park, particularly to ensure the safety of children crossing the street.
- The community strongly favors preserving single-family homes in the historic neighborhoods.
- The community wants to maintain views of Lake Parker, ensure business visibility along the corridor, and attract reputable businesses that contribute positively to the local economy. They also support low-density commercial development and trail connectivity along Lake Parker.
- There is a strong desire to address homelessness in a way that does not include placing a homeless shelter along the corridor, as residents worry about safety, perception, and its potential impact on investment in the area. Instead, they advocate for the creation of a task force to manage the issue, and they recommend enhancing street lighting to improve nighttime visibility and public safety.
- The community values the mid-century architectural character of Lakeland and wants to "theme" the corridor by implementing façade and building improvements that align with the City's distinctive mid-century style, creating a more cohesive and visually appealing streetscape.
- There is a need for stronger zoning regulations to define appropriate land use along the corridor, as well as the establishment of design guidelines to ensure consistent and thoughtful development.

- Many residents have serious concerns about gentrification and the potential displacement of existing residents. There is a need for policies that ensure equitable development and prevent the displacement of long-term community members.







SECTION 5: OPPORTUNITIES AND CHALLENGES AND INITIAL POSITIONING

OPPORTUNITIES AND CHALLENGES

Memorial Boulevard faces noteworthy opportunities and challenges for its redevelopment. The current visual and physical condition of the corridor discourages investments. The aging street infrastructure and car-oriented nature of the street prohibits the much-needed mixed-use and walkable developments that are preferred and offer a stronger return on investment. Another concern lies in the underutilized properties west of Florida Avenue. Many of these parcels, whether vacant or occupied by aging structures, are not positioned to reach their highest and best use. Their fragmentation into smaller lots further complicates development efforts. In response, the concept of land banking has emerged as a potential solution, allowing smaller parcels to be consolidated over time to create larger sites that are more appealing to developers.

Other challenges stem from zoning restrictions and aging infrastructure. The limited parcel sizes along Memorial Boulevard often conflict with modern planning objectives for multi-family or mixed-use developments. Additionally, constraints related to wastewater capacity or aging utility lines may necessitate substantial upgrades to meet future demand. These realities underscore the importance of coordinated planning — both to update critical infrastructure and to realign zoning regulations so new development can proceed efficiently.



INITIAL POSITIONING & CORRIDOR VISION

From the study process, a general consensus is emerging on a revitalized, sustainable, business-friendly, walkable, and safe Memorial Boulevard that preserves the City's character and quality of life. With an emphasis on infill development, zoning consistency, and the redevelopment of underutilized properties, new projects would enhance business visibility and strengthen the economic vitality of Memorial Boulevard.

A core focus of revitalization efforts is job creation, business growth, and housing provisions. Attracting high-wage employment and supporting local businesses to drive commercial development and expand job opportunities is a key objective. Encouraging small business growth and mixed-use developments aligns with Lakeland's goal of fostering a diverse and accessible economy, integrating commercial and residential spaces to support economic resilience.

Improved connectivity through public transportation, pedestrian-friendly infrastructure, and bike lanes further enhances business accessibility and workforce mobility, making the City more livable and economically dynamic. Lastly, revitalization efforts is to be carefully integrated with historic preservation, maintaining Lakeland's cultural identity while fostering responsible and sustainable business expansion.



VISION STATEMENT

Memorial Boulevard will be a vibrant, safe, and thriving corridor that fosters economic growth, enhances community well-being, and preserves its rich history. Through strategic revitalization, the corridor will be a dynamic mix of locally owned businesses, essential services, and attractive public spaces and homes that serve residents, businesses, and visitors alike. Investments in infrastructure, safety, and accessibility will make Memorial Boulevard a welcoming, walkable, and connected destination for the community. Strategic investments will support diverse housing, business expansion, and a strong healthcare presence, transforming it into a resilient gateway to Lakeland.

KEY ECONOMIC DEVELOPMENT – PRINCIPLES

2 ENHANCE THE CORRIDOR EXPERIENCE TO PROMOTE LIVABILITY

A well-designed corridor fosters a sense of place, safety, and engagement, making it more attractive for residents, businesses, and visitors. Improving the streetscape, public spaces, and pedestrian infrastructure will help create a corridor that is more than just a transportation route—it will become a destination.



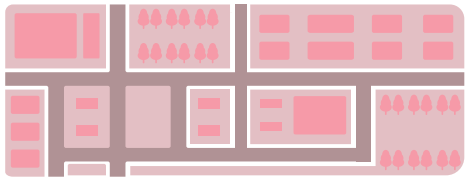


1 PROMOTE MIXED USE & HOUSING CHOICES FOR INFILL REDEVELOPMENT

Encourage mixed-use development in the core of Memorial Boulevard that help transform the corridor into a vibrant, walkable district where people can live, work, and shop in proximity. Infill redevelopment can increase housing diversity by integrating commercial, residential, and retail spaces, providing options for various income levels, lifestyles, and demographics. This approach will also maximize underutilized properties, replacing vacant lots and deteriorating buildings with productive spaces contributing to the local economy.

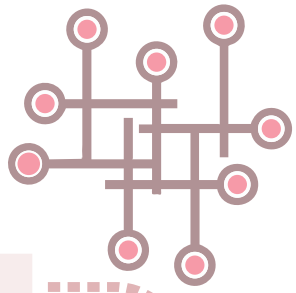
3 REDEVELOP ANCHOR SITES (ACTIVITY NODES) FOR SHOPPING AND EMPLOYMENT

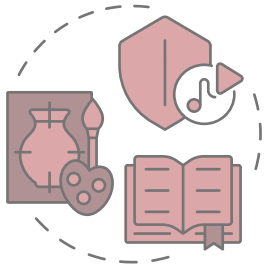
Anchor sites such as large retail centers, vacant commercial properties, and public spaces should be reimagined as activity hubs that attract shoppers, workers, and entrepreneurs. These sites play a critical role in defining the economic vibrancy of the corridor and can serve as catalysts for further investment.



4 INCREASE CONNECTIVITY TO ADJACENT NEIGHBORHOODS, NEARBY CITY ASSETS, PARKS, AND COMMUNITY FACILITIES

Enhancing connectivity ensures that Memorial Boulevard becomes seamlessly integrated with the surrounding city assets, allowing residents and visitors to access parks, trails, schools, transit stations, and other amenities with ease. Strong connections will improve quality of life, encourage physical activity, and enhance business accessibility. And function as a gateway to the neighborhoods that front the corridor.



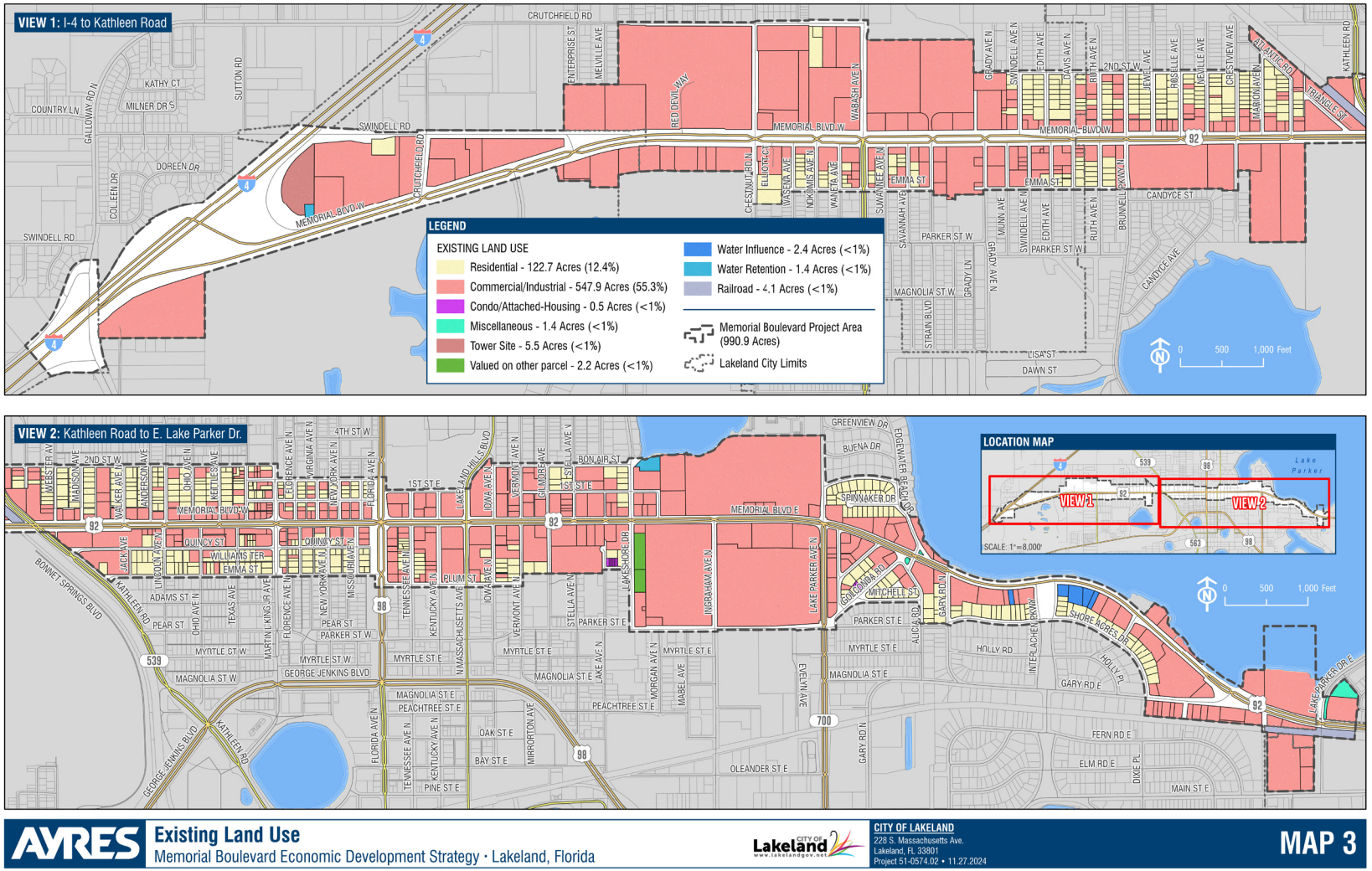


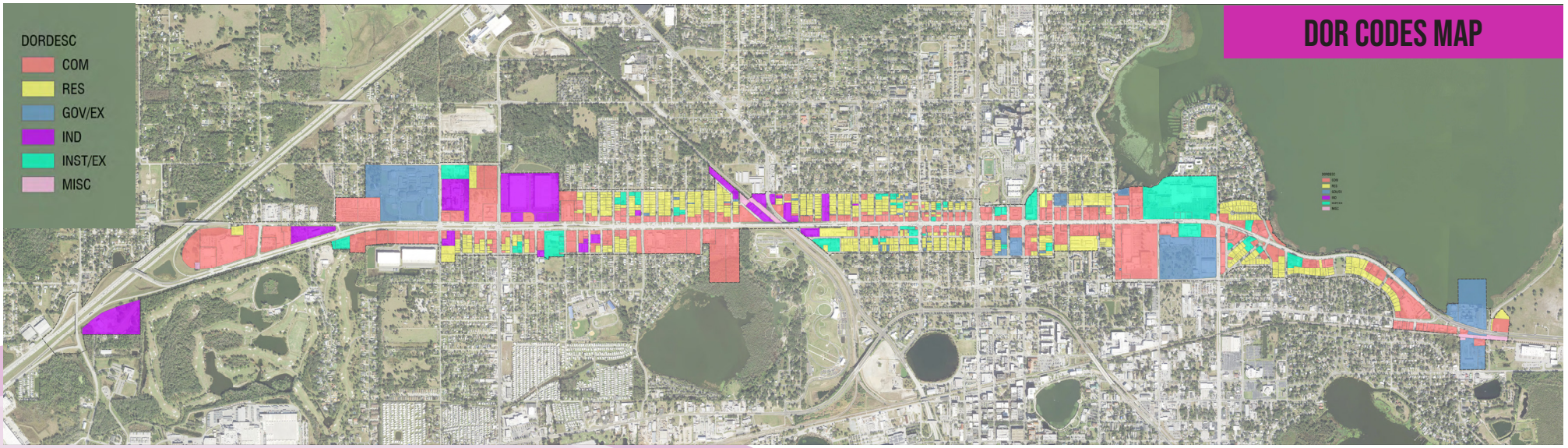
5 LEVERAGE THE POSITIVE ASPECTS OF THE CORRIDOR'S HISTORY BY BRANDING AND IMPROVING PERCEPTION

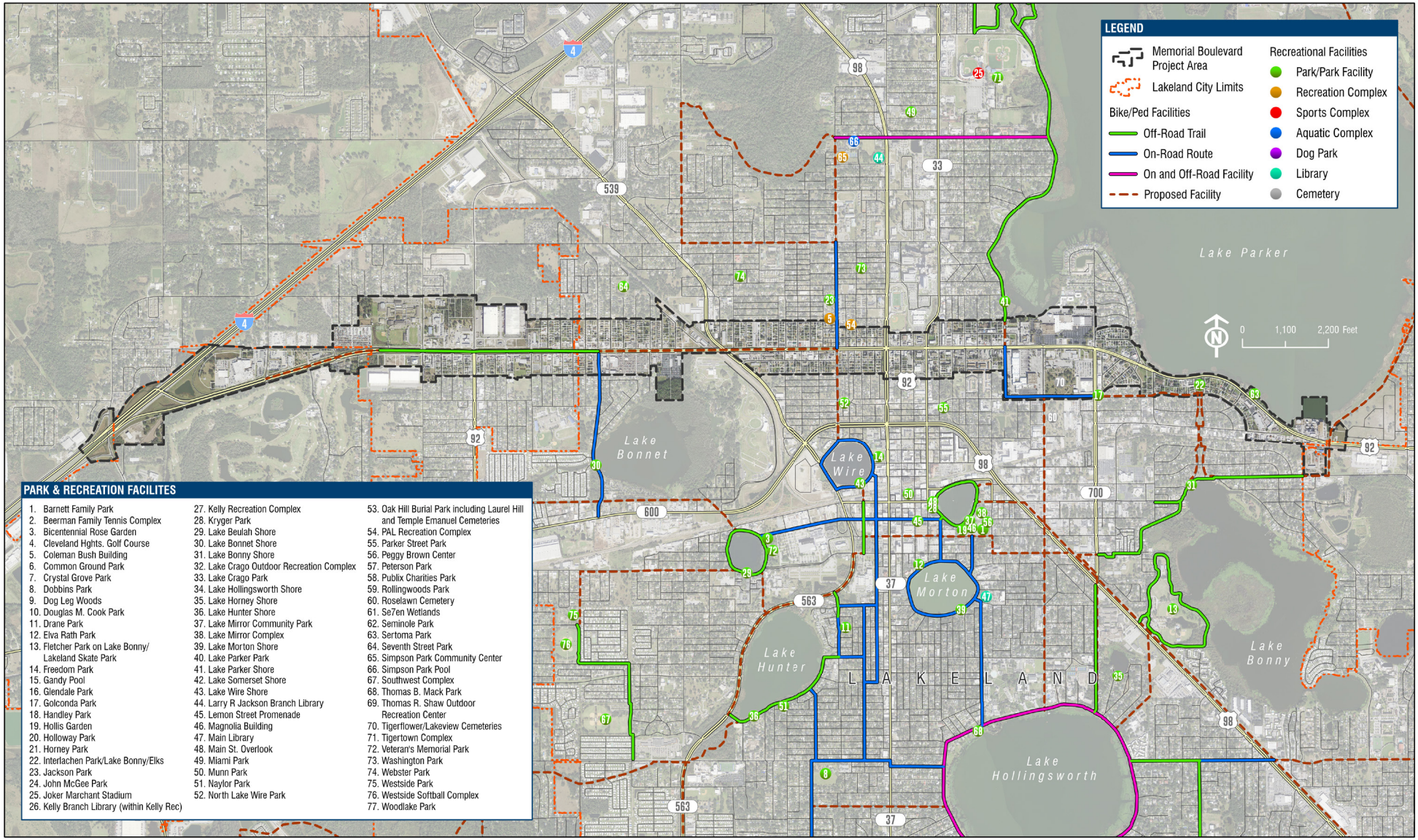
Memorial Boulevard has a rich history and cultural significance that should be celebrated and used as a branding tool to attract investment and visitors. The city can improve public perception and strengthen community pride by highlighting the corridor's past, its unique architectural elements, and its role in Lakeland's development.

APPENDICES

APPENDIX A: MAPS




DORDESC
COM
RES
GOV/EX
IND
INST/EX
MISC
DOR CODES MAP



AVRES

Park & Bicycle/Pedestrian Connectivity - Project Area

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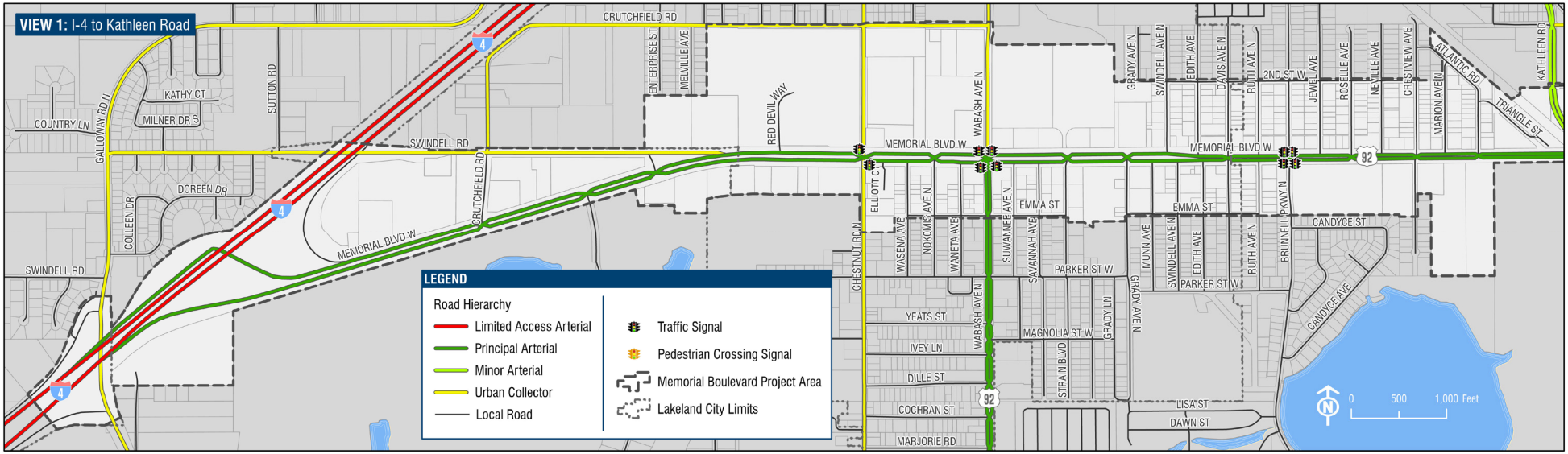
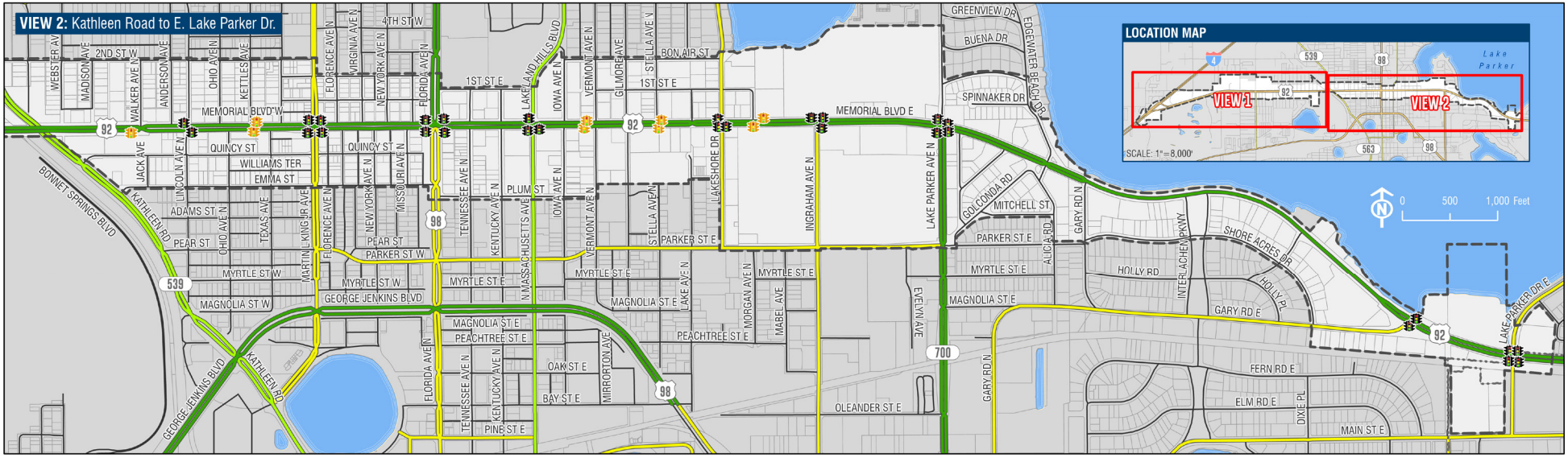
CITY OF LAKELAND
228 S. Massachusetts Ave.
Lakeland, FL 33801
Project 51-0574.02 • 1.20.2025

MAP 17





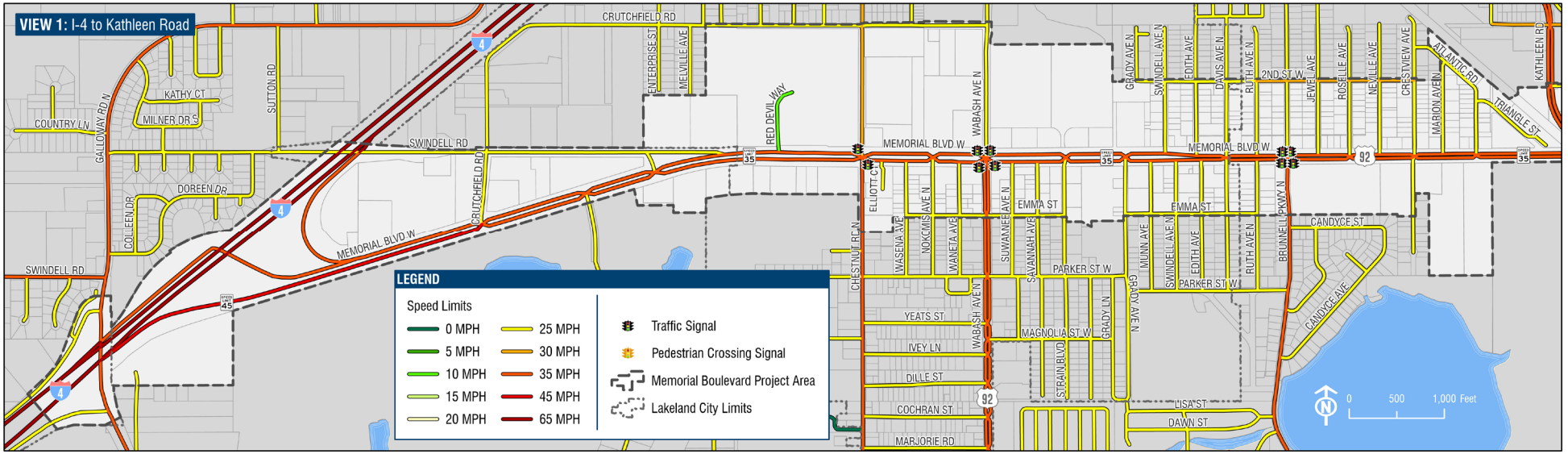
AVRES

Road Hierarchy

Memorial Boulevard Economic Development Strategy · Lakeland, Florida

CITY OF LAKELAND
228 S. Massachusetts Ave.
Lakeland, FL 33801
Project 51-0574.02 • 11.27.2024

MAP 6



AYRES **Speed Limits**
Memorial Boulevard Economic Development Strategy · Lakeland, Florida

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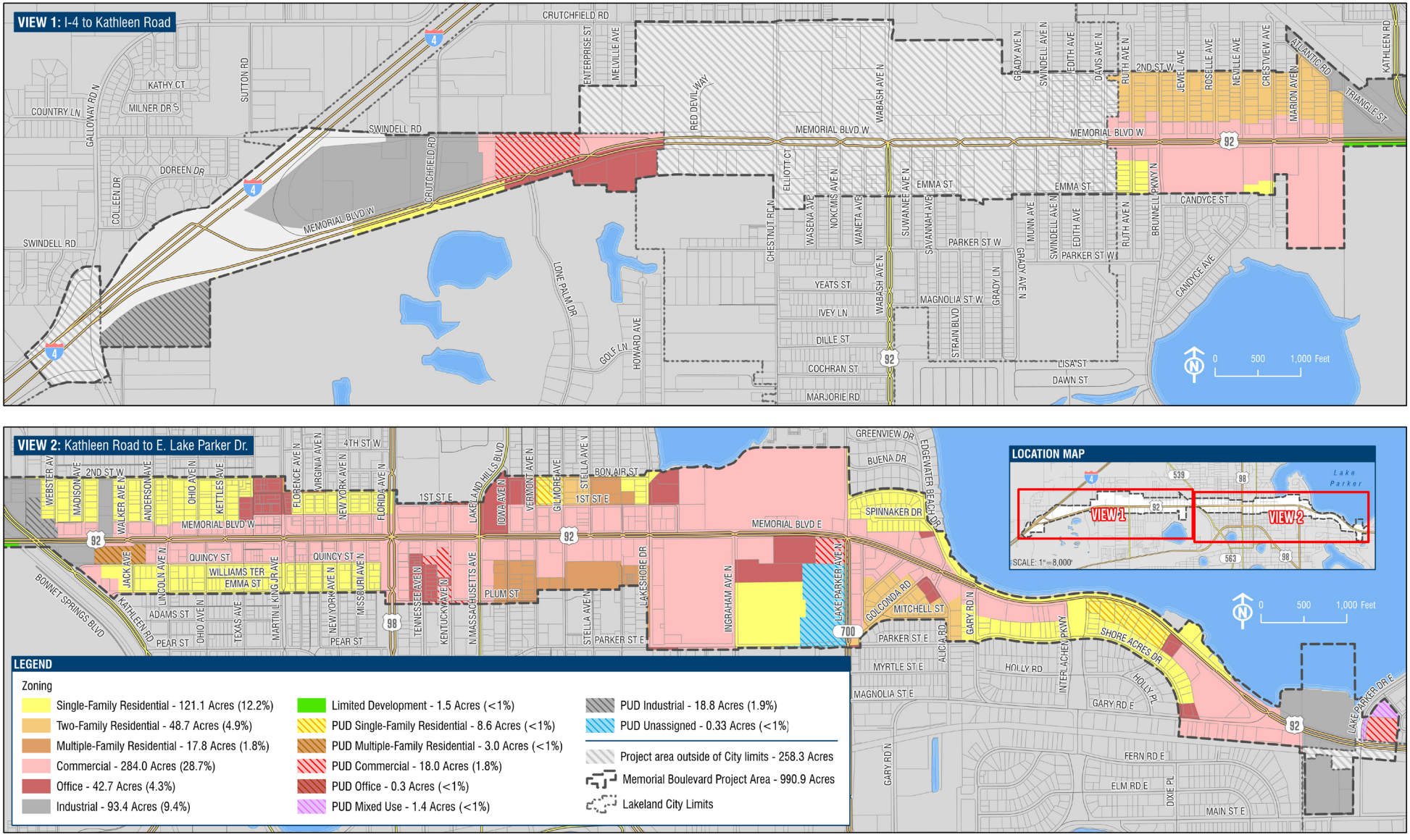
228 S. Massachusetts Ave.
Lakeland, FL 33801
Project 51-0574.02 • 11.27.2024

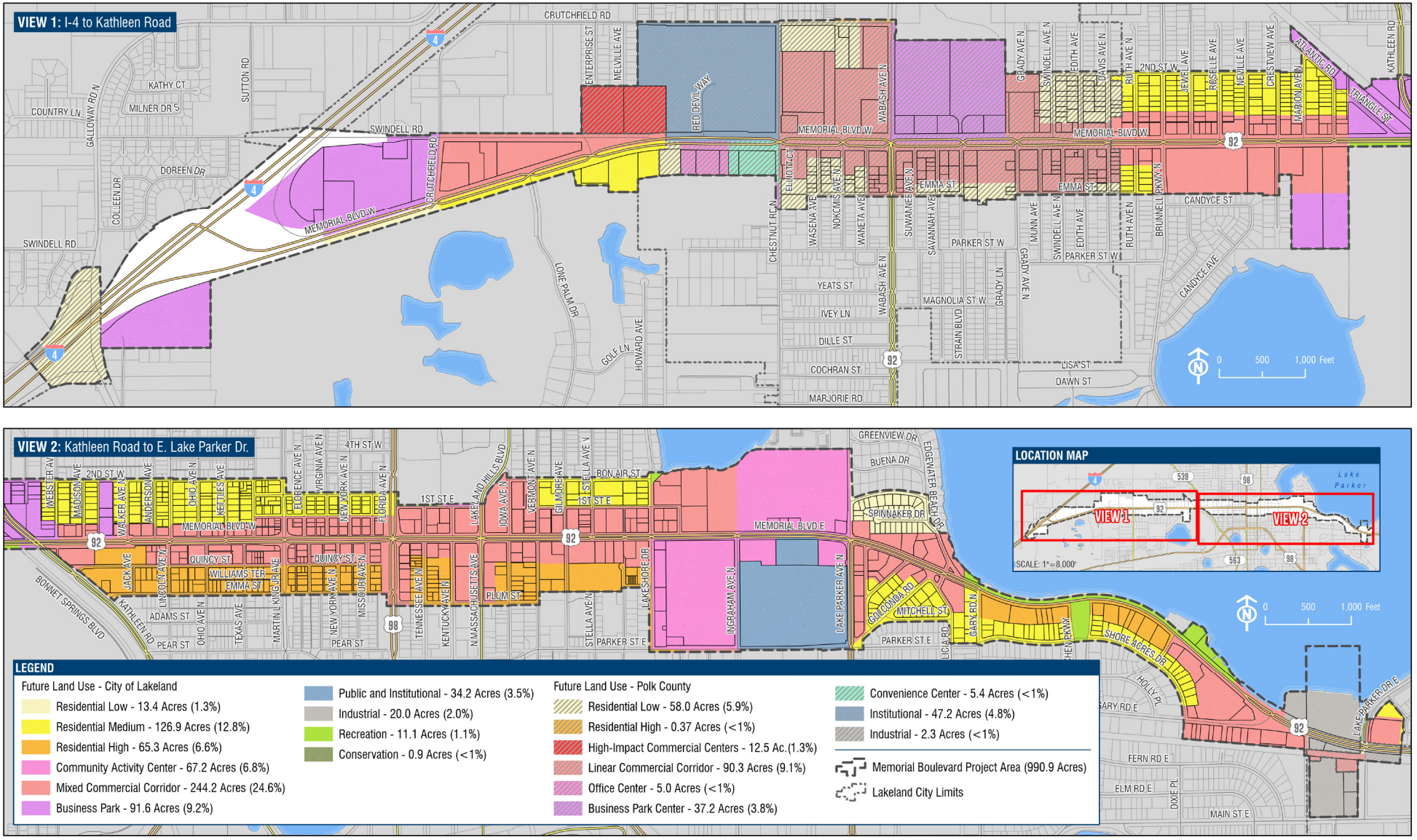
MAP 7



AVRES **Zoning**
Memorial Boulevard Economic Development Strategy · Lakeland, Florida

CITY OF LAKELAND
228 S. Massachusetts Ave.
Lakeland, FL 33801
Project 51-0574.02 • 11.27.2024

MAP 8



AYRES **Future Land Use**
Memorial Boulevard Economic Development Strategy • Lakeland, Florida

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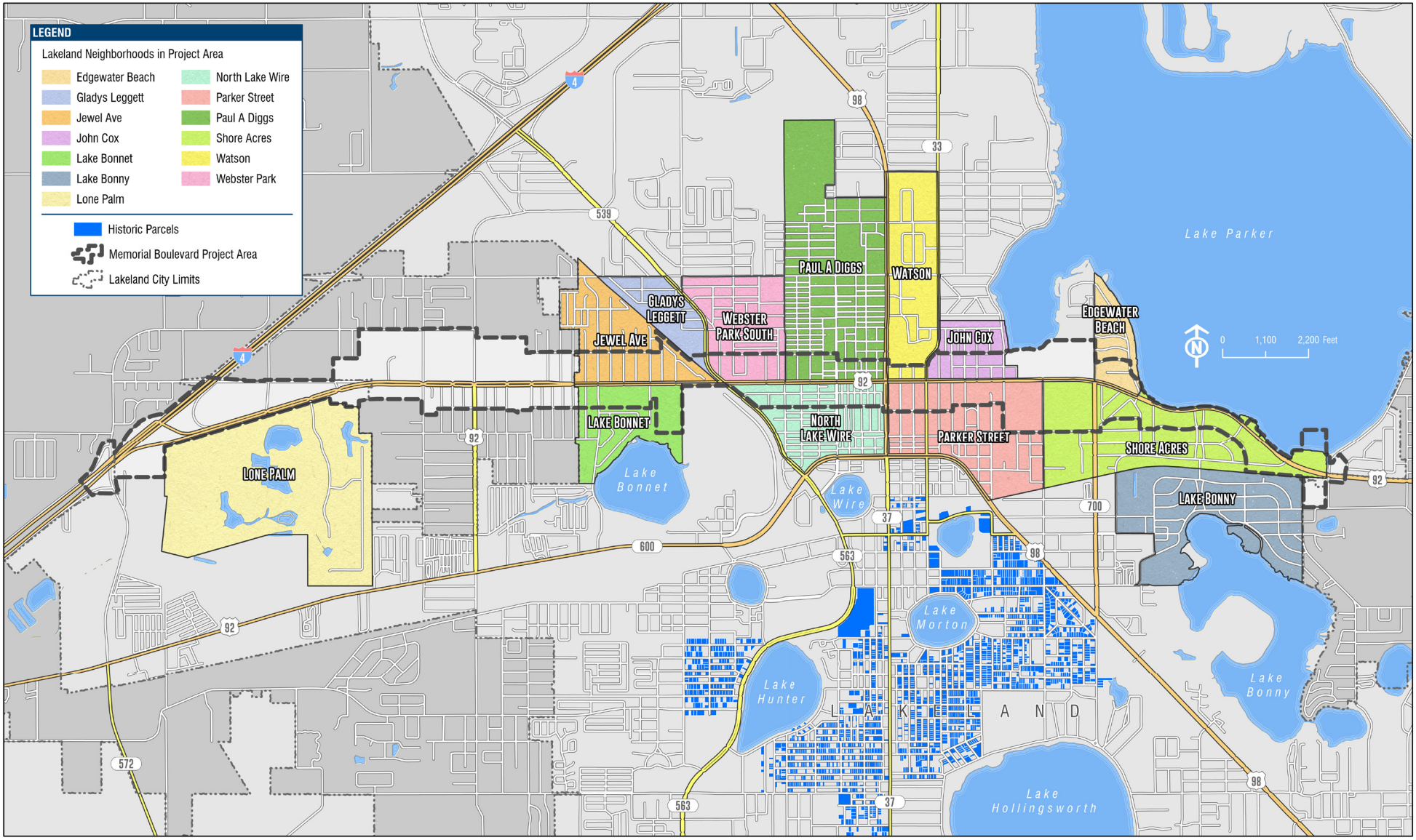
228 S. Massachusetts Ave.
Lakeland, FL 33801
Project 51-0574.02 • 12.2.2024

MAP 9



AYRES

Special Districts - Neighborhoods & Historic District

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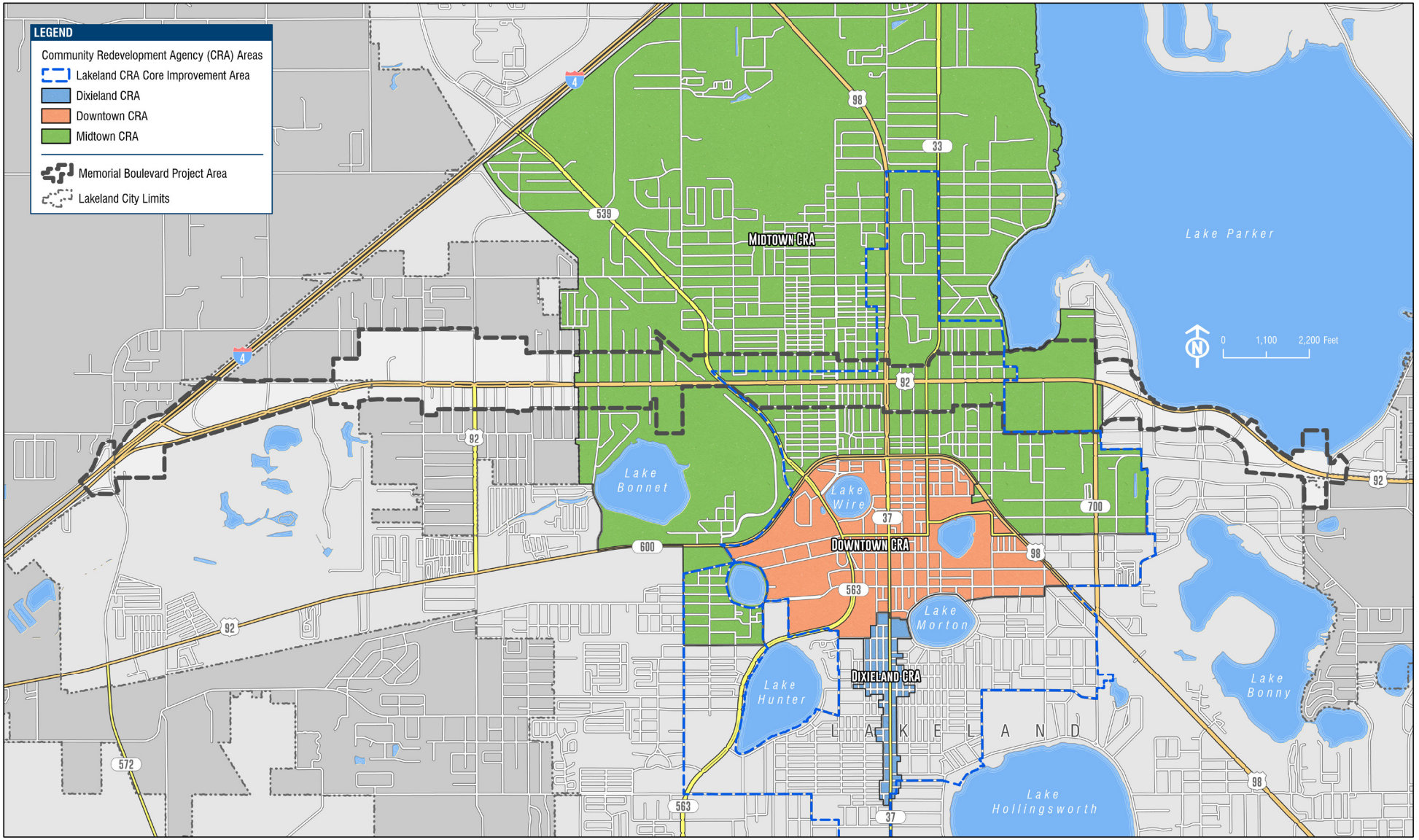
228 S. Massachusetts Ave.
Lakeland, FL 33801
Project 51-0574.02 • 12.10.2024

MAP 10



AVRES

Special Districts - Community Redevelopment Agency (CRA) Areas

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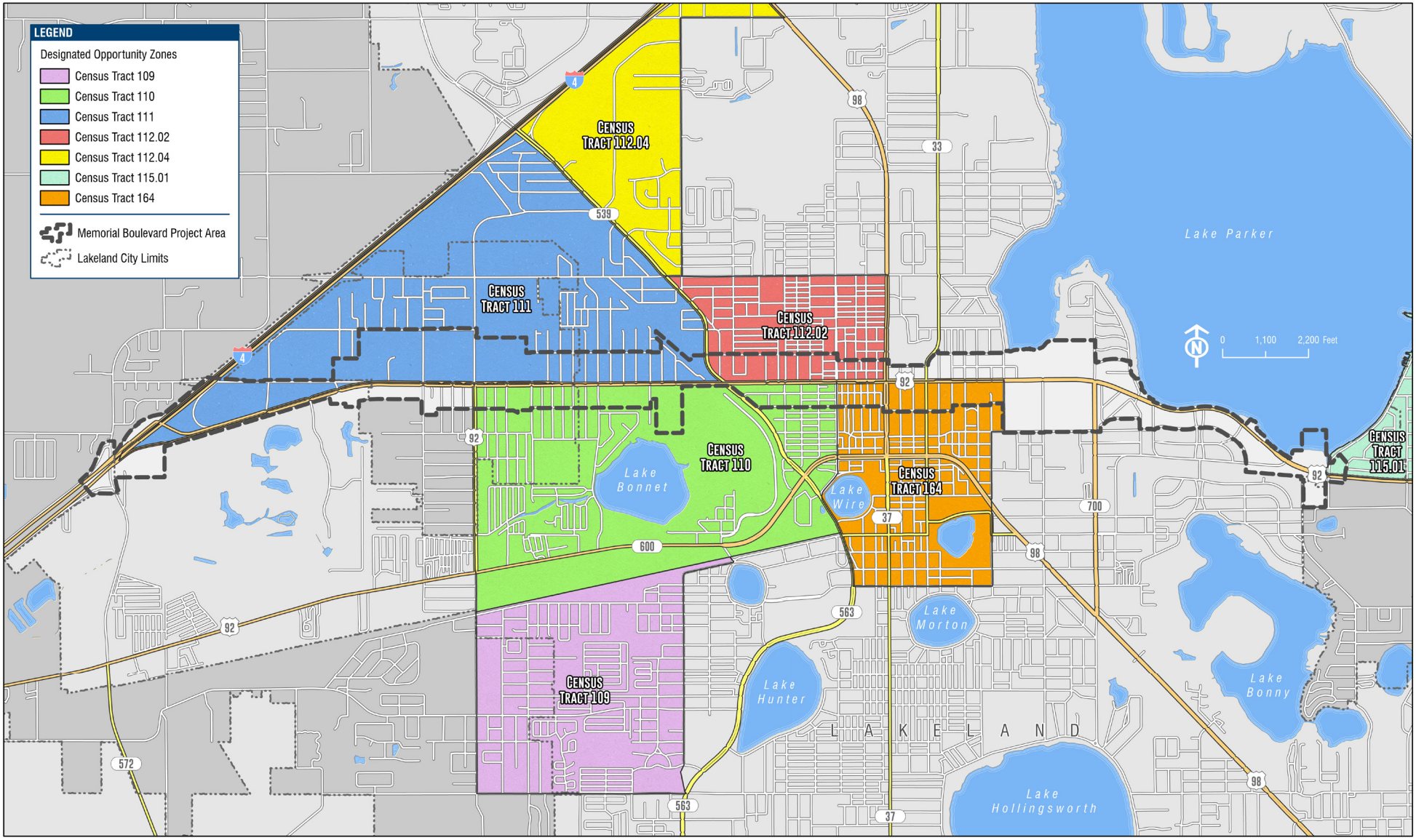
228 S. Massachusetts Ave.
Lakeland, FL 33801
Project 51-0574.02 • 11.27.2024

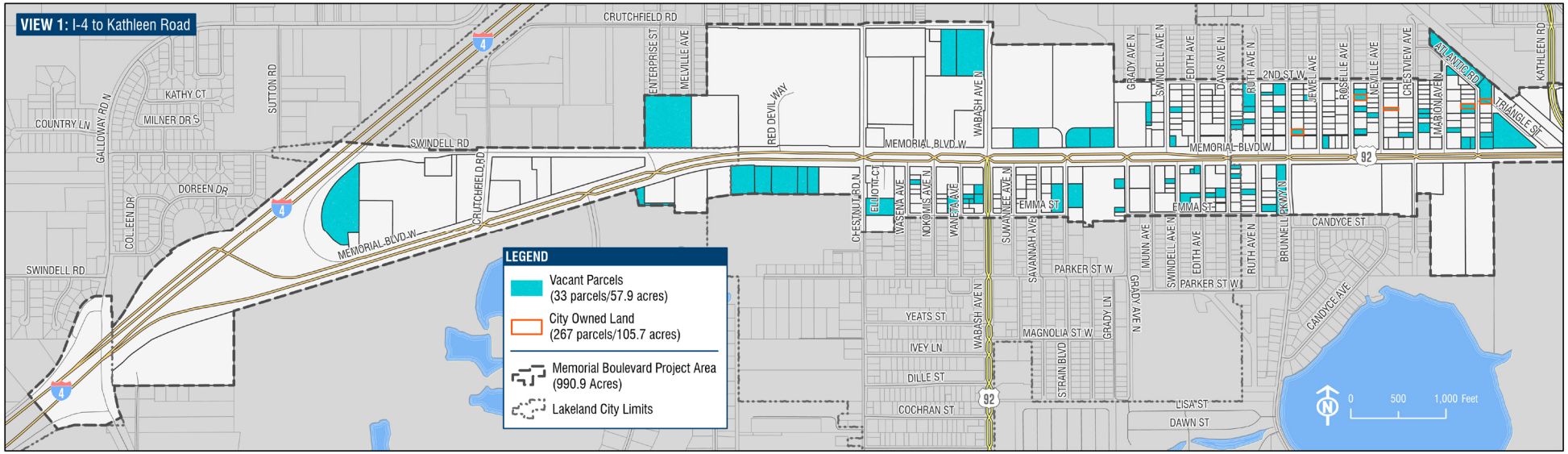
MAP 11

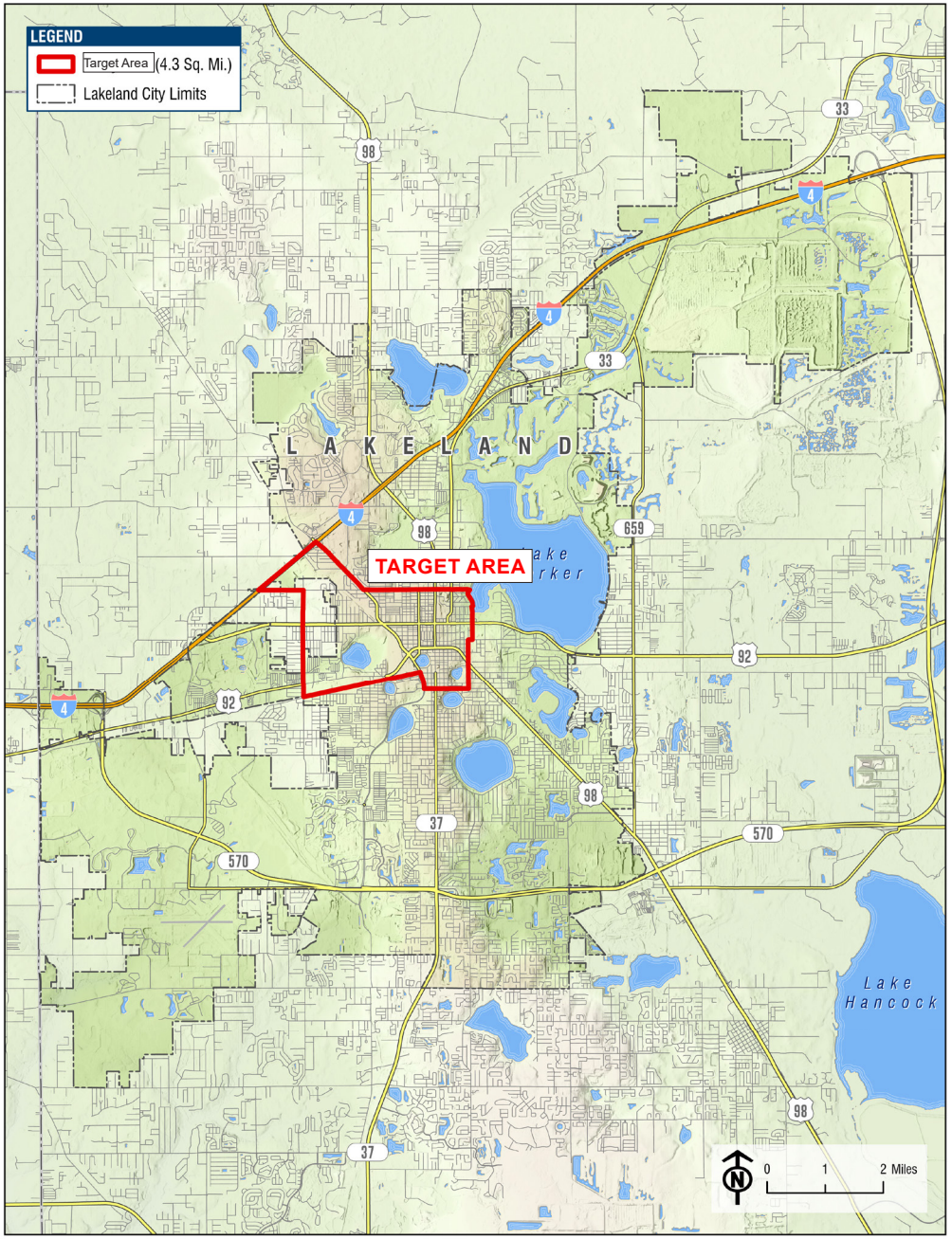


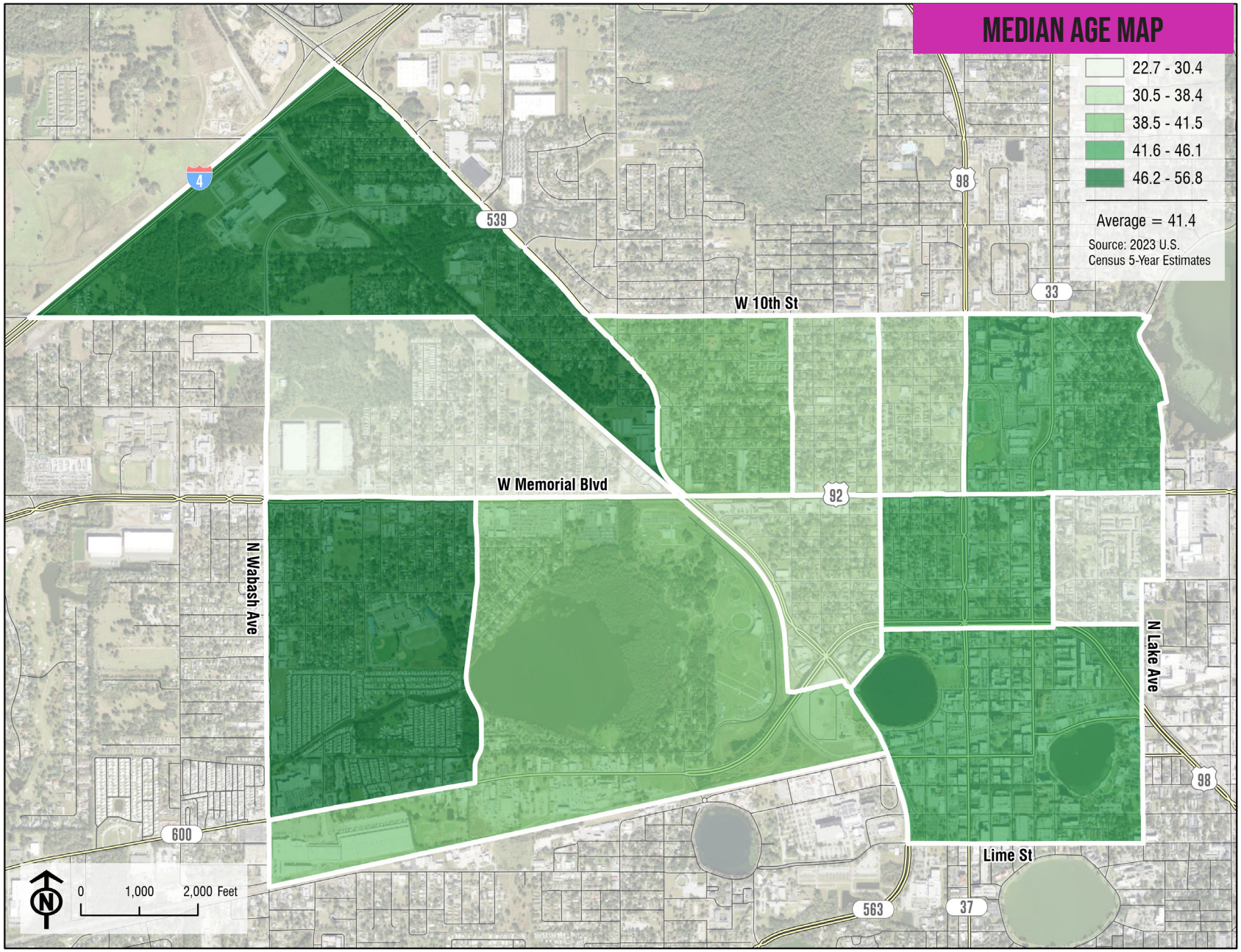
AYRES **Special Districts - Opportunity Zones**
Memorial Boulevard Economic Development Strategy · Lakeland, Florida

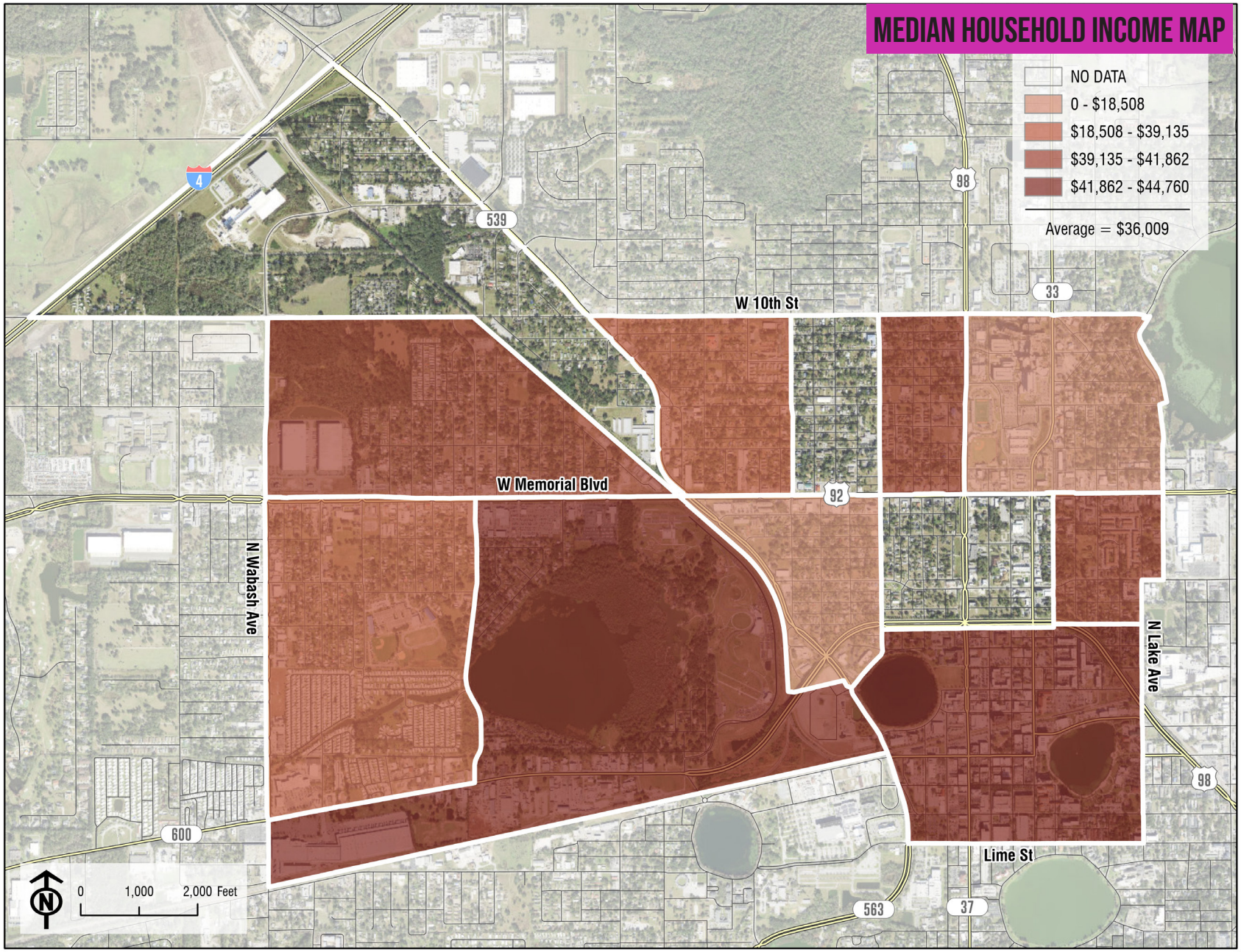
CITY OF LAKELAND
228 S. Massachusetts Ave.
Lakeland, FL 33801
Project 51-0574.02 • 11.27.2024

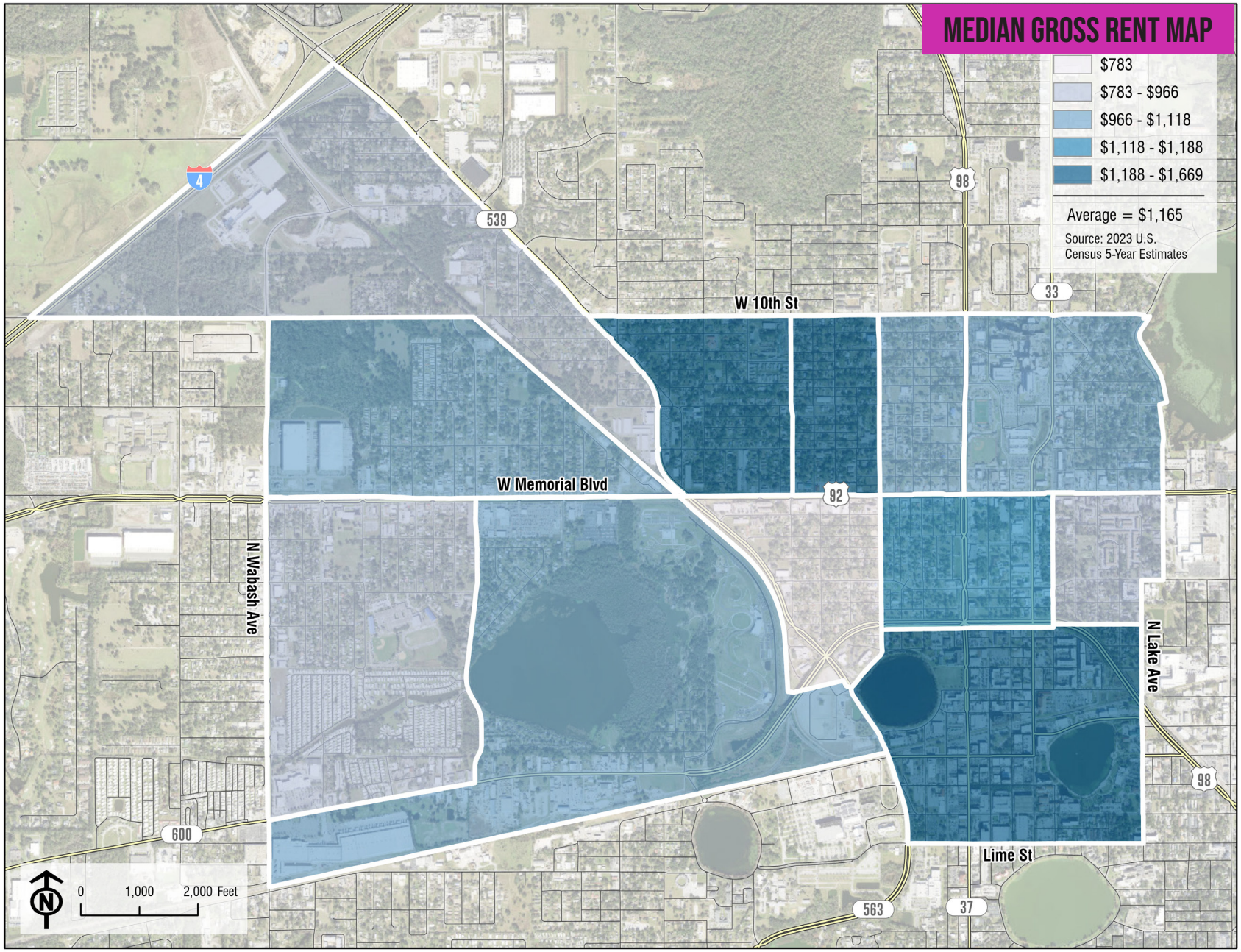
MAP 12

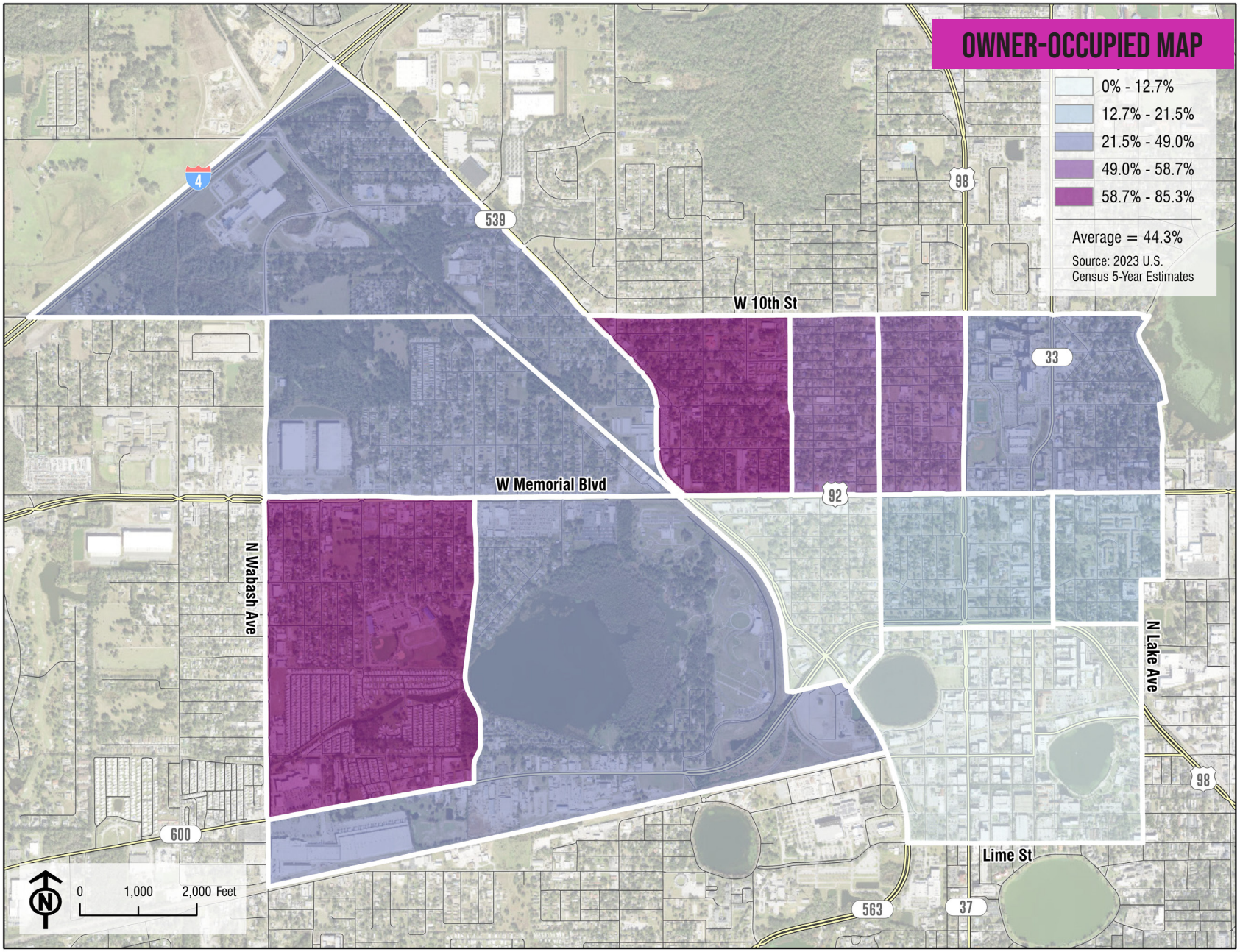

VIEW 1: I-4 to Kathleen Road
CRUTCHFIELD RD
ENTERPRISE ST
MELVILLE AVE
RED DEVIL WAY
WABASH AVE N
GRADY AVE N
SWINDELL AVE N
EDITH AVE
DAVIS AVE N
RUTH AVE N
2ND ST W
JEWEL AVE
ROSELLE AVE
NEVILLE AVE
CRESTVIEW AVE
MARION AVE N
ATLANTIC RD
TRIANGLE ST
KATHLEEN RD
KATHY CT
COUNTRY LN
MILNER DR S
SUTTON RD
GALLOWAY RD N
SWINDELL RD
DOREEN DR
COLLEEN DR
MEMORIAL BLVD W
CHESTNUT RD N
ELLIOTT CT
WASENA AVE
NOKOMIS AVE N
WANETA AVE
SUWANNEE AVE N
EMMA ST
SAVANNAH AVE
MUNN AVE
PARKER ST W
BRUNNELL PKWY N
CANDYCE ST
YEATS ST
IVEY LN
DILLE ST
COCHRAN ST
MAGNOLIA ST W
GRADY LN
GRADY AVE N
STRAIN BLVD
LISA ST
DAWN ST
LEGEND
Vacant Parcels (33 parcels/57.9 acres)
City Owned Land (267 parcels/105.7 acres)
Memorial Boulevard Project Area (990.9 Acres)
Lakeland City Limits
0 500 1,000 Feet
VIEW 2: Kathleen Road to E. Lake Parker Dr.
LOCATION MAP
VIEW 1
VIEW 2
SCALE: 1" = 8,000'
Lake Parker
GREENVIEW DR
BUENA DR
EDGEWATER BEACH DR
SPINNAKER DR
BON AIR ST
4TH ST W
2ND ST W
1ST ST E
WEBSTER AVE
MADISON AVE
WALKER AVE N
ANDERSON AVE
OHIO AVE N
KETTLES AVE
FLORENCE AVE N
VIRGINIA AVE N
NEW YORK AVE N
FLORIDA AVE N
LAKELAND HILLS BLVD
IOWA AVE N
VERMONT AVE N
GILMORE AVE
STELLA AVE N
MEMORIAL BLVD E
QUINCY ST
WILLIAMS TER
EMMA ST
LINCOLN AVE N
JACK AVE
LAKESHORE DR
INGRAHAM AVE N
LAKE PARKER AVE N
GOLCONDA RD
MITCHELL ST
GARY RD N
ALICIA RD
SHORE ACRES DR
INTERLACHEN PKWY
HOLLY RD
HOLLY PL
GARY RD E
LAKE PARKER DR E
BONNET SPRINGS BLVD
KATHLEEN RD
ADAMS ST N
PEAR ST
PARKER ST W
PARKER ST E
MYRTLE ST W
MYRTLE ST E
MAGNOLIA ST W
MAGNOLIA ST E
GEORGE JENKINS BLVD
MARTIN LUTHER KING JR AVE
TEXAS AVE
MISSOURI AVE N
TENNESSEE AVE N
KENTUCKY AVE N
MASSACHUSETTS AVE N
PLUM ST
LAKE AVE N
MORGAN AVE N
MABEL AVE
PEACHTREE ST E
OAK ST E
BAY ST E
PINE ST E
MIRRORTON AVE
OLEANDER ST E
CLEVELAND AVE
FERN RD E
ELM RD E
DIXIE PL
MAIN ST E
0 500 1,000 Feet
AYRES
Public & Vacant Land Parcels
Memorial Boulevard Economic Development Strategy • Lakeland, Florida
CITY OF LAKELAND
228 S. Massachusetts Ave.
Lakeland, FL 33801
Project 51-0574.02 • 12.3.2024
MAP 13

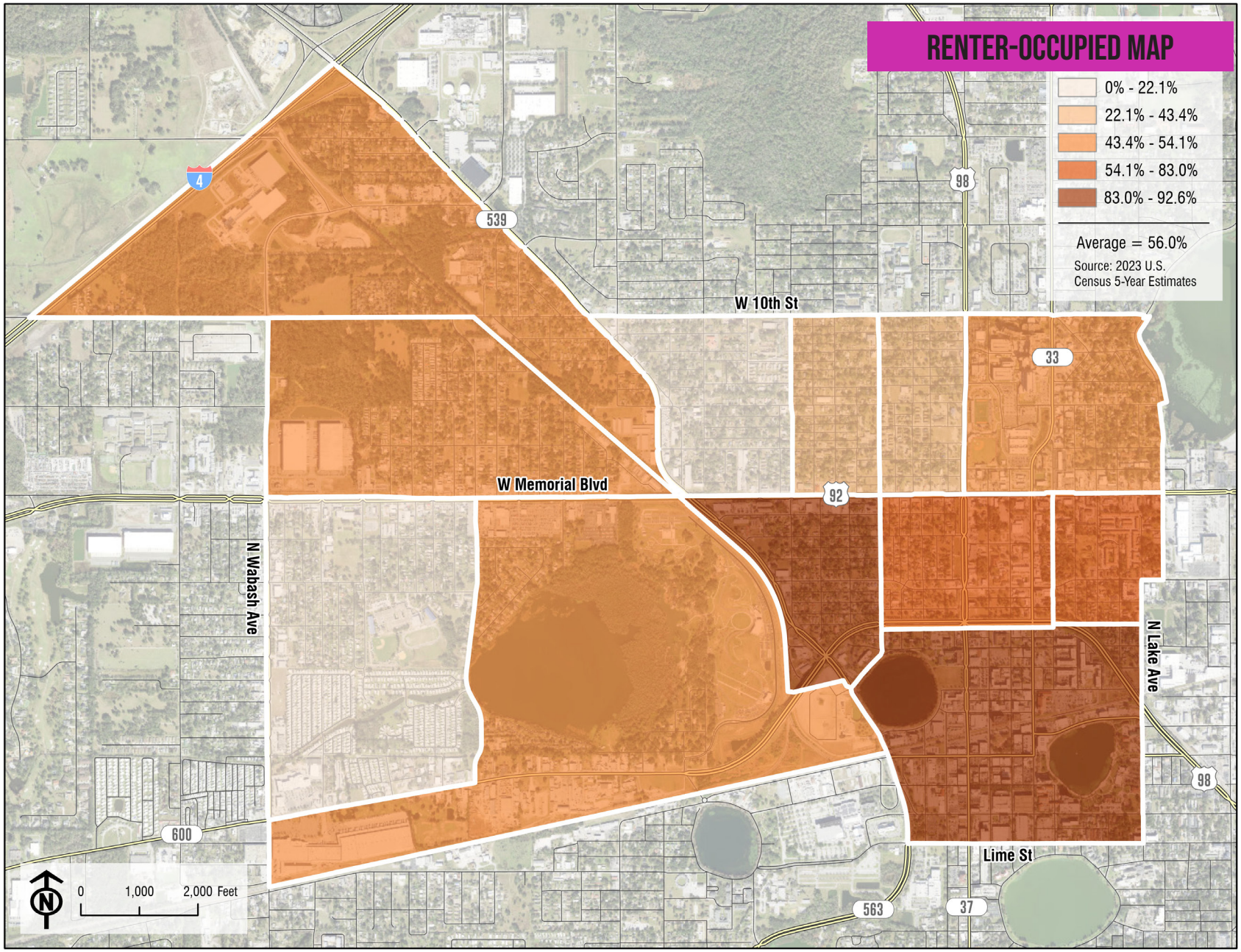

LEGEND
Target Area (4.3 Sq. Mi.)
Lakeland City Limits
L A K E L A N D
TARGET AREA
Lake Hancock
0 1 2 Miles
N
98
33
4
659
92
37
570

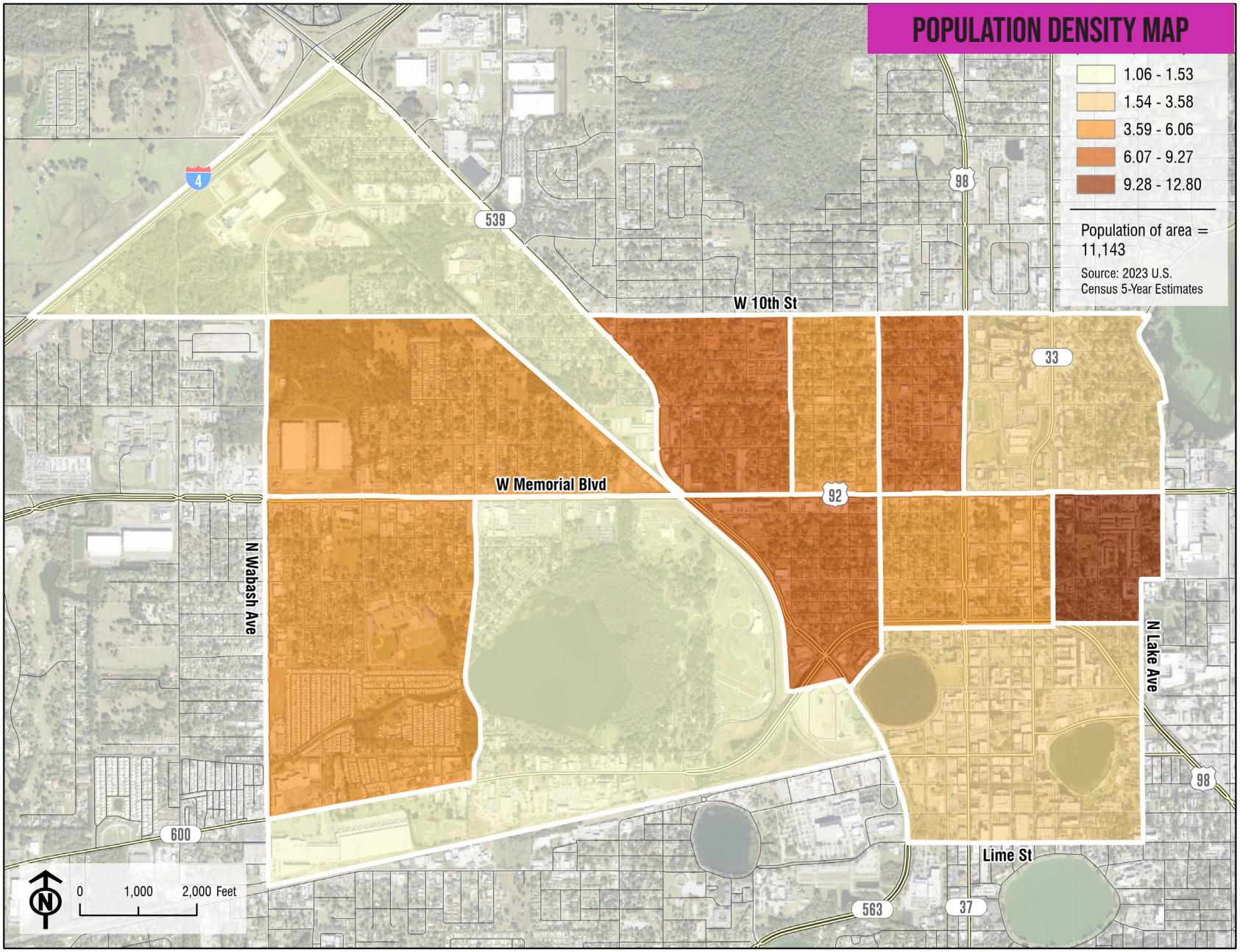

MEDIAN AGE MAP
22.7 - 30.4
30.5 - 38.4
38.5 - 41.5
41.6 - 46.1
46.2 - 56.8
Average = 41.4
Source: 2023 U.S. Census 5-Year Estimates
W 10th St
W Memorial Blvd
N Wabash Ave
N Lake Ave
Lime St
4
539
98
33
92
600
563
37
0
1,000
2,000 Feet


MEDIAN HOUSEHOLD INCOME MAP
NO DATA
0 - $18,508
$18,508 - $39,135
$39,135 - $41,862
$41,862 - $44,760
Average = $36,009
W 10th St
W Memorial Blvd
N Wabash Ave
N Lake Ave
Lime St
4
539
98
33
92
600
563
37
0
1,000
2,000 Feet


MEDIAN GROSS RENT MAP
$783
$783 - $966
$966 - $1,118
$1,118 - $1,188
$1,188 - $1,669
Average = $1,165
Source: 2023 U.S. Census 5-Year Estimates
W 10th St
W Memorial Blvd
N Wabash Ave
N Lake Ave
Lime St
4
539
98
33
92
600
563
37
0
1,000
2,000 Feet


OWNER-OCCUPIED MAP
0% - 12.7%
12.7% - 21.5%
21.5% - 49.0%
49.0% - 58.7%
58.7% - 85.3%
Average = 44.3%
Source: 2023 U.S. Census 5-Year Estimates
W 10th St
W Memorial Blvd
N Wabash Ave
N Lake Ave
Lime St
539
98
33
92
600
563
37
4
0
1,000
2,000 Feet


RENTER-OCCUPIED MAP
0% - 22.1%
22.1% - 43.4%
43.4% - 54.1%
54.1% - 83.0%
83.0% - 92.6%
Average = 56.0%
Source: 2023 U.S. Census 5-Year Estimates
W 10th St
W Memorial Blvd
N Wabash Ave
N Lake Ave
Lime St
539
98
33
92
600
563
37
4
0
1,000
2,000 Feet


POPULATION DENSITY MAP
1.06 - 1.53
1.54 - 3.58
3.59 - 6.06
6.07 - 9.27
9.28 - 12.80
Population of area = 11,143
Source: 2023 U.S. Census 5-Year Estimates
W 10th St
W Memorial Blvd
N Wabash Ave
N Lake Ave
Lime St
539
98
33
92
600
563
37
4
0
1,000
2,000 Feet

APPENDIX B: AARP WALKABILITY AUDIT

AARP Walk Audit - City of Lakeland Florida

January 17, 2025

On January 17, 2025, at 9:00 a.m., a group of local volunteers, staff, and AARP representatives convened on Memorial Boulevard in Lakeland, Florida, to conduct a Walk Audit. An AARP Walk Audit is a community-driven assessment designed to evaluate a neighborhood's walkability by examining sidewalk conditions, accessibility features, street safety, lighting, aesthetics, and more. The ultimate goal is to identify strengths and areas for improvement, ensuring that public spaces are welcoming and safe for people of all ages and abilities.

Google Maps

McDonald's, 715 E Memorial Blvd, to Super Choice Foods, 610 W Memorial Blvd

Walk 0.8 mile, 21 min



Imagery ©2025 Airbus, Maxar Technologies, Map data ©2025 200 ft

Summary of Walking Audit	
Category	**Findings**
Pedestrian Participants	16 adults participated, 6 older adults
Mobility Use	No one had a mobility aid or bike/scooter. 3 took into account using mobility aids and 5 individuals took into account using bicycles/scooters
Primary Walking Reasons	Considerations while walking: Walking (3), Shopping (2), Commuting (1), Unknown (9)
Sidewalk Condition	Cracked, broken, misaligned, slopes towards roads
Barriers Between Sidewalk & Road	Present in some areas, missing in others
Curb Ramps	Many are not ADA-compliant
Crosswalk Visibility	Some need repainting, some should be high visibility
Pedestrian Signals	Some buttons misaligned, few audible prompts
Crossing Time	Often too short (Range: 22-30 sec)
Traffic Control	Long wait times at signals, lack of signage
Bike Lanes	None observed
Public Seating & Shelter	Few benches, no shade, no drinking fountains
Litter & Graffiti	Widespread issue
Street Lighting	Inadequate in some areas
Transit Stop Quality	No seating, no shelter, not well-maintained
Overall Walkability Rating	Mixed to Poor

Key Observations

- **Sidewalks:** Although some sidewalks are separated from traffic and relatively smooth, many are in disrepair with cracks, uneven surfaces, and inconsistent widths. These issues pose barriers to those using mobility aids or strollers. Some places also had no barrier between the sidewalk and the roadway.
- **Crosswalks and Signals:** While crosswalks exist, many need fresh paint or better signage. Pedestrian signals sometimes lack audible prompts and are misaligned, making it difficult for certain individuals to use them effectively. Often times the ramp to the street did not align with the crosswalk.

- **Traffic Speed and Safety:** High vehicle speeds, combined with limited pedestrian-scale lighting and poor infrastructure maintenance, reduce safety for non-motorized travelers.
- **Bike Lanes:** The absence of a dedicated bike lane reduces overall accessibility for cyclists and other micro-mobility users.
- **Public Amenities:** Benches, shade structures, drinking fountains, and well-maintained transit stops are minimal or non-existent, detracting from the overall walking experience.
- **Aesthetics:** Litter, graffiti, overgrown landscaping, and rundown buildings contribute to a less inviting streetscape.

By addressing these issues, Memorial Boulevard can become significantly safer, more accessible, and more appealing for residents of all ages and abilities.

Potential Improvements

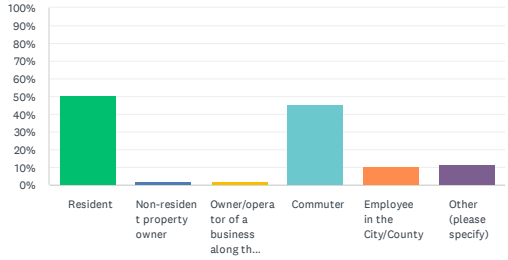
1. **Sidewalk Repairs & Maintenance:** Address cracks, uneven pavement, and slopes to ensure safe and accessible pathways.
2. **High-Visibility Crosswalks & Signage:** Repaint faded crosswalks, add signage, and consider installing more pedestrian-friendly signals (e.g., audible or countdown signals).
3. **Traffic Calming Measures:** Implement strategies to reduce speeding, such as narrowing lanes, adding speed humps, or enhancing traffic enforcement.
4. **Bicycle Infrastructure:** Explore adding bike lanes or shared-use paths to improve safety and encourage alternative transportation.
5. **Enhanced Public Seating & Shelter:** Install benches, shade structures, and drinking fountains, especially in areas with high pedestrian traffic or transit stops.
6. **Improved Lighting:** Upgrade street lighting to ensure visibility and safety, particularly during early morning and evening hours.
7. **Beautification & Maintenance:** Increase efforts to remove litter, graffiti, and overgrown vegetation, and consider renovating rundown buildings to improve the area's appeal.

The findings from this AARP Walk Audit highlight both strengths and opportunities for improvement along Memorial Boulevard. Addressing the identified concerns can significantly enhance pedestrian safety and comfort, ultimately creating a healthier, more inclusive environment along Memorial Boulevard for residents of all ages in Lakeland, Florida.

APPENDIX C: SURVEY DATA

Q1 Which of the following best describes your relationship to Memorial Boulevard/US 92. Check all that apply.

Answered: 700 Skipped: 4



ANSWER CHOICES	RESPONSES	
Resident	50.43%	353
Non-resident property owner	2.14%	15
Owner/operator of a business along the corridor	2.14%	15
Commuter	45.43%	318
Employee in the City/County	10.43%	73
Other (please specify)	11.43%	80
Total Respondents: 700		

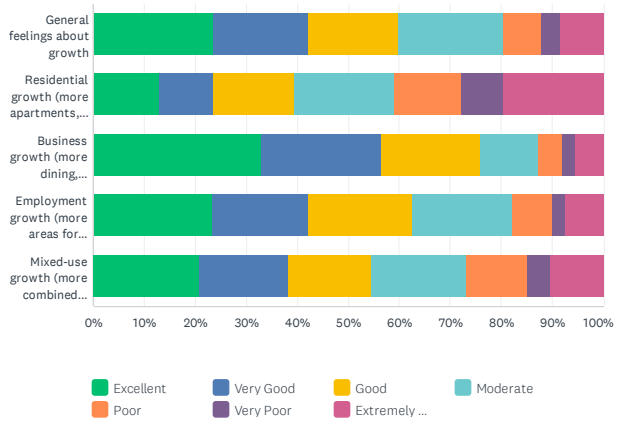
#	OTHER (PLEASE SPECIFY)	DATE
1	Live in Lakeland, used to frequent resturants and stores back when the Blvd. Was considered the strip and had places to go that were decent.	2/4/2025 10:14 AM
2	Nearby city resident.	2/4/2025 9:17 AM
3	I live in North Lakeland	2/3/2025 7:17 PM
4	I live in North Lakeland	2/3/2025 6:47 PM
5	Lakeland, FL resident	2/3/2025 3:20 PM
6	general use	1/28/2025 8:00 PM
7	Lakeland resident	1/28/2025 1:16 PM
8	visit restaurants	1/28/2025 12:49 PM
9	Child goes to school directly off memorial ave	1/28/2025 11:32 AM
10	I used to be a resident, now I'm a frequent visitor from nearby.	1/27/2025 6:20 AM

11	Lakeland resident	1/27/2025 4:56 AM
12	Former employee of business close by (9 year employee)	1/26/2025 7:41 AM
13	Consumer of business and services	1/25/2025 5:18 PM
14	I live close by	1/25/2025 4:27 PM
15	I work at the Waffle House on south florida ave, I drive up and down this road everyday and have even worked at the waffle house that was on memorial boulivard that is now the liberty tax building.	1/25/2025 10:42 AM
16	That's already there, i	1/24/2025 11:23 AM
17	Resident of Polk County/Lakeland native	1/23/2025 7:54 PM
18	I live nearby in Lakeland	1/23/2025 6:29 AM
19	I live nearby and use this road to commute to places in lakeland often.	1/22/2025 7:11 PM
20	Former resident (1965-1995) - LHS class of '75 - FSC class of '79	1/22/2025 4:24 PM
21	Resident out of state	1/22/2025 2:11 PM
22	Resident of Lakeland	1/22/2025 8:27 AM
23	Memories of when it was better	1/21/2025 4:22 PM
24	U	1/21/2025 3:01 PM
25	Resident of downtown	1/21/2025 2:12 PM
26	I live on Lake Bonny, close to memorial Blvd.	1/21/2025 11:54 AM
27	I go to church there	1/21/2025 9:45 AM
28	why so you can turn 4 lanes into 2	1/21/2025 9:05 AM
29	Lakeland resident	1/21/2025 5:39 AM
30	The Crack Street	1/20/2025 5:49 PM
31	Work nearby	1/20/2025 7:43 AM
32	lifetime resident	1/20/2025 1:07 AM
33	I used to travel it frequently, but I try to avoid it now. Nothing too useful there.	1/19/2025 10:35 PM
34	Former resident of Lakeland, I still visit my parents and friends in the area often.	1/19/2025 3:04 PM
35	Former resident of North Lakeland Florida	1/19/2025 2:14 PM
36	My place of employment is off of Memorial Blvd.	1/19/2025 11:30 AM
37	Former Lakeland resident	1/19/2025 9:49 AM
38	I work at a business located on memorial blvd	1/19/2025 7:42 AM
39	My parents reside in this area, I grew up here.	1/18/2025 5:05 PM
40	I live in Lakeland. Used to go to SEU	1/18/2025 12:51 PM
41	Road traveler, resident of Lakeland	1/18/2025 8:23 AM
42	Life long Lakelander... memories of a thriving memorial Blvd and would love to it make acome back	1/18/2025 7:31 AM
43	I shop at various stores	1/18/2025 7:04 AM
44	Lifelong resident of Lakeland, 53 years	1/17/2025 5:25 PM
45	Resident of Lakeland	1/17/2025 4:10 PM
46	Resident North of I4	1/17/2025 9:56 AM
47	I drive through this area constantly	1/17/2025 9:44 AM

48	Travel occasionally	1/16/2025 7:54 PM
49	patrion of businesses in the area	1/16/2025 6:21 PM
50	Occasional use for transportation	1/16/2025 4:57 PM
51	Lakeland resident	1/16/2025 4:50 PM
52	Lifelong resident of county	1/16/2025 4:01 PM
53	Sometimes I shop there. I live in Lakeland	1/16/2025 3:45 PM
54	Travels the area often	1/16/2025 3:30 PM
55	Occasionally drive but native resident of lakeland	1/16/2025 2:52 PM
56	Lakelander	1/16/2025 1:45 PM
57	Jimbos bbq employee	1/16/2025 10:35 AM
58	Retired	1/16/2025 10:32 AM
59	Winter Haven resident since 1977.	1/16/2025 10:11 AM
60	Resident of Lakeland	1/16/2025 10:09 AM
61	Live about 5 miles away	1/16/2025 9:40 AM
62	Resident of Lakeland, not Memorial BLVD	1/16/2025 7:36 AM
63	I wasted my time giving input for the road diet. This is a waste of time.	1/16/2025 6:53 AM
64	Resident of Polk City, Employee of LRH	1/16/2025 6:20 AM
65	I live further east, off the corridor, travel it frequently	1/15/2025 10:01 PM
66	I work at a business on the Blvd	1/15/2025 8:13 PM
67	Trees	1/15/2025 6:39 PM
68	Grew up in Lakeland (K-12) and come home very often.	1/15/2025 2:30 PM
69	Work at a business on memorial	1/15/2025 1:17 PM
70	travel for appts or errands	1/15/2025 12:54 PM
71	Patron of businesses	1/15/2025 12:48 PM
72	Lakeland resident	1/15/2025 12:20 PM
73	I live approximately 2 miles from the area and travel it frequently.	1/15/2025 9:20 AM
74	Occasional driver	1/15/2025 8:26 AM
75	I'm	1/15/2025 8:14 AM
76	Just want the property improved	1/15/2025 7:14 AM
77	Shopper	1/15/2025 7:00 AM
78	none, I don't feel safe in that area	1/15/2025 6:23 AM
79	Employee of business on Memorial.	1/15/2025 5:18 AM
80	I live very close to Memorial in the Parker Street neighborhood.	1/14/2025 3:26 PM

Q2 How do you feel about growth and change along Memorial Boulevard/US 92? This could be growth in size/population, growth in commercial activity, traffic, etc. (For example, if you choose "Very Good," you might feel that Memorial Boulevard/US 92 area should grow aggressively by adding more commercial developments and more housing developments.)

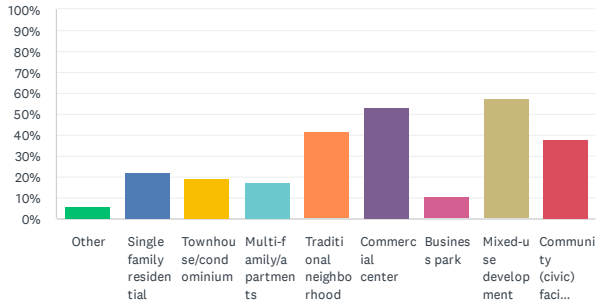
Answered: 700 Skipped: 4



	EXCELLENT	VERY GOOD	GOOD	MODERATE	POOR	VERY POOR	EXTREMELY BAD	TOTAL
General feelings about growth	23.43% 164	18.71% 131	17.71% 124	20.43% 143	7.57% 53	3.71% 26	8.43% 59	700
Residential growth (more apartments, condos, townhomes)	12.81% 89	10.79% 75	15.83% 110	19.42% 135	13.38% 93	8.20% 57	19.57% 136	695
Business growth (more dining, shopping and services)	33.00% 230	23.53% 164	19.37% 135	11.33% 79	4.73% 33	2.58% 18	5.45% 38	697
Employment growth (more areas for offices and industries)	23.39% 163	18.79% 131	20.37% 142	19.66% 137	7.75% 54	2.58% 18	7.46% 52	697
Mixed-use growth (more combined residential and commercial)	20.78% 144	17.46% 121	16.45% 114	18.47% 128	11.98% 83	4.47% 31	10.39% 72	693

Q3 What type of development is desired within the corridor? Check all that apply.

Answered: 677 Skipped: 27



ANSWER CHOICES	RESPONSES	
Other	5.61%	38
Single family residential	22.30%	151
Townhouse/condominium	19.35%	131
Multi-family/apartments	17.58%	119
Traditional neighborhood	41.36%	280
Commercial center	53.03%	359
Business park	10.64%	72
Mixed-use development	57.46%	389
Community (civic) facilities	37.81%	256
Total Respondents: 677		

Q4 How do you feel about business growth (i.e. Publix/Target/Vision Works/Dunkin Donuts etc.) along Memorial Boulevard/US 92)?

Answered: 578 Skipped: 126

#	RESPONSES	DATE
1	Mixed thoughts.	2/4/2025 4:39 PM
2	I am supportive of business growth within the corridor. But would prefer to avoid adding additional housing. Thank you	2/4/2025 1:51 PM
3	I think it's great to add more places to memorial	2/4/2025 1:22 PM
4	Good! Publix used to be one of thr anchor stores at Sears Town plaza.... decline of thr area took its toll on all the stores and businesses along there	2/4/2025 10:14 AM
5	There is no Publix near this area perhaps due to crime. A Publix, and less crime, would be appreciated. We already have Target stores north and south. Dunkin' Donuts or Target might be okay. I would probably travel north for a vision place. Perhaps residents closer to I-4 would feel differently. I would love Trader Joes or Whole Foods. One of those would bring others to the area. Especially with the closing of the south Lakeland Greenswise Publix. People currently leave Lakeland to go to Tampa and Orlando to visit these stores! I know Publix is the king of Lakeland, but Publix left this area years ago (ie: old Searstown plaza, and even the Wabash store). Bring in a Trader Joe's! (Or, Whole Foods.) It would help revitalize!!!!	2/4/2025 9:17 AM
6	Publix, 100% is needed down there. Restaurants. Dog parks. Indoor paintball arena Movie theater, maybe move Cinamark to a more central location on memorial with out door Restaurant & bookstore. Car wash. Baseball/soccer field. Medium size water park for kids & pets. Skate Park	2/3/2025 11:04 PM
7	I feel there's lot of potential business and housing opportunities along the corridor	2/3/2025 7:17 PM
8	I think there's ample space for some business growth along with some upscale dining options along the route	2/3/2025 6:47 PM
9	Businesses should support the people who reside in the area. Offices and non-public facing commercial spaces could go elsewhere.	2/3/2025 3:20 PM
10	As a resident, it would be convenient to have grocery and retail closer to home. However, the rise in property taxes is a major concern, as well as safety.	2/2/2025 11:27 AM
11	High traffic area used mostly by commuters. Development should not impair transportation needs of our city/county. Any plan that resembles what has been done to destroy access to Dixieland/S Fla Ave and Massachusetts/downtown would show the the City of Lakeland planners and their hired developers care nothing about what the citizens need or desire.	2/2/2025 8:34 AM
12	Very good, bring those businesses closer to the community	2/2/2025 4:39 AM
13	Smaller business local goods. But please put a Dutch Bros and Costco.	2/1/2025 4:11 PM
14	no	1/31/2025 1:22 PM
15	Good. I wish they would have better grocery options like Whole Foods, Costco and Sprouts.	1/31/2025 10:19 AM
16	As long as it attracts the right people	1/31/2025 9:41 AM
17	I think revitalization is necessary but without addressing infrastructure, adding volume along that corridor is unwise.	1/31/2025 9:20 AM
18	smaller retail establishments but not big box or grocery	1/30/2025 2:33 PM
19	Metered growth supporting the current population's need for local entertainment, ensuring that today's youth has active and inviting facilities to keep them occupied. Tweens and teens are under-served within Lakeland. Supporting them and providing parents with financially thoughtful	1/30/2025 8:38 AM

	options will keep the youth engaged and loving Lakeland. Additionally, more trade school options specific to HVAC, Electrical, plumbing, etc. Lastly, consideration of a city or county subsidised dormitory-style housing for young adults who are actively attending a trade school. Lowering financial barriers for those trying to improve themselves and be productive within the local community is important.	
20	City should develop that area. Right now it looks like a haunted industrial zone with very low income housing.	1/30/2025 7:13 AM
21	There should be more than car lots and a few restaurants in run down neighborhoods. It needs revitalized with new facilities for families, businesses other than car lots, housing that ain't run down and full of drugs and clean, safe parks.	1/30/2025 5:51 AM
22	It has been in decline for 40 years	1/29/2025 10:07 PM
23	Moderate	1/29/2025 4:53 PM
24	We definitely need this growth	1/29/2025 4:49 PM
25	That would be fine	1/29/2025 11:03 AM
26	Yes! Add more businesses, the bigger the better. Home Goods, Target, national developments, with a mix of local like Publix. But please, DO NOT put any residential developments there.	1/28/2025 9:25 PM
27	Absolutely -all of them! However, we need more traffic lights with right or left turn-only signals.	1/28/2025 8:18 PM
28	Sounds great.	1/28/2025 8:00 PM
29	This will increase traffic and will shut out family owned businesses. Bring more housing	1/28/2025 5:20 PM
30	No issues	1/28/2025 4:00 PM
31	Good	1/28/2025 3:22 PM
32	TRADER JOES PLEASEEEEE!!!!!!!!!! it should get so much business since there is no trader joes in polk county	1/28/2025 3:12 PM
33	The Memorial Blvd. area does not feel safe. I do not even like to stop at a red light much less shop or eat anywhere near there. It needs MAJOR help, and our leadership isn't willing to do what needs to be done, i.e., STOP making Lakeland a haven for a huge homeless population. Our city leadership cares more about the homeless than taxpaying residents and business owners. Until you deal with the homeless epidemic and the crime and unsafe atmosphere that ensues because of it, these efforts to revitalize the area will falter.	1/28/2025 3:05 PM
34	Excellent	1/28/2025 2:53 PM
35	Most businesses should be owned by small business owners, and homes or townhomes should not be rental properties owned by banks or corporations. Families should have the opportunity to own these homes and townhomes.	1/28/2025 2:46 PM
36	Excellent idea	1/28/2025 1:16 PM
37	Publix was already here before. They moved out. Tear down the Roach Hotel build more restaurants	1/28/2025 12:49 PM
38	Need alternatives to Publix (competition) like Trader Joe's, Sprouts, etc. Need additional restaurants that are bars and pubs. Examples are Wiregrass (https://www.theshopsatwiregrass.com/) and Avalon (https://experienceavalon.com/)	1/28/2025 12:48 PM
39	Would like to see the area improved with reasons to go there (businesses to visit) and improved safety.	1/28/2025 12:31 PM
40	Please add a Trader Joe's in the mix!	1/28/2025 11:42 AM
41	Sounds great so long as you don't do something stupid like a half finished road diet that makes driving through the area hell and destroys any aesthetic value	1/28/2025 11:41 AM
42	I encourage business growth.	1/28/2025 11:41 AM
43	I love in Webster Park South and would love to it to have to go to north or south lakeland for Publix and other retailers.	1/28/2025 11:34 AM

44	I think if it can be implemented, it would be great. However, this area is plagued with homeless, drug use, prostitution, crime. I take my children to school off memorial and by 8 am I see no less than 10 drug users/homeless/prostitution each morning. I have actively SEEN people injecting drugs at stoplights, seen arrests, etc. this area would need a complete demographic overhaul- re:gentrification in order to make it feel like a safe and welcoming space to live/shop/frequent. It's a mess and in its current state I try my best to get off the road as quickly as possible with my doors locked.	1/28/2025 11:32 AM
45	I think growth with the right type of businesses could be beneficial. I don't want to see more check cashing places, rent a wheel type businesses, or anything else that would bring the area even further down.	1/28/2025 11:27 AM
46	Yes	1/28/2025 11:16 AM
47	It encourages other stores to follow with a large store to anchor it.	1/28/2025 11:08 AM
48	Good	1/28/2025 7:59 AM
49	Personally, I feel like housing would take priority.	1/28/2025 7:57 AM
50	These are all needed for this area	1/28/2025 5:57 AM
51	Yes since memorial in were usually a lot of people commute I think there she be a Publix and neighborhood market like target or Walmart. Instead of adding 2 Starbucks on 98 it should be one on memorial since most people go through memorial for work.	1/28/2025 12:10 AM
52	If nothing is done about the homelessness/drugs/crime along this area then I don't see how any of these businesses would want to move into the area.	1/27/2025 11:31 PM
53	We need this area to b cleaned up and revitalized so bad...it's an embarrassing to lakeland alot of it . Reminds me of ghetto in downtown Atlanta I used to travel thru to go to work	1/27/2025 9:50 PM
54	More popular chains and businesses to create a better environment! There are a lot of homeless around that area. People would like to bring their families to shop and eat at local businesses but it is very unsafe.	1/27/2025 9:17 PM
55	Yes!	1/27/2025 5:15 PM
56	I believe the area needs revitalization, but not with a heavier flow of traffic or congestion. Lakeland has become a difficult city to commute through.	1/27/2025 1:30 PM
57	Good	1/27/2025 6:44 AM
58	There's enough of that in Lakeland. Bring something new, different, and fresh if you're even going to bother changing anything at all.	1/27/2025 6:20 AM
59	None of the above	1/27/2025 6:11 AM
60	Bringing this area to a higher standard with use for all without gentrification would be beneficial. No more warehouses. Companies paying well above a liveable wage should be sought after to keep your professionals local and bring back students after they finish college. As well as provide motivation to those currently in the area with a desire to buy home to look not just north or south for a quality living experience.	1/27/2025 4:56 AM
61	Great.	1/26/2025 11:51 PM
62	Publix, Starbucks, church	1/26/2025 11:06 PM
63	Yes	1/26/2025 9:33 PM
64	Heck no	1/26/2025 6:52 PM
65	Good	1/26/2025 4:13 PM
66	Should be heavily controlled and more green spaces should be created or grown in the corridor.	1/26/2025 2:35 PM
67	I think a Publix and a Target would be great on Memorial blvd. At the moment I don't go to memorial blvd for anything because there is simply nothing there that I need. It is also not a very safe feeling area	1/26/2025 1:33 PM
68	Not good	1/26/2025 12:21 PM

69	Gotta clean up those streets first❤️	1/26/2025 10:41 AM
70	Good if the businesses are willing to take the chance with the current population that is currently in that area	1/26/2025 7:41 AM
71	Good in moderation not too many.	1/25/2025 8:48 PM
72	A Total Wine would be a great addition	1/25/2025 8:00 PM
73	It should be balanced with Public spaces and pedestrian safety measures	1/25/2025 6:25 PM
74	We should reduce or eliminate the cheap motels and 24-hour stores that attract homeless and drug users. Focus on business growth to attract tax revenue, tourist dollars, and new residents to new outlying developments.	1/25/2025 6:08 PM
75	Big anchor stores are nor needed. Emphasis on individual business, while helping well established businesses brighten their curb appeal	1/25/2025 5:18 PM
76	Great	1/25/2025 4:33 PM
77	I am very concerned about the development of the area pushing out local businesses. We do not need more national chains in this space.	1/25/2025 4:27 PM
78	Good	1/25/2025 12:52 PM
79	I am hesitant to say that this new planning endeavor will grow into a more pleasant area to visit. Just because you put in new business doesn't mean the population that lives in this area will make it livable. There is a lot of low income and transients in the vicinity that will not use these businesses and will keep the more economically stable people from using. I would focus on the area near I4. The mall could become a thriving piece of property with the right planning to create businesses, entertainment, restaurants etc.. Put the money to better use than trying to revitalize an area that will not become better just because you put new buildings there. It is the population around the area that decides on how much better it will become.	1/25/2025 10:50 AM
80	I would like to see a need for another Waffle House on Memorial, to be honest. The Waffle House that was on Memorial Boulevard was the 50th Waffle House, and when Memorial was thriving, the store was thriving. After the 1990s, the store was shut down because the area became too dangerous. My mom and my grandparents both worked on Memorial, and it would mean a lot to me if we could see another Waffle House on this street that could stay.	1/25/2025 10:42 AM
81	Will support it. Need higher end stores to bring more people to the area. Also better restaurant options. Also think about impact on traffic and get ahead of the issues by planning infrastructure improvements early.	1/25/2025 10:03 AM
82	More grocery food options are needed	1/25/2025 9:55 AM
83	Terrible area. Stop wasting tax payer dollars on traffic crossing the drug addicted loonies don't use. That area will never grow out of the dump that it is. A few months ago in line at Arby's I witnessed a black male jerking off in the open sitting next to strawberry hut. Absolute piece of crap area of town. The liberal Lakeland gov needs to stop bending over for homeless and the sad community that memorial has and will always be.	1/25/2025 7:42 AM
84	Very good	1/25/2025 6:48 AM
85	Need new businesses that are not in Lakeland such as new restaurants or grocery stores.	1/25/2025 6:36 AM
86	Big commercial retail/box stores are important, but I would love to see more entertainment venues like a movie theatre, bowling, mini-golf, large arcades	1/24/2025 9:15 PM
87	Great idea	1/24/2025 8:52 PM
88	As long as clean up happens	1/24/2025 7:28 PM
89	Great	1/24/2025 7:06 PM
90	As long as it does not displace current businesses ok with it	1/24/2025 6:24 PM
91	I'd be in support of business growth. It would be amazing if it could potentially be a Costco	1/24/2025 5:16 PM
92	We need a chick fil a	1/24/2025 4:40 PM
93	Would love a Publix!	1/24/2025 3:09 PM

94	Yes please	1/24/2025 2:57 PM
95	Polk county and Lakeland needs to stop building. It's is ridiculous to get around town. Too many people. We also cannot enjoy local parks and such because they are overrun with homeless.	1/24/2025 2:37 PM
96	Homeless population and crime rates needs to be under control prior to expanding businesses in the area.	1/24/2025 2:27 PM
97	Target would be nice and attract those that live close but have to go south or north	1/24/2025 2:15 PM
98	Tear it all down and make just green space.	1/24/2025 12:57 PM
99	It's not a bad idea to get more businesses out this way but the appearance and look of memorial blvd as a whole needs to be addressed as it isn't the best side of town to be on as far as the community	1/24/2025 12:11 PM
100	That's already there.	1/24/2025 11:23 AM
101	Poor, unless you hire a lot of security	1/24/2025 11:17 AM
102	Traffic is too congested for that area to make more people coming into that area.	1/24/2025 10:14 AM
103	What provisions will be made for the lower income people being displaced by the proposed growth?	1/24/2025 9:38 AM
104	The inclusion of more smaller/ unique businesses in the area would greatly improve its attractability	1/24/2025 8:21 AM
105	More smaller local businesses should open up along Memorial Boulevard to generate more income that stays within the community. Compared to a single Mcdonalds on a lot, multiple smaller community owned businesses would generate more taxable revenue that stays within the community. Chains should still be welcome, but its in our interest to reduce the lot size of these establishments by getting rid of excess parking and potentially removing drive throughs.	1/24/2025 8:00 AM
106	A mix of franchise and local business	1/24/2025 7:33 AM
107	The area needs more affordable housing and quit trying to hide the hood that's rooted in racism. And if you can't see it it doesn't exist. Mentality, it's helpful for no one.	1/24/2025 6:22 AM
108	It's not a issue but before that can happen the whole area would need to be razed(the buildings are old and outdated and it would accomplish removing the criminal element that resides there legally or illegally) then rebuilt including roads memorial and all adjacent. Until that happens it will continue to be a blight on the community as it has been for the last 60 years. Follow the same model as 98and I-4 especially the se corner of the intersection where they condemned the hotel and started new	1/24/2025 2:45 AM
109	Good	1/23/2025 8:00 PM
110	I'd like to see business growth while still trying to preserve some of the past.	1/23/2025 7:54 PM
111	That's their decision based on their measures.	1/23/2025 6:53 PM
112	Absolutely	1/23/2025 6:36 PM
113	I think it is needed and will help the community grow. I would love to see a Dunkin Donuts be built.	1/23/2025 5:17 PM
114	Traffic is already unbearable on Memorial. Please do not make it worse! What will y'all do about all the drug addicts and unhoused citizens? I think the grant should go towards fixing the roads and some sort of mental health initiative for the people of the community.	1/23/2025 5:16 PM
115	Publix	1/23/2025 4:36 PM
116	Don't want to see more housing	1/23/2025 4:24 PM
117	We need a whataburger	1/23/2025 4:19 PM
118	No	1/23/2025 4:14 PM
119	Bigger businesses like Publix, Target would make foot and car traffic worse. People cross everywhere on that part of Memorial and get killed.	1/23/2025 3:43 PM

120	Publix used to be there @ searstown - longtime resident in the area -WE DO NOT WANT anything like what you did to S FL the road diet-that would be a disaster -the main problem for businesses is ALOT of transients they take what they want & throw garbage wherever they want & beg on every corner & in front of the existing businesses & food places that is the problem in this area …been here for 25 yrs	1/23/2025 3:01 PM
121	Have signage restrictions!	1/23/2025 1:52 PM
122	good	1/23/2025 1:50 PM
123	Good	1/23/2025 1:35 PM
124	We need major through ways, non-toll non-interstate roads that aren't over developed. I'm not opposed to development but we don't need more shopping centers, "walkable" districts, or mixed use. We need housing and ways to get across town without making this a town of miserable traffic (like Orlando)	1/23/2025 1:24 PM
125	I'm for it	1/23/2025 1:03 PM
126	This is good but there should also be incentives for local small businesses to make use of the area.	1/23/2025 12:54 PM
127	It's too much there already that isn't being used. Everything along that corridor is trashed. Homeless is out of control, hotels used for drugs and prostitution. Clean up the area before even thinking about building more around this area	1/23/2025 11:06 AM
128	The city needs to spend time and money fixing the current city challenges from implementing inspections on lake pumps, figure out flooding! Hospitals are over crowded you're moving way too much into the smallest area and you're not compensating for this by adding additional pumps! Or you're not going to care about your residents	1/23/2025 9:28 AM
129	Good	1/23/2025 9:01 AM
130	Would be nice	1/23/2025 8:59 AM
131	Excellent.	1/23/2025 8:58 AM
132	If the demographics support the investment for the businesses. I would not invest as is now. The risk of loosing money is high	1/23/2025 6:29 AM
133	Very good - we need a Trader Joe's	1/23/2025 6:29 AM
134	They moved the Publix off Memorial and other restaurants	1/23/2025 5:40 AM
135	92 needs to be beautified and cleaned up	1/23/2025 5:05 AM
136	Excellent	1/23/2025 4:06 AM
137	If you can attract the businesses to the area, that'd be good. Something like 50 around Clermont/Ocoee woud be good	1/23/2025 3:21 AM
138	It's dead. Respectful businesses are NOT going to invest in this ghetto area. Give it up.	1/23/2025 2:07 AM
139	Yes need a burger King, Wendy's, chic Fila etc	1/23/2025 1:42 AM
140	Need more affordable housing for the lower income people	1/23/2025 1:03 AM
141	The area is congested as it is. In order to relieve this, alternative roads and pathways need to be researched.	1/23/2025 12:30 AM
142	The far west section of memorial needs a exterior remodel of a lot of the buildings. Keep the businesses because most are small businesses (alteration, wedding supplies, food stands/trucks, flea market, welding etc). But no more big businesses Publix, Target etc is right down the road. We don't need more traffic.	1/23/2025 12:19 AM
143	Yes I think it's a great idea!	1/22/2025 9:59 PM
144	Okay	1/22/2025 8:39 PM
145	Very Good	1/22/2025 8:20 PM
146	We don't need any more.	1/22/2025 8:08 PM

147	It's stores that are needed however it will bring more traffic and congestion.	1/22/2025 7:53 PM
148	I think it would be good to have to have business growth on this road.	1/22/2025 7:11 PM
149	Very Good	1/22/2025 6:25 PM
150	Would make area more attractive and provide more jobs	1/22/2025 5:44 PM
151	The run down businesses need to go first before trying to improve the area	1/22/2025 5:35 PM
152	We need a Public's/ Target	1/22/2025 5:10 PM
153	No!	1/22/2025 5:07 PM
154	The boulevard would have to be expanded. It's been only two lanes each way since the 1950s. Traffic was a nightmare "back in the day" (rush hour/Christmas shopping season), and is STILL at its limits at high volume times. No revitalization can come before Memorial Boulevard is widened. If Memorial Blvd. was wider and there was a Target store on one side and a Walmart on the other, in the Searstown/Lake Parker Mall area, to serve as "anchors," THAT would be a good start toward rebuilding the area into a commercial area.	1/22/2025 4:24 PM
155	Good	1/22/2025 4:05 PM
156	Great	1/22/2025 3:52 PM
157	Moderate.	1/22/2025 3:32 PM
158	We need a chick fil a would help better with transportation	1/22/2025 2:57 PM
159	Not really but will go along with others want it.	1/22/2025 2:38 PM
160	Bring them on!!	1/22/2025 2:11 PM
161	Great idea	1/22/2025 1:55 PM
162	I feel it's a big deal to us locals and for those whom visit the community.	1/22/2025 12:45 PM
163	Something needs to change there, however, what happens to everyone that can't afford to live there anymore because of the growth? It's a depressed area because of the low cost of living. If this changes, this forces the current residents to be desperate and possible increase in crime. Yes, this area needs assistance, yes this area needs a face-lift, but what are the long-term consequences? What are the plans for the current residents, including those living in the motel. The cost/budget, I think, is significantly low, like, it's going to cost way more than $90,000. A lot more studies need to be conducted about the locals. I think the city is biting off way more than they can chew, right now.	1/22/2025 12:37 PM
164	We need more modern businesses and interesting places to visit	1/22/2025 12:13 PM
165	Excited	1/22/2025 11:56 AM
166	There are currently quite a few businesses along Memorial Blvd. Some are good and some need to be replaced or updated. As long as the new businesses bring a "pretty" ascetic and employ locals as much as possible, I am all for it!	1/22/2025 11:35 AM
167	Currently have a lot of restaurants. We need more businesses such as Publix, Walmart target etc	1/22/2025 11:27 AM
168	I don't think it is necessary. I think we need to have more nature parks and outdoor green spaces for both people and the environment. What good is more houses if people have poor quality of life?	1/22/2025 11:19 AM
169	I feel that big corporate businesses should be a last resort. The main focus should be small businesses first and foremost. Also I feel that the city should relax some of their overly strict regulations and ordinances regarding night life and entertainment. Memorial boulevard would be a great entertainment corridor or sector in the city with mixed business use. Other cities in Florida have been very successful in this regard.	1/22/2025 11:15 AM
170	Make the area inviting for ALL residents and visitors. Provide infrastructure to support whatever changes come. Clean it up. Planting palm trees isn't going to change the atmosphere. No one feels safe with transients and drug hotels lining both sides of the road.	1/22/2025 11:15 AM
171	We need more parks in Polk County, nature parks that are walkable and preserve the little	1/22/2025 10:48 AM

	nature we have left. We dont need more cookie cutter housing. Please someone listen, we do not have the infrustructure to support people appropriately, Lakeland and Winter Haven were never designed to be mega cities	
172	Very little .. need more shopping and more entertainment	1/22/2025 10:47 AM
173	Would be beneficial to surrounding residents and businesses. But existing businesses also need to be repaired/updated.	1/22/2025 9:44 AM
174	Growth is a wonderful thing as long as infrastructure keeps up with the growth. Right now we are way behind. Take a step back catch the infrastructure up then continue to grow at a faster rate than you could ever imagine. Force the growth before the infrastructure and you will witness it falling apart.	1/22/2025 8:31 AM
175	Positively - the area needs this type of growth	1/22/2025 8:27 AM
176	It's great and will be needed.	1/22/2025 6:21 AM
177	Wouldn't mind a mix but public transportation and traffic management must play a part. As well as the heavy toll increased populations are putting on the public school system.	1/22/2025 5:53 AM
178	I appreciate your question about business growth along Memorial Boulevard/US 92. I believe there's great potential for more businesses to thrive in this area, especially with the presence of well-known retailers like Publix and Target. It would be fantastic to see even more diverse options available, particularly businesses that offer 24/7 services. This could greatly benefit our community by providing convenience and accessibility for residents at all hours. Overall, I'm hopeful that we can encourage more vibrant business activity along Memorial Boulevard to enhance our local economy and meet the needs of our community.	1/22/2025 4:07 AM
179	I welcome the notion of business growth within the corridor and implore the possibility of residential growth.	1/22/2025 1:22 AM
180	Wasting money on this is not helping the community. There's many struggling families over there needing help. We don't need more traffic and people.	1/21/2025 9:36 PM
181	Good	1/21/2025 9:27 PM
182	We need Publix, Donuts, Vision.	1/21/2025 8:57 PM
183	No more growth! Stop over building!	1/21/2025 8:15 PM
184	Sure	1/21/2025 7:43 PM
185	Much needed for advancement	1/21/2025 6:56 PM
186	I think it would be a great idea because residents would not have to travel so far to get to these places. It would build up our community and make it look much nicer.	1/21/2025 6:51 PM
187	It's needed	1/21/2025 6:36 PM
188	Would love it	1/21/2025 6:28 PM
189	I would love to see business growth but the less than desirable residential population will make it hard.	1/21/2025 6:14 PM
190	Yes	1/21/2025 5:34 PM
191	As long as it compliments the neighborhood	1/21/2025 4:22 PM
192	good	1/21/2025 4:01 PM
193	Anything to get rid of the bums	1/21/2025 3:18 PM
194	Won't work. Too much crime and vagrancy in the area	1/21/2025 3:01 PM
195	With the growth of Lakeland it would be nice to have some larger stores in central Lakeland because with the growth came an ungodly amount of traffic and no infrastructure to support so literally takes me 45 minutes to go across town. It is horrible. Memorial needs to be its own hub like 98n S Fl Ave and 98S.	1/21/2025 2:35 PM
196	I love the idea of bringing these stores to central lakeland	1/21/2025 2:31 PM

197	yes	1/21/2025 2:28 PM
198	Good choices	1/21/2025 2:16 PM
199	Would be away	1/21/2025 2:14 PM
200	Sounds great	1/21/2025 2:13 PM
201	Yes to more business with higher standards for employment and property maintenance	1/21/2025 2:12 PM
202	It is good and convenient	1/21/2025 2:09 PM
203	Great if safety is improved. As it stands I don't stop in that area very often.	1/21/2025 1:55 PM
204	Do we have enough of those elsewhere in Lakeland? If they do come in .. please consider network so people can walk and pole to the stores as well as drive. Don't like Dunkin.. their food taste like soap.	1/21/2025 1:54 PM
205	Very Good	1/21/2025 1:24 PM
206	I feel we should add a few more business but not take Away from the historic part of memorial. Keep the historic hotels. The church keep.	1/21/2025 12:49 PM
207	I would like to see some different businesses that are unique to the area (Fresh Market, Trader Joe's, Yard House, Sweet green, CAVA, etc.	1/21/2025 12:48 PM
208	Some of these would be ok	1/21/2025 12:23 PM
209	This area is practically a food and shopping desert, we need more of these amenities!	1/21/2025 11:54 AM
210	Very Good	1/21/2025 11:13 AM
211	I think it would be good for the area. I think it would be nice to see some new shops/businesses in the area that we dont see anywhere else in lakeland. Trader Joes would be great. Would be nice to see more local shops and restaurants too	1/21/2025 10:59 AM
212	good for people who live there to walk to	1/21/2025 10:56 AM
213	no	1/21/2025 10:47 AM
214	We could use more options.I feel that i have to leave town sometimes to find what im looking for business or personal.	1/21/2025 10:47 AM
215	I think it will do well for that area.	1/21/2025 10:35 AM
216	Good	1/21/2025 10:14 AM
217	It doesn't make sense for a Publix- it's not the target market for their business. Restaurants make sense for church goers one day a week, but they may struggle otherwise - jimbos and tapatios survive on long, long histories. The area just isn't safe: you wont see (sane) single girls down there at night even if it does get more attractive businesses. The city has to get serious about curbing the homeless and riffraff in the downtown area before any business survives. (Also: that discount outlet furniture store is amazing.) Lakeland should work to clean it up, but the focus shouldn't be on businesses the city can't control. It should be on funding resources like police, road upkeep and beautification/etc. it can. Leadership is communicating they can get a Publix here. They can't guarantee that. They CAN work toward making it more desirable for shoppers to go here, however. Still... investment in other areas is probably more critical. Focus on cleaning up downtown and expand out from there. You have unfinished projects like the park that are higher priority.	1/21/2025 9:45 AM
218	Need most of the above. $75,000! How far will that go?	1/21/2025 9:36 AM
219	I think makeing Memorial Boulevard as attractive as possible to foot traffic could make it a destination instead of a corridor, and the rezoning for mixed use development will make the most efficient use of the land, providing Lakeland's strong small business community with opportunities to make more local brick and mortar stores. Ultimately, my point is that mixed use development could lead to a positive feedback loop of economic growth that benefits everyone involved.	1/21/2025 9:12 AM
220	Too many business already	1/21/2025 7:46 AM
221	We don't need a Dunkin Donuts, Target won't open in such a low income area nor will Publix.	1/21/2025 7:38 AM

	This area needs to be cleaned up. Everyone knows what areas you're in when you see pawn shops and Amscot. Theres also a Mega church taking up huge real estate and paying $0 in taxes.	
222	Needs attractors	1/21/2025 7:17 AM
223	A great change.	1/21/2025 7:02 AM
224	Very good	1/21/2025 6:48 AM
225	Yes please	1/21/2025 5:57 AM
226	I would recommend a Publix on the east end.	1/21/2025 5:48 AM
227	Secure professional space. Corporate. With a fountain for bathing the panhandlers	1/21/2025 5:46 AM
228	Would love to see some new restaurants, grocery stores and retail stores.	1/21/2025 5:39 AM
229	The boulevard needs to return to the dining, and business it once was. The surrounding neighborhood residents have suffered from the lack of development for several decades. The growth has been consistently on Florida Ave. running north and south.	1/21/2025 4:25 AM
230	I don't think Publix would ever build a new store in the Memorial Boulevard Area ever again since they closed the historic Searstown store due to crime and loitering.	1/20/2025 9:05 PM
231	okay i guess, in moderation	1/20/2025 8:37 PM
232	Some business like publix & Costco's and useful ones are ok	1/20/2025 8:06 PM
233	Yes	1/20/2025 7:22 PM
234	Terrible	1/20/2025 7:00 PM
235	Maybe? How many Publixes does Lakeland really need though???	1/20/2025 5:49 PM
236	We need much more investments by companies like these in this long neglected area.	1/20/2025 5:33 PM
237	Not good	1/20/2025 4:49 PM
238	All the concrete will only Continue to make where I live (Lone Palm) worse. Until something is done with the bonnett springs dam and water issue then no new concrete buildings	1/20/2025 4:04 PM
239	Good	1/20/2025 3:44 PM
240	Good	1/20/2025 3:26 PM
241	It would be great if they also clean up the area and add in security. Otherwise, I don't know if it would work. It's a pretty scary area and I do not drive on Memorial Blvd. at night unless I absolutely have to.	1/20/2025 3:11 PM
242	Certain establishments known as "big box stores", Target being a notable example, tend to be very vehicle-oriented and are known for using large amounts of land, most of which is dedicated to parking. This spread out development often makes it difficult to use any other mode of transportation, which increases car traffic. Stores become farther apart, which encourages faster driving, resulting in a fast-paced, high-traffic road environment that is not only unsafe for pedestrians, but other drivers as well.	1/20/2025 1:46 PM
243	Yes	1/20/2025 1:11 PM
244	Yes bc people like me have to travel far away got theses store which will be helpful if we can get some on memorial boulevard/ us92	1/20/2025 10:31 AM
245	Good, but more diverse and new franchises and businesses are a welcomed idea.	1/20/2025 10:28 AM
246	There should be focus on affordable housing!	1/20/2025 9:35 AM
247	Lake parker is one of the largest lakes in lakeland. It is run down/ under utilized. The whole area is run down. Business growth is needed. Traffic and Pedestrian safety needs to be a addressed. This area definitely needs help. I am excited to see the changes.	1/20/2025 9:28 AM
248	Awful.	1/20/2025 9:13 AM
249	You have to control the homeless - start there. Already to much traffic Hope you don't turn it	1/20/2025 8:21 AM

	into south Florida ave - waste of concrete and road space. I've worked at a business on memorial for 36 years hard to get out of office. Many accidents.	
250	I love it but clean up the homeless first. It's ridiculous we don't take care of them first.	1/20/2025 7:55 AM
251	Concerned	1/20/2025 7:43 AM
252	Much needed	1/20/2025 7:18 AM
253	While I would like to see it, it's no secret the types of people who reside on Memorial Boulevard aren't exactly the best our city has to offer. Serious measures (greater police presence for example) would need to be taken to ensure the safety of employees of these businesses as well as the profitablity of the businesses themselves.	1/20/2025 5:16 AM
254	I have been living in Lakeland from 2018. In past 7 years lot of improvements happened all over Lakeland but memorial boulevard remains same or went to worst. Lot of apartments, employment opportunities needed here. Apart from publix bring some other commercial businesses.	1/20/2025 2:56 AM
255	I think money would be better spent improving the stuff already there and helping our community before we even think about expanding more. We are already getting way too over populated	1/20/2025 2:15 AM
256	i think we should get a starbucks on memorial, a publix would be ok but target would be better being that it is so far out. maybe a few homes a few bars a few dining attractions stuff to attract more people! i love my city let's make it better!!	1/20/2025 1:07 AM
257	Would be great for Lakeland. The area is unfortunately not worth stopping in at the moment.	1/19/2025 11:55 PM
258	Good	1/19/2025 10:39 PM
259	Very Good! This area has been neglected for decades. It needs to be cleaned up. Bringing in good, strong businesses that will help create jobs that the local area residents can easily commute would be great! Use public domain on the most blighted neighborhoods. Find ways to break the cycle of dangerous/criminal activity and homeless population. More businesses than residential properties here. Put affordable housing somewhere else. Businesses don't want to come in to a heavy crime area.	1/19/2025 10:35 PM
260	Lakeland is full! Our roads and infrastructure are falling apart. Yall meed to quit.	1/19/2025 10:10 PM
261	Hospital	1/19/2025 10:04 PM
262	Great	1/19/2025 9:46 PM
263	Would totally love a publix or target!!	1/19/2025 9:11 PM
264	I feel great about these options being apart of the overall plan, I would like to see a costco go in on the corridor, its a store that the city does not yet have and it could attract more customers.	1/19/2025 8:57 PM
265	Carrabba's, So Fresh, Starbucks, etc would be welcome	1/19/2025 8:38 PM
266	This would all be good but Memorial is not what it used to be. Back in the 70 it was known as Hamburger ally . People would come for mile just to drive and eat. Now the area is not safe. Too many thugs and homeless. Until the area is safe again I want visit there after dark .	1/19/2025 8:18 PM
267	depends on prices and tasts	1/19/2025 7:42 PM
268	Add bojangles	1/19/2025 6:59 PM
269	I think we are in desperate need of more of these businesses and less of the pawn shops, t mobiles, amscotts, etc .	1/19/2025 6:53 PM
270	It will make us feel better if we had one on memorial boulevard and I make memorial feel better for people and they get the homeless away from on memorial boulevard and I make the place a better place and a safe better place to keep the homes away from businesses and keep them from panhandling and give it a drug safe environment to where we can have a safe environment to where we can live safe and quietly we need a place where we can have very low income housing to where we can move and rent free no background checks no deposit to where everything is low income have to do no background checks what family and kids if you	1/19/2025 6:28 PM

	get SSI or food stamps you should be able to move in but you have to show proof you have either or you have to have a job or going to school you have to show proof	
271	Good	1/19/2025 6:26 PM
272	The problem is, the growth in the area has already caused major flooding for those of us living in the area. Multiple neighbors are having to spend 6 months and 250k or more to repair their homes. And this was never a problem until a few years ago. Until they can solve current water problems, there should be no additional building.	1/19/2025 6:18 PM
273	Good	1/19/2025 6:04 PM
274	Business growth is fine. No more residential.	1/19/2025 5:35 PM
275	It would be nice to have a Publix's on Memorial.	1/19/2025 5:21 PM
276	Good	1/19/2025 5:02 PM
277	Living on Lone Palm is already difficult to get in the neighborhood and out. People almost run into the back of you. The noise and pollution from the roads (memorial and I-4) is already terrible. There needs to be a slower speed limit and maybe cement walls to protect the neighborhoods from noise and pollutants. Putting more businesses on the road will tax the the roads that are already dangerous. Fast food, big box stores and apts. would be a terrible idea. Single house developments would be a better use of the area.	1/19/2025 4:27 PM
278	Fine	1/19/2025 4:10 PM
279	I like it	1/19/2025 2:56 PM
280	I think it needs more business growth!	1/19/2025 2:41 PM
281	No corporations please	1/19/2025 2:35 PM
282	There only thing we can handle right now without better traffic flow is possibly more grocery stores to offload the crowds . Please no more homes right now! We cannot handle this rate of growth! It's not fair to the natives.	1/19/2025 2:27 PM
283	Well	1/19/2025 2:14 PM
284	Very good	1/19/2025 1:48 PM
285	Would love a Costco, Publix, and more restaurants in the area.	1/19/2025 1:48 PM
286	Business growth that can support the community . Community Resource centers would also be a great idea	1/19/2025 1:46 PM
287	We need Publix back	1/19/2025 1:44 PM
288	Publix 👍🏼	1/19/2025 1:15 PM
289	Would be great	1/19/2025 12:47 PM
290	We don't need more businesses. I would rather drive the extra 10 min to Publix than increase the congestion. We need affordable housing for the homeless, community facilities for families and children, parks with parking lots that could double as car-pool parking lots. Wider lanes and sidewalks with better lighting at night.	1/19/2025 12:20 PM
291	Wonderful News!	1/19/2025 12:06 PM
292	Ok	1/19/2025 12:00 PM
293	For people who work in the area, more businesses along Memorial would be beneficial to be able to stop for groceries, food, etc. nearby.	1/19/2025 11:30 AM
294	Awesome! I wiuld love a dunkin donuts or Jack in the Box there.	1/19/2025 10:50 AM
295	Good	1/19/2025 9:56 AM
296	Excellent idea.	1/19/2025 9:49 AM
297	I feel that a major development or national brand to anchor that area would drive growth and neighborhood redevelopment	1/19/2025 9:49 AM

298	great idea, area needs to be cleaned up and inviting	1/19/2025 9:34 AM
299	Already enough development along US 92. Leave it alone	1/19/2025 9:30 AM
300	Publix should be a high priority. A coffee shop would be great as well.	1/19/2025 9:00 AM
301	Great! We need businesses that will bring more dollars to the area. Costco, Trader Joes, great fast casual restaurants	1/19/2025 8:27 AM
302	Needed. As an employee of Lakeland Regional, more non fast food options are needed	1/19/2025 8:27 AM
303	Please do not displace the discount grocery stores along Memorial that neighbor residents depend on. The west end of Memorial (west of Florida Ave) is a food desert…residents need access to real food (not fast food or convenience store food).	1/19/2025 7:42 AM
304	I feel we need to have a better way to enjoy lake parker as single people and as families ..like bike ways and walking along with free parks entry andnot parks to pay to get in like bonnet park on George Jenkins..we do need a Publix and some stores like in rural King and sam's club or a discount grocery store Aldi prices getting way too expensive some old fashion general store or cafe nice steak house	1/19/2025 7:42 AM
305	great, add a trader joes	1/19/2025 6:56 AM
306	Walkable neighborhoods	1/19/2025 6:49 AM
307	It is hard to attract business to high crime areas, so I doubt those coveted places would participate unless a study can be cited that shows crime is not skewed in/near memorial blvd.	1/19/2025 6:30 AM
308	Concerned with water runoff. This plan is not transparent on controlling water and impacts to city residents.	1/19/2025 5:33 AM
309	I think the traffic will suck	1/19/2025 4:50 AM
310	I believe this development should focus in the community and the people, not in profit and corporations.	1/19/2025 1:57 AM
311	Would love to have new businesses and revive memorial blvd	1/19/2025 1:49 AM
312	Would like to see more of all	1/19/2025 1:02 AM
313	I feel that it would be an absolutely great idea.	1/19/2025 12:12 AM
314	Needs work.	1/18/2025 11:28 PM
315	All for it	1/18/2025 9:02 PM
316	We need a Costco!	1/18/2025 7:48 PM
317	Yes to all!	1/18/2025 7:23 PM
318	Wonderful additions! It's time to brighten this part of Lakeland!	1/18/2025 5:05 PM
319	Very welcome	1/18/2025 4:53 PM
320	Yes definitely especially a Publix	1/18/2025 4:02 PM
321	Coffee needed inn this area! When leaving hospital/medical area you must drive far to hit Starbucks/ coffee/ even lunch!	1/18/2025 3:41 PM
322	This area needs more choices.	1/18/2025 3:41 PM
323	We need more small businesses than mega-corporations.	1/18/2025 3:25 PM
324	Fast food chain cookout would do great on this road in particular	1/18/2025 3:16 PM
325	The area is over crowed now (I live at the E. end) The area needs to be cleaned up not grown up.	1/18/2025 2:40 PM
326	There really isn't any great franchises along Memorial Blvd.	1/18/2025 2:16 PM
327	Absolutely	1/18/2025 2:00 PM
328	Do it!	1/18/2025 1:48 PM

329	Leave Lakeland alone!!!! You're making affordable areas more expensive to live in for your own financial gain. We don't need more apartments or road work that causes more congestion. Not every place needs to be turned into Miami or Tampa.	1/18/2025 1:28 PM
330	Excellent	1/18/2025 12:51 PM
331	Good	1/18/2025 12:51 PM
332	Would love to see new shopping and restaurants. This should be businesses not residential. Not more storage. A Publix/target would be great. The old Taco Bell building at memorial and Gary road would be an excellent fast food option. The empty building is depressing and forgotten. Putting something there would be awesome.	1/18/2025 9:36 AM
333	Sure, whatever they do as long as they add wide, safe bike lanes	1/18/2025 9:02 AM
334	There are enough food vendors in Lakeland - they all need to make better quality food!	1/18/2025 8:23 AM
335	there are already business along memorial blv.	1/18/2025 7:04 AM
336	No- very rough area. Lock your doors. Too many homeless.	1/18/2025 6:44 AM
337	Raising canes !!	1/18/2025 12:43 AM
338	We need better shopping & restaurants.	1/17/2025 11:57 PM
339	Get rid of all the homeless fucks roaming around. Lighthouse needs to burn down, that's why they all come downtown	1/17/2025 11:20 PM
340	Publix/Target	1/17/2025 10:52 PM
341	Good	1/17/2025 8:52 PM
342	Yes!!!	1/17/2025 8:38 PM
343	Publix	1/17/2025 8:25 PM
344	Publix is certainly needed.	1/17/2025 8:19 PM
345	Anything to make it safer and less of an eyesore and embarrassment to the city.	1/17/2025 8:19 PM
346	People need a reason to visit the are, provide jobs.	1/17/2025 7:26 PM
347	I'd prefer smaller business be encouraged to open and I'd love for there to be more trees and pleasant pedestrian access.	1/17/2025 6:51 PM
348	Memorial is one big mess. A commercial street that looks like poverty row. Focus on figuring out how to more traffic before more growth. This was a nice city but now we have ugly apartments and no roads	1/17/2025 6:50 PM
349	Ol	1/17/2025 6:43 PM
350	good	1/17/2025 6:38 PM
351	Publix	1/17/2025 6:15 PM
352	It is more an old industrial area I don't feel safe out in that area It is not the best kept up It looks old and worn out to me	1/17/2025 5:48 PM
353	Positive business growth is a positive development for an area that has often had significant urban blight. Business growth would be very welcomed.	1/17/2025 5:44 PM
354	Would love a Publix	1/17/2025 5:44 PM
355	It's good to see improvements to the Hwy-92/Memorial Blvd area are in the works, it's long overdue. It has become increasingly sketchy. I've lived in Lakeland since I was 2, so 53 years. Even in the days of SearsTown with Publix and their S&H Green Stamps Store, Woolworths, a Barber Shop, Shoe Repair Shop (w/ an actual Cobbler) and multiple specialty stores, there were some pockets of sketchy activity along the boulevard. Throughout the 6 mile stretch of Memorial Blvd there are several area's that are worse now with transients loitering around businesses and hotels that look like they rent by the hour. The only businesses we frequent in the Hwy 92 area are Skate World and Jimbo's, despite the sketch vibe, because they're icons of Lakeland and are small businesses we've patronized for decades. To answer your question,	1/17/2025 5:25 PM

	How do I feel about business growth? I feel this area is ideal for the business examples given. It was once the thriving shopping destination, it could be again. The solution ISN'T more apartments or housing. Our infrastructure is strained to the point that I'd rather stay home than sit in traffic, then search for (now paid) parking downtown. I'd like to say you couldn't make it worse, but I believe the 'powers that be' would see that as a challenge based on some of their previous decisions. For example: 1) installing those stupid "traffic diet" curbs of concrete through Dixieland and 2) removing all the traffic lights downtown and making 4-way stops at every intersection. Wasting resources, time and money, on ridiculous "solutions" that only make me, and others I know, choose to avoid these areas. There are several other examples of idiotic options but these are the front runners, IMO. Lakeland once had a small town feel with desirable amenities and a decent proximity to the tourist trap destinations people frequent, (Beaches & Theme parks). Now, Lakeland is experiencing an identity crisis and whoever is leading the development (or, destruction) of every vacant square mile, needs to be reeled in. The number of apartment complexes is astounding considering our roads haven't been able to accommodate the number of additional vehicles the packed subdivisions preceding them have brought to Lakeland. Once rural areas and farm land are being converted into complexes of people, literally stacked on top of one another, in apartments or crammed together in cookie-cutter subdivisions. (It's no wonder the housing development on Kathleen Rd, near Catherine Rd, flooded. We won't be surprised if it happens in the new neighborhood being built north of there, off of Kathleen Rd, near K&K Nursery.) Poor planning throughout Lakeland. With the amount of growth we've experienced comes an influx of funds. More money SHOULD equal more solutions, to improve our roads, our schools —both the structures (no more portables!) and the curriculum (Magnet, Stem or Arts programs available at ALL), teacher's pay, after school & youth programs, address the transient population, mental health and drug abuse issues, the safety and wellbeing of our citizens. It's sad to see what our quaint town has become, from charming to a cluster. For the love of Lakeland, please plan and spend like it's coming out of your own pocket.	
356	Good	1/17/2025 5:14 PM
357	Very good	1/17/2025 4:45 PM
358	A central large draw business is a necessity, Publix, first choice, or Target. A business that will draw all residents and nearby business employees.	1/17/2025 4:10 PM
359	We need it	1/17/2025 4:08 PM
360	To many people not enough room for them, even if you build more homes.	1/17/2025 3:23 PM
361	A reputable grocer in the area would be fantastic.	1/17/2025 2:45 PM
362	We have some of these right now - it's a magnet for the homeless to gather, beg and cause trouble. Fix that first, then put nice places in. Also, if you place any type of multi family residential housing in the area, you will be creating a traffic nightmare and nobody wants to sit in standstill parking lots any longer than they have to. I like the businesses mentioned, but right now I can drive to them in 10 minutes, no problem. It's not worth the aggravation that development would bring.	1/17/2025 2:20 PM
363	If the traffic flow could be improved, new businesses would be great. Current traffic flow makes it a location to avoid.	1/17/2025 2:14 PM
364	I think that would bring the area up substantially	1/17/2025 2:11 PM
365	Positive	1/17/2025 2:04 PM
366	I feel like we shouldn't prioritize these businesses as we have plenty already along the area. However the biggest issue affecting Memorial is its traffic congestion. The two lanes with a constant flow of heavy traffic makes driving to work a nightmare, plus the tiny side roads don't help that much either. There are a number of people experiencing homelessness and substance abuse that find themselves on memorial and we need places that will help them not criminalize them. They are people at the end of the day.	1/17/2025 1:37 PM
367	Good	1/17/2025 12:59 PM
368	Dunkin, Zaxbys, Publix, Ross, Target!!!	1/17/2025 11:41 AM
369	Causing major congestion in traffic	1/17/2025 11:06 AM
370	We need a Trader Joe's or Whole Foods in Lakeland	1/17/2025 10:21 AM

371	Unless we are going to work on the traffic… I hate the ideas of growing memorial. Fix the roads before adding more traffic.	1/17/2025 10:10 AM
372	We have enough dunking Donuts and Publix. We need things to do. Entertainment center, Dave and Busters, Go Kart track, Airsoft facility, batting cages,Mini golf course. We are growing fine residential wise.There is nothing to do in Lakeland. I just moved here and in my 40s. I don't want to have to go to Tampa or Orlando to have a good time on a Friday night. We need a new upscale mall. Clean up the city and make it look presentable. Take pride in our streets	1/17/2025 10:00 AM
373	Excellent idea, a major business is always a draw for other businesses	1/17/2025 9:56 AM
374	I believe cleaning up and adding places for employment a very beneficial idea for everyone.	1/17/2025 9:04 AM
375	I absolutely love the ideal of it!	1/17/2025 9:02 AM
376	There need to be a supermarket of some kind	1/17/2025 8:56 AM
377	Clean up the homeless problem!!!	1/17/2025 8:48 AM
378	A grocery store, mixed-use development, and community facilities would be great. It's currently a part of town that's largely utilized for commuters between Auburndale/WH & Lakeland. However, the housing around Lake Bonny, and towards Interlachen, are great communities that could use a decent grocery store and some more civic facilities to enable those communities to stay local rather than needing to drive to the north side or the Bartow Publix to meet their day-to-day needs.	1/17/2025 8:24 AM
379	We could use more of those kinds of businesses closer to central Lakeland.	1/17/2025 8:22 AM
380	More smaller business focus. Less unaffordable housing.	1/17/2025 7:57 AM
381	We need more roads with lanes, not more businesses and apartments.	1/17/2025 7:53 AM
382	I think the area needs to be cleaned up so people would want to go to establishments along there.	1/17/2025 7:49 AM
383	Less Publix more restaurants, shopping , dessert shops, bakeries, condos , mid- rises bring more younger generation for more innovative ideas of lakeland.	1/17/2025 7:40 AM
384	Business growth for psychiatric and substance abuse services are needed more than another target. Lakeland needs room for more 12-step programs, more counseling, more healing. Is there anyway to intentionally create some space for these things in this plan ?	1/17/2025 7:32 AM
385	It would be nice to see healthier options for food.	1/17/2025 7:21 AM
386	Have to make the area safer before business can be better.	1/17/2025 7:03 AM
387	You have to clean the area up first. It's not exactly the brightest shining spot in Lakeland when it comes to citizens, crime, drugs, and gangs. Any improvements made are going to fail until you clean that area up.	1/17/2025 7:00 AM
388	Love! More businesses please.	1/17/2025 6:49 AM
389	Focus on LOCAL business growth rather than chains.	1/17/2025 6:41 AM
390	Boring and redundant	1/17/2025 6:39 AM
391	They are definitely needed along with some quality restaurants.	1/17/2025 5:48 AM
392	Would be great. How do you combat the homeless and crime.	1/17/2025 4:24 AM
393	We definitely need those. Especially Publix!	1/17/2025 3:47 AM
394	I think we need more jobs here for the locals	1/17/2025 3:33 AM
395	Need more healthier food options	1/16/2025 11:20 PM
396	Smaller shops are great. Big box leave big empty space in time.	1/16/2025 10:56 PM
397	Currently I don't ever make any place on Memorial my destination. It's an unsafe trash dump, very unsightly.	1/16/2025 10:42 PM
398	Will update the area and will be a good addition close to downtown	1/16/2025 8:54 PM

399	No traffic bad enough	1/16/2025 8:28 PM
400	Great idea! Please add beautiful themed landscaping.	1/16/2025 7:54 PM
401	I would like to see more small businesses open up instead of chains.	1/16/2025 7:44 PM
402	Can only help	1/16/2025 7:25 PM
403	I feel that it can be good as long as it's something the area doesn't already have. If possible, a buckeys has station, a few open park areas, but not too commercial. Lakeland has a relaxed small town vibe so more traditional developments will compliment that with a sprinkle of modern mom and pop shops.	1/16/2025 7:16 PM
404	Would be great but you need to move the poor people and riff-raff out.	1/16/2025 6:24 PM
405	More mixed use.	1/16/2025 6:23 PM
406	I wish affordable housing for the homeless in Lakeland. Focus in homeless veterans Polk county citizens instead of focusing of making big money	1/16/2025 6:23 PM
407	I like that idea. Try a Chicken and Pickle type concept!!! Very successful in Kansas City, Missouri	1/16/2025 6:21 PM
408	Publix left this area years ago, as there wasn't enough support from the community to keep a store along this route. Small shops like Dunkin likely more desirable for commuters along the route.	1/16/2025 5:44 PM
409	Good	1/16/2025 5:41 PM
410	need to build up our stores and restaurants	1/16/2025 5:31 PM
411	We need to refine current building. This place is atrocious, and every road has construction going on now.	1/16/2025 4:58 PM
412	It;s not a safe area. I don't go there unless I'm going to the court house	1/16/2025 4:57 PM
413	A supermarket and big retailer would be appreciated. But best would be to hold current businesses up to a higher cleanliness standard. The surrounding areas to most existing businesses look run down.	1/16/2025 4:56 PM
414	Good	1/16/2025 4:50 PM
415	Smaller. Business would be best. Traffic is already bad, and unless you can increase to more lanes, no big box style stores.	1/16/2025 4:30 PM
416	We do not need that at all. You will drive the existing businesses out and increase blight elsewhere. Leave it alone and enter a moratorium on all development; Commercial and residential.	1/16/2025 4:17 PM
417	We have enough of those. We need moral restaurants, namely Italian, Indian, Thai, Chinese for instance.	1/16/2025 4:06 PM
418	They already tried Publix it didn't work for the area	1/16/2025 4:01 PM
419	Great idea. Area is very run down and unsafe currently to stop at any of the existing businesses. Need a complete overhaul.	1/16/2025 3:54 PM
420	I don't think that wants these businesses.	1/16/2025 3:37 PM
421	As long as there are no more warehouses and distribution centers…honestly, these lower the standards of Lakeland and make it less desirable to live in Lakeland.	1/16/2025 3:30 PM
422	As a result of growth and development they become necessary.	1/16/2025 3:30 PM
423	Okay. If residential is developed we don't need a food dessert.	1/16/2025 3:19 PM
424	I feel as though Memorial Boulevard has a name for it's self- it is full of drugs and high crime. I think that unless there are more SAFE residential areas and more attractions (like lake side village) this area will continue to fester with that. I feel like there a lot of small businesses in the area by lake parker and the large church that could benefit from shopping parks and more space for them to grow.	1/16/2025 3:17 PM

425	Should have a Publix or grocery store.	1/16/2025 2:52 PM
426	Poor	1/16/2025 2:51 PM
427	Positive, would like these establishments here	1/16/2025 2:37 PM
428	No point. Waste of money. Money needs to be spent on other more nessessary things. Ex: places where teenagers are encouaraged to play (games), interact with other teens like learn ballroom dancing, square dancing, manners and etiquette, learning how to manage money, how to treat people with respect and to respect law enforcement, etc.	1/16/2025 2:31 PM
429	It is very congested already. Something would have to be done to alleviate the traffic problem before big businesses could come in and operate in that area.	1/16/2025 1:52 PM
430	You would have to clean up the area before people would feel safe shopping there.	1/16/2025 1:36 PM
431	Good	1/16/2025 1:18 PM
432	It would be good.	1/16/2025 1:10 PM
433	Ok	1/16/2025 12:35 PM
434	As a Florida native, I'm tired of the development. We miss the cows and orange groves. Fix all the rough roads on 92/memorial blvd. We're tired of our tax money going to waste on stuff that's not needed.	1/16/2025 12:05 PM
435	I'd like to see the existing businesses be required to cleanup their properties and the city to get a better handle on the crime along Memorial so that new business and residents will even desire to be there. Right now is just trashy. I try not to have to do anything more than hurry down Memorial to get some place else.	1/16/2025 11:58 AM
436	Yes please.	1/16/2025 11:56 AM
437	As long as easement, parking, and traffic flow are not impacted, I'm for it.	1/16/2025 11:50 AM
438	I'd like to see some large anchor businesses like those listed above with higher end local businesses mixed in.	1/16/2025 11:29 AM
439	Cleaned up commercial growth would be benificial if existing businesses were replaced.	1/16/2025 11:22 AM
440	I don't feel the safest when stopping at businesses on Memorial Blvd. There's already too much traffic, especially at the intersections with US98 and Lakeland Hills Blvd.	1/16/2025 11:03 AM
441	Much needed. People on the east end have limited options	1/16/2025 11:00 AM
442	Need groceries,	1/16/2025 10:59 AM
443	We need more high income jobs generating businesses into Lakeland. A Technology Research park that hosts IT and AI companies. We don't want any more warehouses that brings low paying warehouse jobs.	1/16/2025 10:48 AM
444	Very Poor. It's like Zombie town.	1/16/2025 10:43 AM
445	Love it. But doesn't fit the current clientele.	1/16/2025 10:35 AM
446	Excited to see more grown but preferably more local businesses and less chains	1/16/2025 10:33 AM
447	Already congested, if anything add more lanes to US92	1/16/2025 10:32 AM
448	Currently, it looks like Hillsborough Ave in Tampa- by the casino. Old, ragged. It would be nice for the existing businesses along Memorial to have a facelift, more than anything.	1/16/2025 10:29 AM
449	100% but I would like to see a Costco anywhere in lakeland.	1/16/2025 10:25 AM
450	business is ok but not housing! we already have too many cars on our roads. We do not need one more car until you start improving the roads/traffic situation	1/16/2025 10:24 AM
451	Publix for sure. Unfortunately the problem is in the already traffic back up that has increased significantly this past year. (Especially around E Lake Parker Dr.). If there was a proper way to increase traffic flow, I think most people will feel the benefits.	1/16/2025 10:21 AM
452	It needs incredible improvement	1/16/2025 10:11 AM

453	I don't think it will be successful do the crime of the area. All the motels on 92 are basically homeless shelters	1/16/2025 10:09 AM
454	It's already busy enough. We don't need more of a draw to the area.....leave some trees	1/16/2025 10:08 AM
455	Great, however it can be a sketchy area. More police presents and safety needed.	1/16/2025 10:06 AM
456	The entire area needs to be cleaned up	1/16/2025 9:54 AM
457	Way to much growth. Our roads are over crowed and falling apart. We need to fix the roads that n end it and quite spending money on round abouts.	1/16/2025 9:52 AM
458	Awful…….green belt it all.	1/16/2025 9:52 AM
459	That's a no	1/16/2025 9:51 AM
460	Good	1/16/2025 9:40 AM
461	The problem with Memorial Blvd isn't the commute. Traffic in Florida is terrible all over. It's the demographics of low income homes mixed with the outdated buildings and underperforming businesses that can't afford proper landscaping and renovations. The hospital is the other culprit. Most areas around hospitals are lower income which drives away good businesses.	1/16/2025 9:29 AM
462	Yes	1/16/2025 9:23 AM
463	It would be great!! But the homeless and drug issues would NEED to be addressed and solved before exposing employers, employees, and customers to this problem.	1/16/2025 9:23 AM
464	It will never happen. The area must be cleaned up before anyone will go into that area	1/16/2025 9:20 AM
465	We need to fix the homeless population before putting anything new on 92/memorial. I drive to south lakeland or far north lakeland for something before I stop anywhere near memorial to get anything. It's dangerous and a messy dirty area. We need to clear up our community before adding anything new for the people moving here. How can we possible have anything nice if our town is dirty?!	1/16/2025 9:19 AM
466	The growth of businesses should coincide with increased access to transit and cycling/pedestrian infrastructure.	1/16/2025 9:03 AM
467	Yes please build a publix and or Target.	1/16/2025 8:59 AM
468	I do feel like a publix is needed. To have all the logistical parts of publix right there on new Tampa highway but the closest one is town center is crazy. I would like a Sam's or Costco more then a target. Especially if there is more residential that comes in. A good urgent care or lakeland regional annex would be nice. But I also don't want it too built up that the flea market goes away. Better crossing, I have seen 2 people get hit while crossing memorial both of them weren't at cross walks but I have seen people blow past the blinking lights without hesitation.	1/16/2025 8:54 AM
469	As long as a Raising Canes is in the plans. I would say that I would be happy with the growth	1/16/2025 8:37 AM
470	Grocery stores, retail and pharmacy are needed instead of low end retailers	1/16/2025 8:36 AM
471	Would love to see a bit more. However, public safety needs to be addressed first	1/16/2025 8:30 AM
472	Excited at the possibilities to make it a safer area to enjoy eateries as well as any shopping.	1/16/2025 8:26 AM
473	They are not inherently bad, but the city would benefit from having mixed used developments included on these properties, such that the first floor is a business and the second floor and above are offices and/or apartments. This would aid the housing issue in the city as well as provide customers within walking distance for the businesses.	1/16/2025 8:26 AM
474	Memorial Blvd degradation started with the exodus of Lakeland Mall, Sears, etc. many years ago. Everything moved north with little consideration for where we are now. Does not look like there was serious strategic planning. That coupled with low income neighborhoods, mostly on the north side I believe, make a road I dread driving down. Good luck with this. We will be following with great hope.	1/16/2025 8:19 AM
475	Very good. We need a Whole Foods or Trader Joes in the area.	1/16/2025 7:56 AM
476	Good	1/16/2025 7:51 AM
477	I think the nearby residential areas need intensive revitalization and stabilization before we can	1/16/2025 7:43 AM

	bring in reputable businesses. Otherwise these businesses may suffer low sales and/or vandalism/burgarly. I personally do not feel safe being in that area but would love to see it stabilized first. Business growth would be great once the residences and homeless issues are resolved.	
478	Would not shop at these places because they already exist in other areas	1/16/2025 7:38 AM
479	It already feels so congested on this road. I actively avoid businesses that require me to travel this road because it's so difficult to turn into/out of some places, and there are just so many cars across all lanes. Adding more businesses without infrastructure supporting it will likely mean I 100% avoid at all costs, and I'd shop Target/Publix/etc. elsewhere. If there were more dedicated green spaces or greenery in the median between lanes, I'd probably be more okay with just business growth - I feel like that would cut down on traffic difficulties and bottle necks, and also provide an aesthetic break to the sea of cars. More small businesses over mega corps!	1/16/2025 7:36 AM
480	Honestly it's not very practical. I fear for my life whenever I visit any of the establishments in Memorial.	1/16/2025 7:11 AM
481	I wasted my time giving input for the road diet. This is a waste of time.	1/16/2025 6:53 AM
482	Not to bad	1/16/2025 6:37 AM
483	Some business growth is needed, but very carefully planned. We moved from Pinellas County after 38 years there but the growth was too much and life there became difficult and lost it's small town appeal that we had loved for decades. Please protect Polk County from that kind of growth.	1/16/2025 6:20 AM
484	They need more bars and night clubs with out having the business swamped with police hanging out in the parking lots while people are trying to enjoy the nightlife and have fun scaring people away, causing the businesses to shut down because nobody wants to go there because of the police presence	1/16/2025 6:12 AM
485	Please bring in new things- Costco, nice restaurants, etc. everything is currently so ghetto	1/16/2025 6:04 AM
486	Long ago, memorial blvd WAS the primary city hub. A lot of people avoid that area due to crime, homeless people and drug addicts. I have worked at Lakeland regional for 19 years and the traffic was horrendous getting to and from work. The low level streets already flood and lake Parker is becoming fuller. Those issues should be addressed first before building. And this is coming from a long term resident of Lakeland	1/16/2025 6:02 AM
487	I'm so sick unto death of the gentrification that brings multinational corporations into places that used to be owned by local business people. We have so many chain restaurants in this town. It's ridiculous. When I see "redevelopment" it's code word forget the Black people out of the space and it makes me furious. There are great Jamaican places on Memorial and there are great places to get fish… They're not fancy and they are owned by locals. If you are going to do anything to the memorial Boulevard corridor, work WITH The existing business owners. If you want to pretty it up for people coming off of I4, Invest in helping current business owners improve their real estate. Don't push them out so that we could look like Tampa or Orlando. Lakeland's obsession with "growth" Has really started to affect the quality of life here. We used to go to a simple farmers market with wonderful local vendors who were artisans. It was a small thing right next to Mont Park and everybody knew everybody. It was a place to say hi to your friends. Now it stretches three city blocks and has Grown past the hometown feel. So many of us missed that. When considering development in Lakeland, you HAVE TO Remember our draw is that we are a town with a good quality of life. One drive on 98, or South Florida nowadays shows us how much we have lost in the last 10 years. Do not be a part of making it worse	1/16/2025 5:43 AM
488	Memorial Blvd use to be the hang out place back in the day. Would like to see more upscale restaurants, dept stores businesses nice hotels back in the area	1/16/2025 5:37 AM
489	Fine except it's not the safest area	1/16/2025 5:32 AM
490	Needed. But you need to clean up the area first. It's one of the trashiest and most run down parts of Lakeland.	1/16/2025 5:25 AM
491	Publix, nail salons, Dunkin' Donuts, Starbucks, and cosco	1/16/2025 5:11 AM
492	I've been jokingly saging for about 3 years that Memorial needs a Dunkin. A Publix in the area	1/16/2025 5:11 AM

	would also be good, but for the area it may be too expensive. Same with Target. An Aldi would be AWESOME!	
493	Anything that can be done to make the area feel safer is a good thing. Current state feels unsafe, and it looks run down. I'm always nervous driving there, especially at night.	1/16/2025 4:10 AM
494	Feel that it would be a poor location for a Publix or Target or similar store. Anyone who has lived here long enough knows not to stop anywhere on this stretch of road unless they want to be car-jacked.	1/16/2025 1:46 AM
495	Supportive	1/15/2025 10:46 PM
496	Businesses and more job opportunities sound really good	1/15/2025 10:38 PM
497	Undecided--larger businesses might not be feasible without major changes/re-development. I think the area is more suited to smaller business, or at least those with smaller footprints.	1/15/2025 10:01 PM
498	Rte 92 is not designed to handle the increase traffic for Publix/Target.	1/15/2025 9:38 PM
499	We have enough restaurants. We need retail. Would love a Walmart or Costco or Publix	1/15/2025 8:13 PM
500	Would like to see different kinds of companies like a Krogers, cookie insomnia, pizza shop, etc Not the normal companies	1/15/2025 7:14 PM
501	Okay	1/15/2025 6:59 PM
502	The homeless population prevents citizens from having a sense of safety no matter what type of business is convinced to open olong that area of the county. Take note of the failed attempt at Parker St and Massachusetts Ave. Too many homeless to feel safe going there.	1/15/2025 6:45 PM
503	Yes	1/15/2025 6:30 PM
504	I think more businesses in the area would be beneficial for Lakeland and the residents who live there. Only concern is traffic flow for places that would have a high turnover rate.	1/15/2025 5:38 PM
505	All good	1/15/2025 5:29 PM
506	Would love more big major retail stores, specifically, Publix or Walmart. Another store like super choice would be great too, or even another Aldi.	1/15/2025 5:22 PM
507	yes!!!	1/15/2025 4:49 PM
508	The crime needs to be addressed in order for these to be safe places	1/15/2025 4:08 PM
509	I will bring more traffic. More people. The roads can't even handle the traffic we have now. Imagine it worse during rush hour. Lakeland is not Tampa. Our traffic is not the same. Been here in lakeland for 44 years and it's at its worst. More development means more people and more crimes. Don't do it.	1/15/2025 3:56 PM
510	Good with it.	1/15/2025 3:46 PM
511	Neutral	1/15/2025 3:05 PM
512	I think the growth should incorporate both residential and commercial just like "Rosemary Square" formerly known as "City Place" in West Palm Beach, FL. I would like to see that area boom like it did when the Lakeland Mall and Sears Town was prominent. The crime on both the north and south side of Memorial is prevalent and needs to be address for all families to feel safe while walking, riding their bikes and venturing out to the new stores/restaurants for fun and pleasure. FYI…I went to John Cox, Lincoln Elem, Kathleen Junior and Senior. I love my home city and am very proud of it. I believe in all parties trying to improve that area. Let's goooo!	1/15/2025 2:30 PM
513	The road is already too small for the amount of traffic. There are multiple accidents weekly and even more near misses daily. The road cannot support something as big as a Publix or Target. Lakeland lacks infrastructure as it is. Don't make one of the busiest roads even worse.	1/15/2025 1:59 PM
514	I feel amazing we need more excitement along Memorial blvd more things to do Walmart a target a Ross	1/15/2025 1:45 PM
515	Good. More options for grocery stores. Trader Joe's , Costco Fresh market etc.	1/15/2025 1:42 PM
516	Good	1/15/2025 1:33 PM

517	Anything that makes the area safer	1/15/2025 1:17 PM
518	Good	1/15/2025 1:08 PM
519	should never happen, spend the money helping our seniors instead!	1/15/2025 1:08 PM
520	I live in this community and I don't believe the roads are equipped to handle the additional traffic.	1/15/2025 1:02 PM
521	Something needs to be done. If a road can be OUTDATED Memorial Blvd is!	1/15/2025 12:54 PM
522	Would love to see more!	1/15/2025 12:48 PM
523	Would really like to see a Cheesecake Factory, created jobs and we don't have to give out money to Orlando or Brandon when going to thier Cheesecake Factory, build it here and when people are done eating and want to go shopping the money stays in Lakeland. But also fix the roads to accommodate the traffic so we don't end up mini Orlando with traffic headaches	1/15/2025 12:39 PM
524	Nothing will last if crime is not addressed	1/15/2025 12:29 PM
525	Must include housing	1/15/2025 12:20 PM
526	Coffee shops, Donut Shops, Clothing Shops, Small Businesses	1/15/2025 11:52 AM
527	Poor! Publix left due to theft and homelessness problems.	1/15/2025 11:39 AM
528	No more drive-throughs, big box stores, or used car lots. Business driveways and parking areas need to be connected so you don't need to get back out onto Memorial Boulevard to go from one place to another or to get to side streets.	1/15/2025 11:36 AM
529	In favor of growth.	1/15/2025 11:03 AM
530	it would be better than housing.	1/15/2025 10:59 AM
531	Business growth must take into consideration the traffic growth.	1/15/2025 10:25 AM
532	YES	1/15/2025 9:57 AM
533	Good	1/15/2025 9:32 AM
534	Business growth is fine when it's limited. Shoving corporate businesses in every little empty spot does more harm than good. Essential businesses such as grocery stores are fine for residential folk that will be using it but there doesn't need to be a Dunkin donuts on every corner. Corporate businesses just put more pressure/congestion/traffic on an area. I feel as though we should make way for more local business and industry.	1/15/2025 9:31 AM
535	Excellent	1/15/2025 9:27 AM
536	I would like to see business growth but significantly less land devoted to parking and driving.	1/15/2025 9:20 AM
537	Excellent	1/15/2025 9:16 AM
538	good	1/15/2025 9:14 AM
539	Less corporations, more local business.	1/15/2025 9:07 AM
540	Business growth is good, just please avoid big box stores and massive parking lots/drive thrus. These only add to the urban heat island issue that affects Memorial Boulevard already.	1/15/2025 8:41 AM
541	In some areas it is necessary, but please leave our residential areas alone.	1/15/2025 8:36 AM
542	Won't work in this area	1/15/2025 8:31 AM
543	This type of growth would be best for this area.	1/15/2025 8:29 AM
544	I love business growth there are not alot of businesses except really fast food places and gas stations along memorial boulevard/US 92	1/15/2025 8:28 AM
545	I don't care	1/15/2025 8:26 AM
546	Great! Only close grocery stores are Save A Lot and Harvey's, neither of which I will go to alone!	1/15/2025 8:25 AM

547	Any of those listed businesses would greatly improve the area as long as other issues in the area are addressed, such as crime	1/15/2025 8:23 AM
548	only if it will help the area and NO CAR LOTS it bring the area down.	1/15/2025 8:19 AM
549	good	1/15/2025 8:18 AM
550	There is a need to replace older developments with new buildings and users.	1/15/2025 8:18 AM
551	Good	1/15/2025 8:17 AM
552	Very Strongly	1/15/2025 8:14 AM
553	I'm excited about the business growth happening around Memorial and US-92. I believe it's important to include some residential uses too. With the changing market, smaller lots and higher density are the best ways to keep things affordable, especially with Lakeland growing at a 20% rate.	1/15/2025 8:07 AM
554	They won't last unless the neighborhood is improved first. The income of residences around the area has to improve before those items can be brought back. Other option is to create industrial job along the corridor so they can spend money during the day.	1/15/2025 7:57 AM
555	I strongly support growth of the area. However, no growth is possible with the current homeless situation, which drives away customers and deters residents, customers and business owners alike. The city needs to be more proactive in addressing this issue or any planned redevelopments will fail.	1/15/2025 7:46 AM
556	I would love something to draw more people to the area. Like it use to be with lots of shopping. A reason to come that way.	1/15/2025 7:39 AM
557	We need a Publix or big box store on Memorial Blvd in the Lakeland area	1/15/2025 7:34 AM
558	Business growth needs to happen. Major brands like it used to be. Currently most businesses are rough looking, undesirable, and/or very old. I think the narrow roads play a role in this, but so does the transient/homeless pedestrian population.	1/15/2025 7:30 AM
559	Terrible idea. Avoid the car-dependent commercial development. No huge parking lots or drive thrus. This is a chance to change the area to focus on people, not cars. The examples listed are more of the same trash development in every failing city.	1/15/2025 7:28 AM
560	We do need some but none that are listed	1/15/2025 7:14 AM
561	True business, yes, no to warehousing.	1/15/2025 7:05 AM
562	Would be okay except for traffic.	1/15/2025 7:00 AM
563	The area needs better community.	1/15/2025 6:41 AM
564	Good	1/15/2025 6:27 AM
565	There is a need for a community Grocery Store such as Publix that was previously located in the Sears Town Center.	1/15/2025 6:04 AM
566	We need more businesses along Memorial Boulevard/US 92 down to the Combee area.	1/15/2025 5:52 AM
567	Very good	1/15/2025 5:37 AM
568	Most commercial recognizable name brands - other than fast food - moved out. Good luck bringing them back.	1/15/2025 5:18 AM
569	Excited	1/15/2025 4:57 AM
570	We need more good restaurants and businesses that pay employees a minimum of $65k or more annually.	1/14/2025 9:44 PM
571	Good	1/14/2025 9:43 PM
572	It's a great idea but it needs to be done with the idea of the area is that of housing for low income families and people.	1/14/2025 5:32 PM
573	Good. In general, we do not want our area around our neighborhood to be crowded. Developed, but in a way that is enjoyed and useful to the current residents.	1/14/2025 5:31 PM

574	Definitely a Dunkin Donuts	1/14/2025 3:37 PM
575	Business growth is much needed	1/14/2025 3:28 PM
576	I have mixed emotions. I don't like the idea of more traffic but it would be convenient to have them nearby.	1/14/2025 3:26 PM
577	I feel like this is an area of town that has been largely abandoned by national chains and local and smaller businesses have stepped in to attempt to fill in the gap (with mixed results). This area has a lot of potential for revitalization and I'm glad to see some focus on this area	1/14/2025 3:17 PM
578	The corridor is too complex as it is and needs a facelift.	1/14/2025 7:29 AM

Q5 How do you feel about residential growth (i.e. more housing and housing variety) along Memorial Boulevard/US 92?

Answered: 495 Skipped: 209

#	RESPONSES	DATE
1	Not too interested in more housing unless it is going to benefit the current community by way of being affordable.	2/4/2025 4:45 PM
2	See previous response regarding housing within the corridor.	2/4/2025 1:58 PM
3	Great	2/4/2025 1:24 PM
4	If it is all low income or transient housing or hotels that would be okay....but the area has become known for the transient or drug user area in some of what's there now.	2/4/2025 10:21 AM
5	It's tricky. You don't want any children trying to cross Memorial Blvd. Unsafe! And nobody really wants to hang out in their yard near a highway (noise, traffic, pollution). But maybe some small, trendy, higher end condos that would appeal to working individuals without children, particularly if we brought in a Whole Foods. If you created a cool, new vibe and addressed crime, it could be great and create jobs, plus be more attractive for our city.	2/4/2025 10:06 AM
6	It's needed!	2/3/2025 11:12 PM
7	I feel a variety of housing might be more appropriate closer to the I-4 end of the corridor	2/3/2025 7:49 PM
8	Traffic and public safety is a concern. Already I just time my morning departure to avoid school car lines (Montessori) and I do not like that cars use my driveway as a turnaround. We have too much public traffic within our quiet neighborhood as it is. An increase in residential and retail properties could result in the increase of the public's use of our neighborhood streets and a decrease in our quality of lifestyle. If I wanted to live in a noisy neighborhood, I would have purchased a home elsewhere. Over the past 7 years there has been an abrupt decline of neighborhood due to Lakeland's zoning of property around our homes with little to no benefit for homeowners.	2/2/2025 11:42 AM
9	Memorial Blvd is a thoroughfare. Only businesses that service commuters and development that allows for rapid passage through this very important highway should be considered. Do not create another traffic roadblock to be developed in our city that impedes the flow of traffic. This type of planning and development drives our citizens away from frequenting theses areas of the city because of of poor traffic flow and congestion.	2/2/2025 8:50 AM
10	Very good allowing more opportunities for living choices in the community	2/2/2025 4:49 AM
11	Don't over crowd it. I think more local food co ops.	2/1/2025 4:13 PM
12	We really don't have a need	1/31/2025 9:51 AM
13	too much traffic and homeless for housing / residential	1/30/2025 2:38 PM
14	Green space is important. NOT a fan of growth just for the sake of growing. Support the current residents with services and lifestyles, before adding more.	1/30/2025 8:46 AM
15	City should pursue more housing.	1/30/2025 7:15 AM
16	Alright as long as it is over than what exists.	1/30/2025 5:54 AM
17	Overcrowded	1/29/2025 4:57 PM
18	Need more affordable housing	1/29/2025 4:51 PM
19	That sounds okay, as long as it's not overwhelming	1/29/2025 12:33 PM
20	Absolutely NO NO NO to residential of any kind! Memorial Blvd already "houses" too many people. It's not safe and hasn't been safe in 50 years. Clean up the streets, move (some) people out, bring businesses in and it will be successful. Do you want everyone to be happy?	1/28/2025 9:29 PM

	Sorry, doesn't work that way. But at least you will be making those happy that have the money to spend to rebuild that area economically.	
21	I support it!	1/28/2025 8:20 PM
22	Yes	1/28/2025 5:21 PM
23	seems odd, doesn't really fit in.	1/28/2025 4:04 PM
24	We need to replace some of the old, unsafe, and frankly unsightly subsidized housing in our city. We need to curb the growth of additonal housing until our infrastructure and public services can catch up...the recent rate of growth is unsustainable and isn't good for residents here...the growing pains affect every area of daily life.	1/28/2025 3:20 PM
25	please dont do the same thing you see everywhere. it is very uninspiring.	1/28/2025 3:19 PM
26	Excellent	1/28/2025 2:56 PM
27	Most businesses should be owned by small business owners, and homes or townhomes should not be rental properties owned by banks or corporations. Families should have the opportunity to own these homes and townhomes. The homes should be energy efficient without pricing out families with smaller budgets.	1/28/2025 2:55 PM
28	Excellent idea	1/28/2025 1:20 PM
29	Noo more Apartments. Businesses only	1/28/2025 12:51 PM
30	Not sure about housing, but single family homes is prefers over apartments.	1/28/2025 12:49 PM
31	Multi-use housing would be excellent to combine residential and commercial spaces and cut down on the need for cars.	1/28/2025 12:34 PM
32	This is not a residential area. It’s commercial and that’s what it should continue to be.	1/28/2025 11:48 AM
33	Ok, area is not desirable to live at currently.	1/28/2025 11:44 AM
34	I think yes, focused on single family and mixed use or apartments that also allot some affordable housing.	1/28/2025 11:38 AM
35	It would be difficult to implement due to the population in the area- low income, homeless, section 8 residents. The area is unsafe with high crime and drug use. If you could get rid of the seedy motels and high crime, Tear down or re-vamp the older infrastructures, then possibly it could be a beautiful area for real estate especially with Lake Parker as it’s border.	1/28/2025 11:37 AM
36	Impartial, although growth across Lakeland is insane. I don't think more housing is the solution.	1/28/2025 11:30 AM
37	Yes	1/28/2025 11:17 AM
38	Good	1/28/2025 8:02 AM
39	Good	1/28/2025 8:00 AM
40	No, because it will just become run down and unsafe.	1/28/2025 5:58 AM
41	Yes lately a lot of people are saying there’s no housing a lot of people are staying home with they parents because the rent is to high for these luxury apartments. It should be some starter homes some luxury homes so people can grow in the city of Lakeland.	1/28/2025 12:16 AM
42	The last thing this city needs in this area is a growing population. The streets are already too crowded with traffic.	1/27/2025 11:45 PM
43	Great	1/27/2025 9:54 PM
44	Affordable housing, yes.	1/27/2025 9:24 PM
45	No	1/27/2025 5:16 PM
46	The thought of more people living in residential developments off US 92 is concerning. The roads are already overflowing, and infrastructure is lacking to deal with issues that come with humans and domestic relations, along with robberies and burglaries.	1/27/2025 1:36 PM
47	I think we all know that current residents would love to see residential growth slowing down, as to avoid crowding our city.	1/27/2025 6:46 AM

48	Please stop allowing more people to move here. It's enough.	1/27/2025 6:23 AM
49	More quality housing with a mix of affordable housing. Not low housing or luxury homes but something that appeals to various groups in the middle.	1/27/2025 5:06 AM
50	Sure if it doesn’t displace people who can’t afford it.	1/26/2025 11:54 PM
51	Condos, multi family apartments	1/26/2025 11:18 PM
52	No	1/26/2025 9:36 PM
53	No more	1/26/2025 6:54 PM
54	Not happy about more residential growth at this time, traffic is too heavy to begin with.	1/26/2025 2:37 PM
55	I’d like to see the current neighborhoods surrounding memorial blvd get improvements and upgrades like sidewalks, playgrounds and street lights. More single family homes would be nice. Apartments would be ok as long as they are not low income housing, low income housing destroys neighborhoods.	1/26/2025 1:45 PM
56	Not good	1/26/2025 12:23 PM
57	Good	1/26/2025 10:24 AM
58	Over crowded now no more houses/ apartments.	1/26/2025 8:15 AM
59	Good. Maybe a higher price tag on rentals to mix up the population	1/26/2025 7:43 AM
60	I feel the houses in the area need to be kept up with, houses in that area seem more ran down then the rest of the city compared to north Lakeland or South Lakeland.	1/25/2025 9:01 PM
61	Maybe some housing is needed	1/25/2025 8:02 PM
62	Housing should be affordable and the businesses which own the housing should pay fair taxes and be held accountable to the community.	1/25/2025 6:31 PM
63	Poorly.	1/25/2025 6:10 PM
64	Could be a positive thing if it was not limited to low-income housing. North FL av and 10th st is an example of good design and curb appeal which lasted about 5 years before it became an eyesore	1/25/2025 5:22 PM
65	Great	1/25/2025 4:34 PM
66	I am very concerned about the development of the area pushing out local residents. If the addition of housing leads to better lives for the communities and neighborhoods already here, then great. But if careful steps are not taken, the opposite could happen. The families, neighborhoods, and communities that are already here could end up being pushed out, priced out, etc. That would not be an improvement.	1/25/2025 4:30 PM
67	It’s excellent	1/25/2025 2:19 PM
68	No. Too many low income apartments will become an eye sore.	1/25/2025 11:00 AM
69	I feel residential growth would be nice aside from only seeing businesses.	1/25/2025 10:51 AM
70	Bad.	1/25/2025 7:43 AM
71	Poor	1/25/2025 6:51 AM
72	Housing rental rates are expensive. Adding more residential growth would not be beneficial to the community. Employment opportunities are needed	1/25/2025 6:40 AM
73	Single family homes/small apartments would be ideal	1/24/2025 9:18 PM
74	Soso	1/24/2025 8:55 PM
75	Very negative due to the growth of city already.	1/24/2025 7:31 PM
76	We have enough housing developments	1/24/2025 7:07 PM
77	It's a good idea as long as the roads/infrastructure grow too.	1/24/2025 6:26 PM

78	Not the biggest fan	1/24/2025 5:18 PM
79	No, too many homeless	1/24/2025 4:44 PM
80	No to Apts. and complexes! Too many cars already on Memorial Blvd!	1/24/2025 3:13 PM
81	More houses, please no more apartments.	1/24/2025 2:58 PM
82	Stop building.	1/24/2025 2:40 PM
83	Area is just not safe enough	1/24/2025 2:22 PM
84	Housing is available in the area but it’s already very overcrowded	1/24/2025 12:14 PM
85	I would never want to live around there.	1/24/2025 11:18 AM
86	Too many people living here now. Fix what is there instead of building new and harming our infrastructure even more.	1/24/2025 10:18 AM
87	Keep in mind truly affordable housing options.	1/24/2025 9:49 AM
88	that isolated neighborhoods detract from the areas growth potential	1/24/2025 8:27 AM
89	Mixed-use commercial and residential land use would greatly benefit residents and businesses. More housing along Memorial Boulevard would allow for residents to commute to work faster and would also influence purchasing local food and items instead of heading towards a bigger department store. Residential growth would also encourage the use of "3rd spaces," which would make community bonds stronger.	1/24/2025 8:15 AM
90	Yes! Keep future growth and density in mind.	1/24/2025 7:36 AM
91	It's already a pretty developed area.There's lots of people that are living in this area Fix the structures that are existing and build on	1/24/2025 6:26 AM
92	The existing housing should be demolished so the people can disperse the area is already a drug ridden crime statistic and With housing in that area it will never be safe for anyone except the criminal element that has controlled it for generations	1/24/2025 2:50 AM
93	Very good.	1/23/2025 8:03 PM
94	Not as good	1/23/2025 7:58 PM
95	Good	1/23/2025 7:00 PM
96	Very good	1/23/2025 6:38 PM
97	Traffic is already unbearable on Memorial. Please do not make it worse! What will y'all do about all the drug addicts and unhoused citizens? I think the grant should go towards fixing the roads and some sort of mental health initiative for the people of the community.	1/23/2025 5:17 PM
98	Don't want to see more housing	1/23/2025 4:27 PM
99	I don't believe it would be safe.	1/23/2025 3:49 PM
100	Memorial is more commercial Why would you want to put homes and clig the traffic	1/23/2025 3:38 PM
101	NO NO & NO …there is already enough housing popping up everywhere -including the new housing by McIntosh Jr & NOT nearly enough roads for all these folks moving in no more housing it is taking away the hometown feel we do not want Brandon/Tampa traffic like that	1/23/2025 3:06 PM
102	ok	1/23/2025 2:41 PM
103	Yes. More single family housing.	1/23/2025 1:59 PM
104	Pl	1/23/2025 1:55 PM
105	bad	1/23/2025 1:53 PM
106	Very good	1/23/2025 1:42 PM
107	Housing is fine, it has a low impact on traffic and move in people who care more about the immediate surroundings than a business.	1/23/2025 1:27 PM
108	Good	1/23/2025 1:04 PM

109	Right now that area looks rough, doesn't feel like an area where people want to live and raise children.	1/23/2025 12:59 PM
110	Housing isn't practical on this stretch of road.	1/23/2025 11:16 AM
111	Stop building and fix the current challenges in Lakeland with the lakes, pumps and traffic that's currently challenging it takes almost an hour getting across Lakeland	1/23/2025 9:31 AM
112	Good	1/23/2025 9:04 AM
113	No.	1/23/2025 9:01 AM
114	I would not want to live along Memorial. To much noise from traffic.	1/23/2025 6:52 AM
115	Very good	1/23/2025 6:31 AM
116	Great. Keep this city moving forward.	1/23/2025 4:12 AM
117	Not needed	1/23/2025 2:09 AM
118	More low income housing	1/23/2025 1:46 AM
119	Need more affordable housing for low income, families and people.	1/23/2025 1:08 AM
120	No	1/23/2025 12:31 AM
121	There are a good number of houses directly off of 92, many areas could be used more efficiently. But right on 92, no.	1/23/2025 12:25 AM
122	I do not think it is needed	1/22/2025 10:01 PM
123	More single homes	1/22/2025 8:43 PM
124	We could use a few more single family homes.	1/22/2025 8:13 PM
125	As the town grows we will need more house but I do not want condos or apartments.	1/22/2025 7:57 PM
126	Good	1/22/2025 6:29 PM
127	The housing developments throughout the city are out of control. It needs to stop.	1/22/2025 5:40 PM
128	More ma and pops shop's	1/22/2025 5:14 PM
129	No	1/22/2025 5:09 PM
130	I have mixed feelings. It would need more venues to hold social activities.	1/22/2025 4:29 PM
131	Good	1/22/2025 4:07 PM
132	Moderate	1/22/2025 3:37 PM
133	Very good	1/22/2025 3:03 PM
134	Affordable housing without children.	1/22/2025 2:46 PM
135	Very much so needed!	1/22/2025 2:17 PM
136	it's growing and getting a huge growth that is getting out-of-hand.	1/22/2025 12:48 PM
137	Bad, this needs to be a commercial area, this area needs jobs.	1/22/2025 12:42 PM
138	We need renovation for the houses currently there	1/22/2025 12:15 PM
139	Good	1/22/2025 12:02 PM
140	I think some kind of housing is ok but the main focus should be businesses. I feel that businesses is what will generate more revenue and income and businesses is what ultimately will put the corridor as well as the city on the map, something that Lakeland desperately needs.	1/22/2025 11:42 AM
141	I don't think more houses ON US92 would be a good idea. However, there are quite a few housing varieties currently behind US92 that could use updating or removal.	1/22/2025 11:41 AM
142	Move housing is always a plus	1/22/2025 11:30 AM

143	Fine as long as it's not section 8 or transient housing. Apartments with this in mind still exist there and is an eye sore, not to mention dangerous.	1/22/2025 11:24 AM
144	I don't think it is necessary. I think we need to have more nature parks and outdoor green spaces for both people and the environment to improve quality of life for those that live nearby.	1/22/2025 11:21 AM
145	Absolutely not, stop building thousands of homes with nowhere to actually live and enjoy life	1/22/2025 10:50 AM
146	Slowly progressing . We're in between Orlando and Tampa. We can be a very large entertainment district but also relaxation due to the nature .	1/22/2025 10:50 AM
147	I do not think much of the space should be used for residential growth. There should be more clean, reliable businesses for existing residents in the area.	1/22/2025 9:49 AM
148	Roads and utilities 1st then the housing.	1/22/2025 8:34 AM
149	Firstly, the increase in housing development is straining our local infrastructure. Roads are becoming more congested, schools are overcrowded, and public services are struggling to keep up with the influx of new residents. This situation is diminishing the quality of services that we have come to rely on. Moreover, the rapid expansion is altering the character of our community. We are witnessing a loss of green spaces, which affects the overall appeal of our area. Additionally, rising property values and rental costs are making it increasingly difficult for long-term residents to afford to live here. Finally, the increase in population density can lead to social tensions and a decline in the sense of community, as newcomers may not integrate well with existing residents. While growth can sometimes be viewed as a positive development, I believe it's crucial to consider the significant challenges it brings. Thank you for considering my perspective.	1/22/2025 4:29 AM
150	No more people	1/22/2025 4:14 AM
151	no residential growth	1/21/2025 9:39 PM
152	Bad Idea	1/21/2025 9:38 PM
153	Excellent we need more affordable housing.	1/21/2025 9:02 PM
154	No!	1/21/2025 8:17 PM
155	Love will change the look	1/21/2025 7:01 PM
156	I think memorial Blvd should focus on more business such as grocery stores and food.	1/21/2025 6:53 PM
157	Not good	1/21/2025 6:45 PM
158	The current residents could not afford anything new.	1/21/2025 6:16 PM
159	Good	1/21/2025 4:28 PM
160	good	1/21/2025 4:03 PM
161	No road is too busy they will constantly call the police complaining about traffic, speeders, loud music from cars and other bullshit stuff	1/21/2025 3:20 PM
162	Bad area. I wouldn't live there	1/21/2025 3:05 PM
163	Not against but it has to be affordable for single parents or young couples.	1/21/2025 2:38 PM
164	I think growth is good but please don't price out the locals who are born and raised here. We can have growth without gentrified	1/21/2025 2:37 PM
165	Needed	1/21/2025 2:29 PM
166	sure	1/21/2025 2:29 PM
167	Very good as we're overwhelmed with new residents in North Lakeland	1/21/2025 2:21 PM
168	Could be beneficial, but shouldn't be over done to the point that it pushed out local residents and over build units that price out local and end up vacant.	1/21/2025 2:18 PM
169	Ok	1/21/2025 2:15 PM
170	I feel like the area isn't ideal for that	1/21/2025 2:14 PM

171	Need more affordable single family homes	1/21/2025 2:11 PM
172	Sure. Can u make sure it is affordable? And that bike ped infrastructure and network is included?	1/21/2025 1:55 PM
173	I'm indifferent.	1/21/2025 12:51 PM
174	I feel that it is good	1/21/2025 12:50 PM
175	with housing we might reduce or clear the homeless and down and outs all over this area.	1/21/2025 12:30 PM
176	It's much needed and lots of room to expand.	1/21/2025 11:57 AM
177	Very Bad	1/21/2025 11:14 AM
178	It would be great to see more housing variety. I think Lakeland would really benefit from more choices of apartments or multi family homes, and this would be a great location for development.	1/21/2025 11:05 AM
179	I don't like it because memorial is already overcrowded where a 10min drive turns into a 25-30 min drive on any given day.	1/21/2025 10:56 AM
180	It could definitely use more housing. I think apartments and multi family housing would go well there.	1/21/2025 10:53 AM
181	no	1/21/2025 10:48 AM
182	Poor	1/21/2025 10:19 AM
183	It's a rough area. What does lakeland need? Quality single family homes. Unfortunately, that area is better suited for lower cost housing. Lakeland traffic is also a problem: the city needs to fix florida avenue before they continue making a joke of their leadership by contributing to more traffic on broken grid systems. Growth isn't bad: mismanaged and unprepared city design is.	1/21/2025 9:52 AM
184	You may hear that by adding more housing you are hurting the residents by either decreasing property values by diluting the housing supply or gentrifying them by increasing property values. These arguments poses the need of current residents as mutually exclusive with the needs of future residents and visitors. In reality any property that is rezoned to allow for more productive uses of the land will see an increase in price and once more dense housing is built the price for housing would go down. In short, let the invisible hand do what it's good at.	1/21/2025 9:43 AM
185	This would be great	1/21/2025 9:37 AM
186	not so good	1/21/2025 9:08 AM
187	Good if it's affordable and accessible. Nobody wants to sit and wait 15 minutes to leave their apartment or home because traffic is backed up. More lights and safety measures.	1/21/2025 7:48 AM
188	Absolutely not, there is already residential neighborhood after residential neighborhood being built all over Lakeland and Polk County. Will most likely be low income housing/section 8 which brings the area down even more	1/21/2025 7:44 AM
189	Mixed use	1/21/2025 7:19 AM
190	Good	1/21/2025 7:04 AM
191	Not go	1/21/2025 6:50 AM
192	Some but don't over do it please	1/21/2025 5:59 AM
193	Not good at all. There are too many people here as it is. Give us some recreational options, rather than make the roads and stores more crowded.	1/21/2025 5:43 AM
194	On the streets surrounding memorial. If you put housing on the boulevard itself it will cause more unsafe conditions for people	1/21/2025 4:31 AM
195	no more apartments please!	1/20/2025 8:44 PM
196	i dont mind	1/20/2025 8:38 PM
197	Terrible	1/20/2025 7:07 PM

198	Great if it's not just catering to the middle and high class.	1/20/2025 6:01 PM
199	This would be a great idea. Hopefully, in more mixed use type developments.	1/20/2025 5:36 PM
200	Not good to much traffic already	1/20/2025 4:52 PM
201	Upgrades to existing but no new developments	1/20/2025 4:06 PM
202	No more houses. Plenty already being built in for sale around Memorial Boulevard and in Lakeland. So no more housing.	1/20/2025 3:46 PM
203	It might be good, but if the housing is too cheap, I don't know that it would be an improvement.	1/20/2025 3:15 PM
204	Yes	1/20/2025 1:12 PM
205	We need more residential growth on memorial it's just hotels and motels so that's a great idea	1/20/2025 10:34 AM
206	I feel positively about residential growth.	1/20/2025 10:33 AM
207	Not needed. To much traffic all ready.	1/20/2025 10:01 AM
208	Excellent!	1/20/2025 9:36 AM
209	Good, but it should be more affordable.	1/20/2025 9:15 AM
210	Negative	1/20/2025 8:34 AM
211	Who would want to live there?	1/20/2025 8:24 AM
212	I'm good with it as long as it brings good people	1/20/2025 7:57 AM
213	While new homes and apartments are always a good thing, the roadway would need to be substantially altered to accommodate the increased traffic and would probably need to be one of the last things implemented until the entire surrounding neighborhood is truly safe for families.	1/20/2025 5:25 AM
214	It is needed	1/20/2025 5:14 AM
215	Not seeing any residential growth. Have some town home and apartments improved. Build apartments and townhomes to general public as well. Don't concentrate too much on wage restricted crowd. Many avoid memorial boulevard because of the backward nature.	1/20/2025 3:04 AM
216	We have plenty of new homes already, maybe make a community to help the homeless better	1/20/2025 2:18 AM
217	i'm all for this it's a lot of people needing housing & section 8 has everything taken up! we actually need housing for felons! can you guys look into that? just apartments that allow them to sign a lease!	1/20/2025 1:12 AM
218	It would end up just creating an untenable traffic situation there. Better for low income development out of the center of town. Businesses would bring more stability.	1/19/2025 10:44 PM
219	Theres too many people here as it is. Stop rezoning amd running the natives out.	1/19/2025 10:13 PM
220	Yes	1/19/2025 10:06 PM
221	Don't need more.	1/19/2025 9:12 PM
222	I like it	1/19/2025 8:58 PM
223	Would love to see older homes revitalized. Would also like to see a vegan restaurant of similar size and style to "Plant City" in Rhode Island. I would also love if Curry Mango opened a second location along Memorial Boulevard.	1/19/2025 8:53 PM
224	houses on 92 equal to accidents waiting to happen	1/19/2025 7:48 PM
225	No	1/19/2025 7:02 PM
226	More residential neighborhoods and mixed use areas . Not low income Housing	1/19/2025 6:55 PM
227	We need more housing on memorial boulevard for family and kids to where the housing prices go down very low so we can afford it to where it won't be no background checks no deposit to where we can just pay cash	1/19/2025 6:32 PM
228	Horrible	1/19/2025 6:19 PM

229	Cautious	1/19/2025 6:12 PM
230	Over populated area already.	1/19/2025 5:37 PM
231	Single family houses- yes. Neighbors homes- yes	1/19/2025 4:36 PM
232	Single family or adjoined townhouses. No apartments!!	1/19/2025 4:14 PM
233	no. there is already a lot of residential and traffic. we need shopping and dining support	1/19/2025 2:59 PM
234	It's terrible! We can't handle the growth that we have! Soon enough it's going to take an hour just to get across town.!	1/19/2025 2:30 PM
235	Single homes not bought up by major corporations.	1/19/2025 1:54 PM
236	More housing on 92 sounds bad. The street is already over congested	1/19/2025 1:54 PM
237	Bad idea	1/19/2025 1:47 PM
238	Lakeland needs more housing.	1/19/2025 12:49 PM
239	The only residential housing should be low income housing or subsided housing. Not enough affordable housing.	1/19/2025 12:23 PM
240	Good as long as it is not hud or Low income housing!!	1/19/2025 12:12 PM
241	Lakeland has grown too much already. Been in lkld for 41 years and it's horrible now as far as traffic and crowds. I just stay home. Actually I moved to another county and I'm glad.	1/19/2025 12:03 PM
242	In my opinion, bringing more desirable businesses and community spaces would need to be prioritized first. It is not a desirable place to live. I do not feel safe being in this area in the evening and I do not feel comfortable walking in this area with children. It is not family friendly.	1/19/2025 11:59 AM
243	No. Traffic is bad enough. Pedestrian crossings would increase if more people lived nearby which I feel would result in more accidents.	1/19/2025 11:00 AM
244	Negative	1/19/2025 9:58 AM
245	Well needed	1/19/2025 9:55 AM
246	More density in conjunction with midtown building standards will go a long way and changing the character of existing neighborhoods To generate new life and vitality.	1/19/2025 9:54 AM
247	not a good idea	1/19/2025 9:42 AM
248	Not needed unless mixed use.	1/19/2025 8:30 AM
249	Not too great. Traffic is already bad enough in that area.	1/19/2025 8:29 AM
250	Safe housing, but affordable for lower income families needed.	1/19/2025 7:54 AM
251	Add affordable housing along Memorial!!! Long-time residents of Lakeland are increasingly unable to afford rent and are ending up homeless. Housing along Memorial needs to largely be affordable/subsidized.	1/19/2025 7:47 AM
252	As long as it's affordable	1/19/2025 7:46 AM
253	good	1/19/2025 6:57 AM
254	Good idea	1/19/2025 6:57 AM
255	I would not cureently choose to live in the area based on what I know about the general population and their struggles.	1/19/2025 6:36 AM
256	Concerned with water runoff.	1/19/2025 5:36 AM
257	As I said in the previous question, I believe this development should focus in the community and the people, not in profit and corporations.	1/19/2025 2:01 AM
258	Not really a fan	1/19/2025 2:00 AM
259	It can be both a good and bad thing. People will always need a place to live so that is something that people will always be in the market for.	1/19/2025 12:20 AM

260	As long as the infrastructure can support it	1/18/2025 9:03 PM
261	As long as they're not trailers, I'm on board with it.	1/18/2025 7:49 PM
262	Area needs more businesses to attract people to the area, no need for additional car traffic with more apartments.	1/18/2025 7:25 PM
263	Good	1/18/2025 4:54 PM
264	Depends where	1/18/2025 4:11 PM
265	Needs more choices/ affordable choices/ not crime ridden, homeless takeovers.	1/18/2025 3:45 PM
266	Lots if bew people here no where to live.	1/18/2025 3:43 PM
267	Excited	1/18/2025 3:41 PM
268	Not on Memorial, but near Memorial would be ideal.	1/18/2025 3:34 PM
269	No one wants to live on memorial unless they have no where else to go due to safety reasons	1/18/2025 3:19 PM
270	It would be good, if executed properly. But the city planners will make things worse. Like they have for past "improvements".	1/18/2025 2:24 PM
271	Not as Needed as More Commercial.	1/18/2025 1:53 PM
272	Take it somewhere else, we don't need it here. We have other issues to fix before we add more people.	1/18/2025 1:30 PM
273	Excellent	1/18/2025 12:53 PM
274	Good	1/18/2025 12:52 PM
275	We have enough housing in this area. Revitalizing what is already there would clean up the area more than adding more residents.	1/18/2025 9:44 AM
276	Not so much	1/18/2025 9:03 AM
277	No- too many traffic concerns	1/18/2025 8:25 AM
278	No more housing. Everywhere new housing being built.	1/18/2025 7:07 AM
279	Noooooop	1/18/2025 6:45 AM
280	N/A	1/18/2025 12:45 AM
281	We have enough residential growth.	1/18/2025 12:00 AM
282	Good	1/17/2025 8:55 PM
283	Stop building houses, apartments, townhomes, and condos.	1/17/2025 8:27 PM
284	Positive	1/17/2025 8:25 PM
285	Need to clean up the type of residents already there.	1/17/2025 8:07 PM
286	I think there is a need for affordable housing	1/17/2025 7:30 PM
287	If it is done well and has a nature-friendly and pedestrian friendly vibe.	1/17/2025 7:02 PM
288	Please don't.	1/17/2025 6:51 PM
289	poor	1/17/2025 6:40 PM
290	Where?? What is going to be torn down to build that?? It looks too crime susceptible	1/17/2025 5:58 PM
291	Lakeland has a significant shortage of housing, so additional housing with variety would be welcomed, but the area already has significant traffic congestion so consideration should be given to traffic flow related to additional housing.	1/17/2025 5:47 PM
292	I would support it if it's mixed use and developed in a more European fashion. I would also be interested in anything that the deprioritizes the automobile	1/17/2025 5:47 PM
293	Short answer: STOP! We're full. Long Answer: See previous question #4 response.	1/17/2025 5:40 PM

294	Good	1/17/2025 5:15 PM
295	Neutral, but housing in general is an issue.	1/17/2025 4:40 PM
296	Resident quarters should be off the main road for families safety. Traffic dangers.	1/17/2025 4:22 PM
297	We need it	1/17/2025 4:10 PM
298	Have to do something with all the homeless community, they are what makes this city look bad.	1/17/2025 3:27 PM
299	Good, it might help with more mass transit users therefore increasing investment in mass transit	1/17/2025 2:47 PM
300	I feel very angry and frustrated about it and would fight it with my very loud mouth and considerable bank account. I don't want us to turn into the other parts of Lakeland where it takes 45 minutes of fighting traffic to get anywhere.	1/17/2025 2:42 PM
301	It could be good if priced at levels desired by people willing to live in the area. Residential development should leverage things that are unique in the area - like being close to McKeel etc.	1/17/2025 2:19 PM
302	Negative	1/17/2025 2:06 PM
303	I think we should have more affordable single family housing for the residents and invest in housing that already exists in the community.	1/17/2025 1:46 PM
304	Bad	1/17/2025 1:00 PM
305	too much traffic already. dont care for residential	1/17/2025 11:45 AM
306	The area doesn't need apartments will cause to much traffic in the area due to how the roads are	1/17/2025 11:09 AM
307	We don't need it	1/17/2025 10:04 AM
308	More in favor of retail / shopping opportunities	1/17/2025 10:00 AM
309	As long as it's affordable to the residents who live around the area. I don't want it cost too much and kick the people out who can't stay there.	1/17/2025 9:08 AM
310	Clean up the streets and fix whats already there	1/17/2025 8:49 AM
311	Individual homes would be best, to keep traffic to a minimum while still allowing for development.	1/17/2025 8:28 AM
312	Good	1/17/2025 8:25 AM
313	If there is housing, it needs to be revamping the historical homes, turning the old motels in to ACTUAL affordable housing, making housing more accessible, not more overpriced living.	1/17/2025 7:59 AM
314	There is no room to develop anything along the Memorial Boulevard. It's already packed over there. We need roads. Roads. ROADS!!!!	1/17/2025 7:55 AM
315	I'm ok with it if around it gets cleaned up.	1/17/2025 7:50 AM
316	Too many people	1/17/2025 7:47 AM
317	More housing is desirable. Affordable housing is necessary.	1/17/2025 7:38 AM
318	We have too many people here.	1/17/2025 7:24 AM
319	I don't think housing is a good idea along memorial. Need more jobs.	1/17/2025 7:07 AM
320	Good luck finding people that want to move there until you clean the area up.	1/17/2025 7:03 AM
321	No. More businesses.	1/17/2025 6:55 AM
322	No, already too much of that. And that will just add to traffic.	1/17/2025 6:44 AM
323	Variety of housing, no apartments	1/17/2025 6:44 AM
324	Crime in the area is too high to add more residential	1/17/2025 6:39 AM

325	Lakeland is overcrowded with people and traffic. We needed more affordable housing and another means of transportation.	1/17/2025 5:53 AM
326	More housing variety would be good. More moderate to upscale. We already have several low rent apartments	1/17/2025 4:04 AM
327	Mixes use real estate would be great. Focus should be on jobs	1/17/2025 3:37 AM
328	Great	1/16/2025 11:23 PM
329	No housing	1/16/2025 10:57 PM
330	Cannot imagine who would want to live there.	1/16/2025 10:45 PM
331	Housing will add too much traffic and more local residents running in and out of traffic jaywalking creating accidents	1/16/2025 8:57 PM
332	Great affordable communities.	1/16/2025 7:58 PM
333	I would like to see multi-use zoning and a relaxin of zoning codes.	1/16/2025 7:48 PM
334	Better to have more businesses	1/16/2025 7:32 PM
335	I think it's a good idea as long as the rent prices make sense for the income of the current residents. Instead of multi apartment properties, I think some single level apartments or condos would make sense.	1/16/2025 7:20 PM
336	Would be good, but low income housing will not improve the neighborhood. We need economic opportunities and more pride as parts of this stretch are trashy.	1/16/2025 6:32 PM
337	Relaxing building codes for more various types of residential dwellings will do wonders. Coming from a Shore Acres resident.	1/16/2025 6:27 PM
338	Bad and it's not good. You are taking away wildlife home. And horrible traffic.	1/16/2025 6:26 PM
339	Checkout the Denton Pointe in Kansas City. Building 5951. Amazing concept.	1/16/2025 6:26 PM
340	Let's stop putting so many apartments/townhomes in every available space in Polk county.	1/16/2025 6:22 PM
341	Really doubt anyone wants to live on a super busy road.	1/16/2025 5:47 PM
342	Not in favor of it. Too populated as it is.	1/16/2025 5:43 PM
343	don't think the road can handle more housing developments	1/16/2025 5:32 PM
344	Not good	1/16/2025 5:31 PM
345	More multi-family residences would be helpful. There are motels being used for low-income housing so please consider that when creating new housing options.	1/16/2025 5:00 PM
346	Already too damn busy	1/16/2025 4:59 PM
347	I wouldn't want to live there	1/16/2025 4:58 PM
348	Not great....currently a dangerous area...where will all homeless go? Too much traffic now...needs wider road	1/16/2025 4:53 PM
349	Yes	1/16/2025 4:34 PM
350	No.	1/16/2025 4:19 PM
351	Neither	1/16/2025 4:03 PM
352	Great idea as long as the area is made safe for new coming residents. Currently, no matter how nice the housing units are, I wouldn't live in the area due to the demographics and crime.	1/16/2025 3:57 PM
353	more housing is needed in central Lakeland close to downtown, including along this corridor	1/16/2025 3:56 PM
354	Mixed. Not for it but not against it either as long as it is bicycle and scooter friendly	1/16/2025 3:48 PM
355	Strongly oppose.	1/16/2025 3:41 PM
356	If housing development comes in, the infrastructure of the roads needs also to be evaluated. Seems the city focus on growth without the proper planning of roads to support the growth.	1/16/2025 3:35 PM

357	Fine	1/16/2025 3:34 PM
358	The growth is slow- There have been some apartment buildings erected in the 6 years I lived on Rose street. I think that a lot of the neighborhoods off of memorial do not need more apartment buildings. I feel like if we cleaned up the surrounding residential areas and provide single and multi family home owners an opportunity (i.e. a construction grant of some type) to fix their home the area would look cleaner, or possibly cleaned up the area with lit bus stops, a sidewalk among the residential streets for children to play on, and increased police presence in the very high crime areas, could help attract more business to allow for a swifter and more successful growth of the area. I think a lot of what happens on memorial is a lack a funding for the area. A lot of those homes are either low-income single families and/or people who are below the poverty line. So making the residential areas look cleaner could invite more tangible residents and ultimately helping tackle some of the drug epidemic, homelessness and crime.	1/16/2025 3:34 PM
359	Poor	1/16/2025 2:52 PM
360	I think US 92 would be better served as a business avenue.	1/16/2025 1:53 PM
361	There is plenty of people that need cleaned out that area. People try and avoid memorial blvd due to the people that currently live there. Shady people	1/16/2025 1:45 PM
362	As long as it's not extended-stay motels like "America's Best" or "Paramount Inn" then it may be beneficial. Those type of motels have to leave the area for anything to be successful. The majority of the population value safety and that area is far from safe due to the large number of expended stay/low income hotel/motels who either foster homeless population for a short period or drug dealers until the move to the next hotel.	1/16/2025 1:43 PM
363	Good	1/16/2025 1:20 PM
364	It's not a good place for single-family, but replacing some of the motels with apartments would be helpful.	1/16/2025 1:11 PM
365	Ok	1/16/2025 12:38 PM
366	No. We Florida natives are tired	1/16/2025 12:06 PM
367	I am not sure how housing would work in this area considering the high crime in this area. Concerned for safety.	1/16/2025 11:59 AM
368	I cannot make a decision about this until I see what level of housing will be developed.	1/16/2025 11:53 AM
369	Bulid housing not Apartment complex.	1/16/2025 11:47 AM
370	Good, as long as it is high quality.	1/16/2025 11:30 AM
371	Would prefer not to see apartments and condos. Current demographic would destroy those and so many are already downtown	1/16/2025 11:26 AM
372	disagree with	1/16/2025 11:12 AM
373	traffic is already bad and I don't think the demand for housing, other than low-cost housing, would be very high	1/16/2025 11:07 AM
374	Lakeland needs more housing. Developing this area would not impact other communities	1/16/2025 11:06 AM
375	Build better walk/bike and cross ingredients while adding more green space along the road to soften and balance amount of asphalt/concrete hard scapes.	1/16/2025 11:03 AM
376	More apartments may needed depends on the growth	1/16/2025 10:54 AM
377	Could get better.	1/16/2025 10:45 AM
378	Good	1/16/2025 10:37 AM
379	There is not need for additional housing in this area. Maybe some improvements to the already existing housing.	1/16/2025 10:35 AM
380	Will add to the crime	1/16/2025 10:35 AM
381	Not if it is income based/limited.	1/16/2025 10:32 AM
382	Not sure, I would rather more comercial spaces, parks, etc. Spaces for families to enjoy.	1/16/2025 10:29 AM

	Residential will create traffic caos, memorial blvd is not fit for it.	
383	No and NO	1/16/2025 10:26 AM
384	I feel that personally our current infrastructure cannot handle more residents in this area. A two lane road cannot handle it.	1/16/2025 10:24 AM
385	It has incredible possibilities. Residential growth supports business growth	1/16/2025 10:13 AM
386	No more apartments!!!!	1/16/2025 10:13 AM
387	I think cleaning the area up with new housing is great but it’s going to be hard to attract people to the area as it’s decrepit dangerous and filled with unsavory characters and crime	1/16/2025 10:12 AM
388	Good	1/16/2025 10:07 AM
389	We don’t need anymore housing unless it’s mixed use	1/16/2025 9:55 AM
390	No more development…..demolish and green belt it all.	1/16/2025 9:54 AM
391	Poor. Most homes are outdated and not kept up with. The area attracts a lower income demographic where the government caters to with section 8 and relevant businesses.	1/16/2025 9:32 AM
392	More residential apartments that are affordable would be a great use of the spaces that are run down and abandoned. Again, to keep residents safe the issue of homeless and drugged out people in the area would need to be fixed first.	1/16/2025 9:32 AM
393	We need to work on schools, roads first	1/16/2025 9:28 AM
394	I don't really understand how a house could be along this street but I believe the neighborhood around here needs to be approved with single family homes.	1/16/2025 9:26 AM
395	No one wants to live in that stress	1/16/2025 9:23 AM
396	If the residential growth focused on walkable mixed use communities that didn't require residents to drive a car for everything they need I would feel wonderful about it.	1/16/2025 9:12 AM
397	It's needed.	1/16/2025 8:59 AM
398	There is already too much traffic driving through, and too many in houses residents or hotel-living residents. A low cost housing area is critical but not on the 92. It is a very dangerous stretch of road with people walking along and crossing wherever they want	1/16/2025 8:41 AM
399	Single use family homes are not in short supply in the city. However, apartments, townhomes, and especially mixed use developments are in demand.	1/16/2025 8:37 AM
400	Mixed- so many apartments/homes being built everywhere in Lakeland already	1/16/2025 8:28 AM
401	Positive. This area needs a great deal of work obviously.	1/16/2025 8:23 AM
402	Good	1/16/2025 7:52 AM
403	I fell that the focus should be more on commercial growth and not include residential growth	1/16/2025 7:52 AM
404	Better and new housing would be great as long as we stabilize the housing that is already there. A new townhouse is not as great if the house down the block is barely liveable. Mental health and life skill services are needed in a more intense degree first in the current residences.	1/16/2025 7:51 AM
405	If people actually want to live along US 92, give them more housing	1/16/2025 7:42 AM
406	Affordable housing should remain a priority for the city, whether single-family or multi-use, as well as ensuring the safety of residents in that area (traffic).	1/16/2025 7:41 AM
407	No. No and no. You all have built Lakeland up so much that it is so difficult to get anywhere without taking 30 minutes. We don’t need more people. I would rather see the money spent to help the people who are already living here. Don’t bring in more people!	1/16/2025 7:16 AM
408	West side- yes. East side- no	1/16/2025 7:04 AM
409	I wasted my time giving input for the road diet. This is a waste of time.	1/16/2025 6:53 AM
410	It would need to be higher end- everything is so ghetto we need to bring the area up.	1/16/2025 6:10 AM

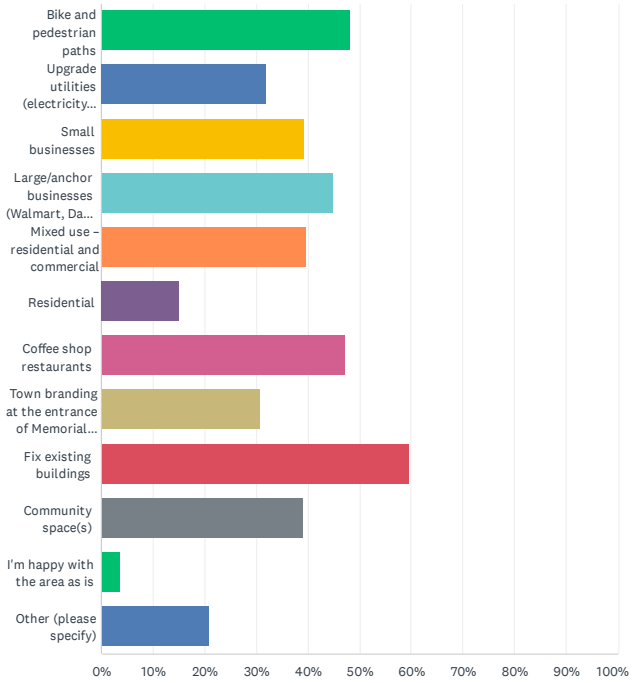
411	Hwy 92 is a major access point to I-4, the parkway, winter haven, auburndale and Haines city and already experiences episodes of heavy congestion.	1/16/2025 6:09 AM
412	More housing equals more traffic.	1/16/2025 5:45 AM
413	We actually already have to many apartments	1/16/2025 5:40 AM
414	Fine, I'm sure it's needed.	1/16/2025 5:36 AM
415	Too many houses not enough road infrastructure to handle the houses.	1/16/2025 5:27 AM
416	I don’t see where more can go along memorial in the space dedicated.	1/16/2025 5:13 AM
417	I think it would be good nearer to I-4. I don't see room near Lake Parker.	1/16/2025 4:19 AM
418	We already lack adequate infrastructure to accommodate more housing as it is. This location would not be desirable for housing, as well.	1/16/2025 1:54 AM
419	No thank you. If you add more people then there will be more traffic, if there is more traffic you need bigger roads.	1/15/2025 10:46 PM
420	Definitely not. The city is growing far too fast with all the recent apartment complexes as it is. The sewage/city water infrastructure needs to be revamped, and that will cause a nightmare in traffic situations for too long a period.	1/15/2025 10:11 PM
421	We have a lot of homeless people in the area. Need help to get off the streets.	1/15/2025 8:19 PM
422	It’s Okay, wish their where more of a night life	1/15/2025 7:23 PM
423	No	1/15/2025 7:01 PM
424	No too many people as it is and commute is extremely long	1/15/2025 6:54 PM
425	No	1/15/2025 6:48 PM
426	Not a good idea	1/15/2025 6:41 PM
427	Multifamily units and mixed-use units would likely be the best options for residential in that particular area.	1/15/2025 5:46 PM
428	I think it's ok for people that want to live that way. In apartments on a busier road.	1/15/2025 5:31 PM
429	Implement housing for the homeless. I've spoken with a great deal of them, and they would like a safer shelter with better amenities and accommodations.	1/15/2025 5:27 PM
430	it is needed	1/15/2025 4:50 PM
431	Poorly. We don't need more apartments. More condos. More amazon warehouse. We just don't.	1/15/2025 3:58 PM
432	Good idea	1/15/2025 3:48 PM
433	More housing is needed, particularly for low-income residents. The "roach motels" in the area are eyesores and bring the whole area down. But the people will still need someplace to live.	1/15/2025 3:10 PM
434	I think it'll be great however that road is quite busy so some type of traffic calming would be beneficial.	1/15/2025 2:49 PM
435	I don't think the area would benefit from any growth. It needs to be fixed up and cleaned up.	1/15/2025 2:00 PM
436	I love the idea	1/15/2025 1:52 PM
437	Fine.	1/15/2025 1:43 PM
438	No	1/15/2025 1:35 PM
439	Great	1/15/2025 1:19 PM
440	Do not want	1/15/2025 1:11 PM
441	should never happen, spend the money on our seniors instead!	1/15/2025 1:10 PM
442	I’d like updated commercial sites, but the traffic is already difficult to manage.	1/15/2025 1:05 PM

443	Not interested in seeing residential growth on Memorial Blvd. The road can't take much more traffic.	1/15/2025 12:59 PM
444	No more housing	1/15/2025 12:51 PM
445	no!!!	1/15/2025 12:50 PM
446	We need more low income elderly housing. Mobile home parks have filled homeless shelters with their greed by raising lot rents so high that the elderly can feed themselves and buy medicine and pay the lot rent on houses they have lived in for 20+ years. It's disgusting how greed has pushed them into Talbot house and their cars to live.	1/15/2025 12:43 PM
447	No	1/15/2025 12:31 PM
448	Excellent	1/15/2025 12:24 PM
449	none	1/15/2025 11:55 AM
450	More residents will only bring more pedestrian traffic fatalities.	1/15/2025 11:45 AM
451	Need for affordable, multi-family housing.	1/15/2025 11:36 AM
452	Less in favor off	1/15/2025 11:05 AM
453	Multifamily mid income not single family	1/15/2025 10:30 AM
454	bad	1/15/2025 10:04 AM
455	OK	1/15/2025 9:59 AM
456	Poor	1/15/2025 9:38 AM
457	I do not encourage apartments and condos. This is also just further congesting an already congested area.	1/15/2025 9:36 AM
458	Not good	1/15/2025 9:29 AM
459	I would like to see as much housing as possible in the area with as much density as possible, so that people can walk to nearby business.	1/15/2025 9:23 AM
460	Excellent	1/15/2025 9:18 AM
461	ok	1/15/2025 9:17 AM
462	Residential housing already EXISTS along Memorial Blvd. DO NOT encourage investors to buy old family homes, bulldoze them, and build more condos and apartments using cheap mass produced materials.	1/15/2025 9:11 AM
463	I am all for more residential growth, but only if said residential growth is NOT single family housing. We need more dense housing and walkable corridors to alleviate traffic.	1/15/2025 8:49 AM
464	Upgrade the existing homes to make a more inviting area	1/15/2025 8:35 AM
465	I do not believe residential growth is best suited for Memorial Blvd.	1/15/2025 8:33 AM
466	I would love more housing in that community because the community needs to be built up.	1/15/2025 8:33 AM
467	I do not feel Polk County has the services and infrastructure to support increasing population	1/15/2025 8:30 AM
468	It is a good location and would help the area to attract more businesses.	1/15/2025 8:30 AM
469	yes	1/15/2025 8:23 AM
470	Residential development is the highest priority in this corridor.	1/15/2025 8:20 AM
471	Good	1/15/2025 8:18 AM
472	Moderate	1/15/2025 8:16 AM
473	To keep up with Lakeland's 20% growth, we must maximize land density by prioritizing affordable, high-density residential development.	1/15/2025 8:13 AM
474	Mixed use developments would be nice to see	1/15/2025 8:00 AM

475	Enough housing in the area.	1/15/2025 7:42 AM
476	I don't like the idea of it on this road. Perhaps I'm biased by the run down multifamily housing nearby (behind McDonalds), or the old hotels that double as transient/homeless shelters. The existing neighborhoods have adequate single-family housing. If any housing is added, I really feel it should be mixed use types.	1/15/2025 7:38 AM
477	Good idea. But stop worrying so much about use. Control for scale, design, street size, etc. Let multiple uses exist in the same area. Make sure that the blocks and lots are small grids. Avoid cul-de-sacs, and single-entrance neighborhoods. Allow a mix of housing types all in the same neighborhoods.	1/15/2025 7:33 AM
478	Residential is good but can not be million dollar homes	1/15/2025 7:18 AM
479	I shy away from multi unit housing that is cheaply built and will deteriorate in less than a decade.	1/15/2025 7:10 AM
480	We have a great need for housing	1/15/2025 7:04 AM
481	Good	1/15/2025 6:43 AM
482	We need to focus on fixing the neighborhoods in that area first.	1/15/2025 6:01 AM
483	Very good, but it needs to be affordable	1/15/2025 5:39 AM
484	Any residential will most likely be low income. Not sure that will improve the area.	1/15/2025 5:26 AM
485	Only if it is Middle income housing. Lower or subsidized housing should be limited.	1/15/2025 5:03 AM
486	Fine	1/14/2025 9:49 PM
487	We are full. Stop residential growth	1/14/2025 9:45 PM
488	We do not want townhomes or condos. We like that there is space. Traditional homes with an acre or just under an acre lots. No crowded neighborhoods.	1/14/2025 5:35 PM
489	It's very much needed with the proper amount of safety infrastructure in place.	1/14/2025 5:34 PM
490	Multi family housing is needed	1/14/2025 4:54 PM
491	Traffic issues should be considered before adding residential	1/14/2025 3:39 PM
492	I don't want more traffic.	1/14/2025 3:28 PM
493	This area definitely needs some infill residential. Affordable housing is in short supply and I feel it would be a great fit for this area.	1/14/2025 3:24 PM
494	There is definitely a need for better housing. Probably more apartments and/or mixed use.	1/14/2025 2:18 PM
495	Not sure if someone wants to live on a major corridor.	1/14/2025 7:30 AM

Q6 What kinds of assets are missing along the corridor? This could be anything from improved streets, sidewalks, and open spaces to sewer system/utilities, adding community or public spaces, specific types of businesses, buildings, services, etc. Check all that apply.

Answered: 591 Skipped: 113



ANSWER CHOICES	RESPONSES	
Bike and pedestrian paths	48.22%	285
Upgrade utilities (electricity, gas, water, sewer, drainage)	31.98%	189
Small businesses	39.26%	232
Large/anchor businesses (Walmart, Dave & Buster's, AMC Theatres, Best Buy)	44.67%	264
Mixed use – residential and commercial	39.76%	235
Residential	15.23%	90
Coffee shop restaurants	47.04%	278
Town branding at the entrance of Memorial Boulevard/US 92	30.80%	182
Fix existing buildings	59.56%	352
Community space(s)	38.92%	230
I'm happy with the area as is	3.72%	22
Other (please specify)	20.81%	123
Total Respondents: 591		

#	OTHER (PLEASE SPECIFY)	DATE
1	Just clean it up	2/4/2025 10:21 AM
2	We have 3 Wal-Marts: central, North, and Mulberry. A closer one would be nice though, but not positive we need it - Wal-Mart would have to study that. Starbucks? Panera? Someplace with Internet, coffee, and a comfy vibe? Again, address crime. There is a drainage issue since Kathleen High built up their ground that causes water to backflow/overflow the ditch on Swindell by Memorial to the left of the school. Also, I've always wished there was fresh bread sold on that part of Memorial where you could smell the bread factory. As far as the old Searstown plaza, you would really need to revitalize the surrounding area. Address crime in the apartment complex behind it/behind McDonalds. Homeless people will literally approach your car window if you go through the drive thru at Steak n' Shake and surrounding restaurants. Lake Parker Park in nearby there, and there could be signage for the park on corner. Currently, meth zombies wander the corners at night unfortunately. Maybe LPD could receive some funding to transport individuals to Detox in Bartow, or work with Peace River, LRH, etc. to address serving this population better. It's quite scary. Nice, traditional homes could be built in the area behind old Searstown (Parker St area) to replace dilapidated old trap houses (think house with porches/ columns), sort of a Dixieland revitalization vibe.	2/4/2025 10:06 AM
3	Leave it small town feel with a friendly Lakeland history	2/3/2025 11:12 PM
4	Aesthetics - it's like we live off of Dale Marty in a city that prides itself on Parks and Rec and charges us with property taxes that do not benefit us. Relocate the Montessori - poor planning and location to stick it in a neighborhood. Utilize a property along 92 when planning out corporate and institutional properties. Current location of Montessori on Oarker would be better suited for a business (city or public) with less traffic.	2/2/2025 11:42 AM
5	Commercial businesses, restaurants	2/2/2025 8:50 AM
6	No walmart. Costco !	2/1/2025 4:13 PM
7	i would love to see more community spaces that encourage small business growth and inspire getting outside and meeting people, and that coexist with the natural land instead of just making the same cookie cutter uninspiring things you find everywhere. lakeland's growth is an opportunity for making the city even more beautiful and architecturally elevated	1/28/2025 3:19 PM
8	Park	1/28/2025 1:20 PM

9	remove the nasty hotel that all.	1/28/2025 12:51 PM
10	Not sure	1/28/2025 12:49 PM
11	High crime, rampant drug use, homelessness, shady characters all up and down the whole road	1/28/2025 11:37 AM
12	The whole area needs to be leveled, and just start over.	1/27/2025 11:45 PM
13	Please no large anchor shops	1/27/2025 6:46 AM
14	I think there are enough big businesses in Lakeland, we absolutely don't need anymore. See what dreams the locals have for business ownership. Try to make more space for citizens to take up without having to pay for it.	1/27/2025 6:23 AM
15	Bring it to the standard of Bonnet Springs and South Lakeland	1/27/2025 5:06 AM
16	Change the concrete to asphalt	1/26/2025 11:54 PM
17	I would like to see access to Bonnet Springs Park from Memorial BLVD, it doesn't make sense how that park is completely cut off by the railroad from entire neighborhoods. I'd like so see synchronized traffic signals to keep traffic moving smoothly. And someone please pressure was the Lakeland sign that is by the Golf Course off the highway.	1/26/2025 1:45 PM
18	I feel like fixing up the worn down building and adding nice parks and recreations would be nice. We need to do something about the homeless population in that area as well so building a shelter or assistance center. Also adding a police substation might bring down some of the crime in the area. Also adding nice trees and turf would also make the area look nicer and more Florida like.	1/25/2025 9:01 PM
19	Do not waste money on any of these other than keeping the roads safe and repaired.	1/25/2025 11:00 AM
20	Nothing. Stop wasting money here.	1/25/2025 7:43 AM
21	Clean up, beautification. Restaurants, shopping, coffee shops. To be able to feel safe in that area	1/25/2025 6:51 AM
22	Decrease homeless	1/24/2025 4:44 PM
23	Stop building	1/24/2025 2:40 PM
24	Memorial Blvd needs to be wider.	1/24/2025 10:18 AM
25	The restoration of roadside signage would greatly help is attractiveness	1/24/2025 8:27 AM
26	Public transportation	1/24/2025 7:36 AM
27	I'd very much like to see smaller businesses come in while keeping the history intact.	1/23/2025 7:58 PM
28	Lots of lighting, more law enforcement, crime prevention through environmental design	1/23/2025 7:00 PM
29	Fix the road!!	1/23/2025 5:17 PM
30	the roads especially from boat ramp across from Fun Bike to McIntosh Jr plant roads are ate up	1/23/2025 3:06 PM
31	Clean up the area	1/23/2025 9:31 AM
32	Open entrance into park next to old Lakeland Toyota.	1/23/2025 9:01 AM
33	Get rid of the old buildings and build new.	1/23/2025 6:52 AM
34	Restaurants in general	1/23/2025 6:31 AM
35	Repairs made to road especially the smaller roads that connect to 92. (Swindell Rd & 92)	1/23/2025 12:25 AM
36	Repair roads/sidewalks.	1/22/2025 8:13 PM
37	Water drains	1/22/2025 7:57 PM
38	Park area for sitting.	1/22/2025 2:46 PM
39	Entertainment!!! The city of Lakeland craves it. Especially the youth. Allowing more quirky businesses to thrive as opposed to the traditional anchor businesses that we already have in	1/22/2025 11:42 AM

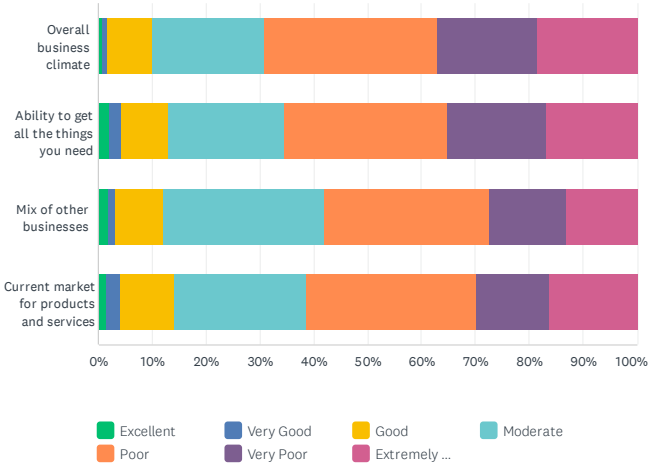
	Lakeland.	
40	nature and wildlife parks and greenspaces	1/22/2025 11:21 AM
41	Seriously you dont have nature parks on here? We are losing walkable nature areas monthly	1/22/2025 10:50 AM
42	More housing for those who cannot afford a regular mortgage or rent	1/21/2025 9:38 PM
43	A grocery store or Walmart are very much needed.	1/21/2025 11:57 AM
44	The roadways could be cleaned up.	1/21/2025 9:52 AM
45	Please look into a roundabout or two on this road! They are proven to reduce accidents and improve travel times, and are also just more nice to look at.	1/21/2025 7:48 AM
46	Preservation of historic Searstown (Town Center) Shopping Center andva return to the plazas 1990s look. Keep Save A Lot as the areas Grocery Store.	1/20/2025 9:12 PM
47	homeless shelter	1/20/2025 8:38 PM
48	Fix the flooding problem. Main priority is infrastructure. No more concrete! Stop flooding	1/20/2025 7:07 PM
49	The whole area needs a transformation (minus some very small parts). Most buildings are run down and need fixed/improved upon. The roads need fixed, etc.	1/20/2025 3:15 PM
50	Improved decaying infrastructure	1/20/2025 10:33 AM
51	Lighting, crosswalks that are actually used	1/20/2025 5:25 AM
52	Play area, park, gym, pickleball courts	1/20/2025 3:04 AM
53	Community garden with education department	1/19/2025 8:53 PM
54	Make the area safe again.	1/19/2025 8:20 PM
55	I need to make it more safer we need to get these shelters out of here and you make it more for more people	1/19/2025 6:32 PM
56	Coffee shops and real restaurants - No Fast food	1/19/2025 4:36 PM
57	Updated street lights palm trees bus stops with updated benches	1/19/2025 1:47 PM
58	Lighting!!	1/19/2025 12:23 PM
59	More traffic lanes.	1/19/2025 11:00 AM
60	increase security, looks run down, beautify area	1/19/2025 9:42 AM
61	Safe family parks	1/19/2025 7:54 AM
62	Just save what you can and and give it a touch of old times with new not futuristic design	1/19/2025 7:46 AM
63	Create multiple walkable neighbor hoods	1/19/2025 6:57 AM
64	Plants. Make use of edible plants as often as possible.	1/19/2025 6:36 AM
65	Water runoff being controlled	1/19/2025 5:36 AM
66	Landscape, restore existing structures bright lights	1/18/2025 5:11 PM
67	Sense of Security. Lots of homeless and crime.	1/18/2025 3:45 PM
68	Lighting! Very dark here.	1/18/2025 3:43 PM
69	The area has deteriorated and needs cleaning up. I am at the E. end of the area	1/18/2025 2:45 PM
70	Better establishments for homeless shelters and organizations. Some police presence, maybe a center or office . There are so many things but time, money and needs are important. A better walk around park for lake Parker.	1/18/2025 2:24 PM
71	Lighting	1/18/2025 1:53 PM
72	put in a turning signal at Memorial Blvd and Parker Dr.	1/18/2025 7:07 AM
73	Get rid of homeless	1/18/2025 6:45 AM

74	More trees! We badly need shade trees, smart landscaping, permaculture, and native plants!	1/17/2025 7:02 PM
75	Needs complete rejuvenation	1/17/2025 5:58 PM
76	Make it safer. Get rid of the homeless and step up the crime fighting in the Wabash area. If it were safer, many perceived problems would take care of themselves.	1/17/2025 2:42 PM
77	I drive through there for business or leisure	1/17/2025 9:08 AM
78	A gym/rec center. The nearest are Kelly, South YMCA, and North Just Move - all of which currently take 20+ minutes to drive to during peak hours.	1/17/2025 8:28 AM
79	Fix the ROAD	1/17/2025 7:55 AM
80	Spaces for substance abuse and psychiatric services	1/17/2025 7:38 AM
81	Green space	1/17/2025 7:24 AM
82	A larger police presence.	1/17/2025 7:03 AM
83	Re house homeless people wandering around in hospital gowns and wheelchairs. They are terrifying	1/17/2025 6:44 AM
84	Publix	1/17/2025 4:04 AM
85	Needs an updated look	1/16/2025 11:23 PM
86	Landscape as Lakeland is so beautiful with all the lakes around.	1/16/2025 7:58 PM
87	Traffic improvements. Cars fly down the street. The area west of Florida Ave is run down. You need to put in more mixed space facilities for business and residential. Provide proper opportunities to the poor who live there.	1/16/2025 6:32 PM
88	Wider roads	1/16/2025 5:31 PM
89	A nicer area to enjoy Lake Parker (restaurant and recreation), existing area near the power plant an nearer the original Red Lobster.	1/16/2025 5:00 PM
90	Less congestion	1/16/2025 4:59 PM
91	Reduce crime and homelessness	1/16/2025 4:58 PM
92	Nice, upscale breakfast and brunch	1/16/2025 4:10 PM
93	improved pedestrian safety, improvements to make it feel cleaner, safer, and more inviting	1/16/2025 3:56 PM
94	Fix the current housing issues with cops always there	1/16/2025 1:45 PM
95	General Safety to the average citizen. You'll never catch any commissioner meandering down memorial Blvd. And there is a reason.. it is not safe.	1/16/2025 1:43 PM
96	Need to fix the road of potholes and etc.	1/16/2025 12:44 PM
97	What is the plan for the people you will be pushing out of their affordable housing?	1/16/2025 11:47 AM
98	Green spaces	1/16/2025 11:03 AM
99	Costco, Soccer Park, Technology park	1/16/2025 10:54 AM
100	Park or green space that is inviting	1/16/2025 10:37 AM
101	Get rid of low income housing	1/16/2025 10:35 AM
102	The area doesn't have a good police presence and seems dangerous	1/16/2025 10:12 AM
103	Fields trees bushes wildlife	1/16/2025 9:54 AM
104	Tear down the dilapidated buildings, fix up the eye sore buildings, bring in large retailers and grocers, build sidewalks	1/16/2025 8:41 AM
105	Homelessness and poverty related issues of current residential areas need help first	1/16/2025 7:51 AM
106	More lighting, some more 'decor' aspects (banners, swan, etc.)	1/16/2025 7:41 AM

107	Wider roads or more lanes	1/16/2025 5:27 AM
108	A sense of safety, traffic moves to fast, intersection of Memorial and 98 is concerning.	1/16/2025 4:19 AM
109	Less cheap motels	1/15/2025 8:19 PM
110	Trees	1/15/2025 6:41 PM
111	Clean it up. Whatever we have now is just fine.	1/15/2025 3:58 PM
112	lower speed limit, more lights to make cars slow down	1/15/2025 3:48 PM
113	Making area safer	1/15/2025 1:19 PM
114	Wider roads to accommodate the traffic.	1/15/2025 1:05 PM
115	The actual road needs to be upgraded. It is awful!	1/15/2025 12:59 PM
116	Clean up drug problems	1/15/2025 12:51 PM
117	very bad area! I would be scared to shop there, especially at night	1/15/2025 12:50 PM
118	Create better drive through food for employees that currently work downtown. It's too difficult to get in and out with all the medians and cross traffic blocking access to fast food	1/15/2025 12:43 PM
119	TEAR DOWN OUTDATED, MOLD INFESTED HOTELS	1/15/2025 11:55 AM
120	Repave the road	1/15/2025 9:29 AM
121	The pedestrian infrastructure is terrible in those areas. The sidewalks are narrow (if they exist at all), they are not shaded, and they are too close to the road. The road is too wide and traffic is too fast. Too much space is devoted to traffic lanes and parking lots. The road should be narrowed and trees and greenery should be planted to create a safe and more pleasant pedestrian experience.	1/15/2025 9:23 AM
122	There is a need for safe crossing zones and needs to have a method of keeping pedestrians out of the road or dangerously close to road on sidewalks.	1/15/2025 7:10 AM
123	Too many motels that bring blight.	1/15/2025 5:26 AM

Q7 As a resident, how would you rate the shopping, dining and services along Memorial Boulevard/US 92?

Answered: 585 Skipped: 119



	EXCELLENT	VERY GOOD	GOOD	MODERATE	POOR	VERY POOR	EXTREMELY BAD	TOTAL
Overall business climate	0.68% 4	0.85% 5	8.55% 50	20.85% 122	32.14% 188	18.29% 107	18.63% 109	585
Ability to get all the things you need	2.06% 12	2.23% 13	8.59% 50	21.65% 126	30.24% 176	18.38% 107	16.84% 98	582
Mix of other businesses	1.89% 11	1.20% 7	8.95% 52	29.78% 173	30.81% 179	14.29% 83	13.08% 76	581
Current market for products and services	1.38% 8	2.76% 16	10.02% 58	24.53% 142	31.43% 182	13.64% 79	16.23% 94	579

Q8 What makes the area along Memorial Boulevard as shown in the above map a good place to live and do business?

Answered: 455 Skipped: 249

#	RESPONSES	DATE
1	Close to I4. Friendly neighbors.	2/4/2025 4:45 PM
2	Beautiful location, lots of potential if its cleaned up.	2/4/2025 1:58 PM
3	Cheap places - traffic isn't super bad usually. We can get to anywhere in Lakeland pretty quickly.	2/4/2025 1:24 PM
4	Central location and a familiar corridor and a lot remember when it used to be a good area for business shopping and decent hotel chains were there a long time ago	2/4/2025 10:21 AM
5	It is accessible to I-4. Close to Lake Parker Park. Accessible to north and south Lakeland. It is more central. It is more financially reasonable than far south Lakeland. There are unfulfilled business needs. People are currently traveling elsewhere to do their business/ shopping (north, south, even Tampa and Orlando).	2/4/2025 10:06 AM
6	I4 corridor within minutes Downtown within minutes Close to hospital.	2/3/2025 11:12 PM
7	The major auto dealers, access to gas stations and dining. The side street businesses have a lot to offer.	2/3/2025 7:49 PM
8	Convenience - however, nothing we need is available at any of the storefronts along Memorial (e.g., Publix, Target). We won't use the Walgreens in Memorial due to the fact that going in/out of store results in being accosted by persons asking for money. Only food options are fast food. Tapatios is avoided due to parking lot filled with loitering persons.	2/2/2025 11:42 AM
9	To live- nothing. Business- high visibility and high traffic volumes are a very strong incentive.	2/2/2025 8:50 AM
10	It's the most relevant and busy way to travel in Lakeland, the heart of the city and is populated for growing	2/2/2025 4:49 AM
11	It isn't, it's been run down for a while. I'm elderly now but grew up here and yes, Memorial Blvd used to mean something good. Now it means the slums. It's such a shame as it used to be quality.	1/31/2025 9:51 AM
12	quite a rough area in appearance and safety	1/30/2025 2:38 PM
13	Nothing other than location. There is nothing appealing now to draw anyone to the area.	1/30/2025 5:54 AM
14	It is central to everything in Lakeland.	1/29/2025 4:57 PM
15	Nothing - as of today.	1/28/2025 9:29 PM
16	It's a major artery.	1/28/2025 8:20 PM
17	Multi access from heart roads of lakeland	1/28/2025 5:21 PM
18	A "good place"? Most of Memorial is a total dump with a lot of vagrants.	1/28/2025 4:04 PM
19	You literally could not pay me to do business anywhere near Memorial Blvd. Native Lakelander here and I do not feel safe there even in the middle of the day! Our Lakeland leadership has failed our community in making the safety issues worse by encouraging and enabling an epidemic of homelessness on our streets. LPD's hands are tied by your terrible policies.	1/28/2025 3:20 PM
20	Central location	1/28/2025 2:56 PM
21	Memorial Blvd. is convenient, well populated, if fairly enhanced with small businesses and family owned homes that are energy efficient without pricing out families with smaller budgets it would be an amazing accomplishment.	1/28/2025 2:55 PM

22	It's a major part of Lakeland. Just like S Fl, 98N, Harden Blvd. Memorial Blvd has been neglected for to long.	1/28/2025 1:20 PM
23	main drive.	1/28/2025 12:51 PM
24	It is only a good place to do business if you are opening a business that targets poor folks. Dollar stores, payday loans, etc.	1/28/2025 12:34 PM
25	It's the thoroughfare from I-4 to Auburndale with lots of traffic. The roadway needs to be user friendly to the traffic. Walkovers could be added to avoid pedestrian fatalities.	1/28/2025 11:48 AM
26	Heavy traffic daily	1/28/2025 11:44 AM
27	Its central and easy access to downtown as well as I-4. It has a lot of history and memories for me also. It is nice to have a corridor area that is easy to in/out to businesses versus having to park in a garage.	1/28/2025 11:38 AM
28	Quite honestly, only the recently gentrified area near bonnet springs but really the whole road goes straight through the Slums of Lakeland. Anyone can pull up crime statistics and see it's unsafe. Anyone driving through can see active drug use, prostitution, pan handling, etc happening at all hours of the day, with a particular concentration around the section from south Florida to the power plant (lake Parker border)	1/28/2025 11:37 AM
29	High traffic area.	1/28/2025 11:30 AM
30	It's run down so it's not a great place to live	1/28/2025 11:17 AM
31	It is the heart of Lakeland and close to downtown. Stretching from the west to east side. I work close to the area and live in north Lakeland and would come love some more restaurants.	1/28/2025 8:02 AM
32	It's a good location for the middle being that there is such a close relation to the hospital, the interstate and our wonderful major city	1/28/2025 8:00 AM
33	Access to interstate	1/28/2025 5:58 AM
34	It's in the middle of Lakeland not to far or not to close. You can get to the hospital within 10 mins or the mall in 15. It's usually a lot of officers riding through on the usual which make it feel more safe.	1/28/2025 12:16 AM
35	Nothing	1/27/2025 11:45 PM
36	Most of it is like the ghetto	1/27/2025 9:54 PM
37	It is a very long span of area!	1/27/2025 9:24 PM
38	Easy access to I-4	1/27/2025 5:16 PM
39	If the corridor were revitalized and made accessible for persons walking or using bikes, it might be a good place to search for businesses. The road is dangerous and there are sketchy areas that no one should venture into.	1/27/2025 1:36 PM
40	To live? It simply isn't. To do business? It's one of the most central and traveled on roads in Lakeland, in my opinion. Give people a reason to do more than just drive on it.	1/27/2025 6:23 AM
41	The location to I4 for commuters. Another area to look for housing and spread things out throughout the city. Lots of development opportunity.	1/27/2025 5:06 AM
42	It's in the northern heart of the city, but too many areas are blighted. For example in the block heading east just before MLK on the right behind a blighted church is a very derelict semi tractor that has been there for many many years. It is a straight access through town.	1/26/2025 11:18 PM
43	It has potential. But it hasn't been utilized properly.	1/26/2025 9:36 PM
44	It is a very convenient area that is close to the highway and already has lots of existing neighborhoods that could really start becoming high value areas if memorial blvd is improved.	1/26/2025 1:45 PM
45	Relatively quiet	1/26/2025 12:23 PM
46	I avoid as much as possible. Don't feel safe.	1/26/2025 8:15 AM
47	It has potential. Currently (to me) it is just a strip of fast food and cheap (lower class) businesses.	1/26/2025 7:43 AM

48	If you have a job out of town i4 is right there.	1/25/2025 9:01 PM
49	Close to local business and attractions like downtown	1/25/2025 8:02 PM
50	I think the area struggles in regards to both. Memorial should be more inviting to community activity in general. Parks, recreation, etc.	1/25/2025 6:31 PM
51	It's not. It's a horrible place to live.	1/25/2025 6:10 PM
52	Centralized location	1/25/2025 5:22 PM
53	Any	1/25/2025 4:34 PM
54	I do not go on Memorial Boulevard for any shopping except to take my car to the Lakeland Auto Mall for servicing.	1/25/2025 11:00 AM
55	What makes this area such a good place is that it is in the middle of the great city of lakeland. It covers so much area and it allows to and brings so many communities together.	1/25/2025 10:51 AM
56	One restaurant	1/25/2025 10:26 AM
57	Nothing, bad place to live.	1/25/2025 7:43 AM
58	It's the center of our city. The crossroads. North, south, east and west commuter area	1/25/2025 6:51 AM
59	Memorial Blvd is the divider between the north side of Lakeland and the south side of Lakeland. There is always heavy traffic up and down 98 which runs perpendicular to memorial therefore if memorial had viable options for shopping or dining, the foot traffic opportunities would be there.	1/25/2025 6:40 AM
60	It's access to I-4 and the rest of the city of Lakeland	1/24/2025 9:18 PM
61	Nothing other than size making opportunity for improvement.	1/24/2025 8:55 PM
62	If the area is cleaned up, its centralized location in the city.	1/24/2025 7:31 PM
63	location and proximity to other cities.	1/24/2025 6:26 PM
64	N/a	1/24/2025 5:18 PM
65	Main road through east and west Lakeland.	1/24/2025 4:44 PM
66	It is close to downtown!	1/24/2025 3:13 PM
67	Nothing. Homeless jaywalk everywhere and way too much traffic.	1/24/2025 2:40 PM
68	Area from Walgreens to Lakes Church is not safe! Look at crime rate. Its bad	1/24/2025 2:22 PM
69	It's not a good place to live. Everything I need I have to go all the way to south Florida ave	1/24/2025 12:14 PM
70	Business is best.	1/24/2025 11:28 AM
71	nothing	1/24/2025 11:18 AM
72	It's NOT good…too much crime and ingested traffic.	1/24/2025 10:18 AM
73	Well situated access to other parts of Lakeland, and to Winter Haven, and I-4.	1/24/2025 9:49 AM
74	Its connection to not only I4 but being 92 allows from great mobility between the cities sister cities in the county. which in turn gives great opportunity for traffic to enter the area and thus economically attractive	1/24/2025 8:27 AM
75	Memorial Boulevard is an attractive place to live and do business because of its traffic and its proximity to stores. Increased traffic benefits businesses as it means more people will go to their establishments. Many businesses are also placed along I92, which makes trips shorter and (mostly) easily commutable. Making the area more walkable and safer would benefit both businesses and communities by encouraging spending, walking, and leisure outside of the house.	1/24/2025 8:15 AM
76	Proximity to downtown and I4	1/24/2025 7:36 AM
77	Everything is conveniently located and very walkable.	1/24/2025 6:26 AM
78	Not. A place to live but could be beneficial with decent businesses	1/24/2025 2:50 AM

79	It’s the best path between East and West Lakeland.	1/23/2025 8:03 PM
80	Proximity to large employers of city and medical area. Especially for workforce development.	1/23/2025 7:00 PM
81	Proximity to I-4 and downtown	1/23/2025 6:38 PM
82	Traffic is already unbearable on Memorial. Please do not make it worse! What will y'all do about all the drug addicts and unhoused citizens? I think the grant should go towards fixing the roads and some sort of mental health initiative for the people of the community.	1/23/2025 5:17 PM
83	Easy access	1/23/2025 4:27 PM
84	Traffic	1/23/2025 3:49 PM
85	KNOW your area - the people	1/23/2025 3:06 PM
86	For me, that area screams…Tacky! As a former Polk County sheriff friend of mine told me, at one time that area was known to his co-workers as Tomaine Alley	1/23/2025 1:59 PM
87	convenience	1/23/2025 1:53 PM
88	Convenient	1/23/2025 1:42 PM
89	Easy to get through, easy to turn into and out of businesses, it’s not overly dense or pretend urban, natural traffic flows	1/23/2025 1:27 PM
90	The central nature of it and it's easy access to I4. Existing infrastructure to build on.	1/23/2025 12:59 PM
91	Every restaurant and motel along that corridor is run down. I would say the best part about living or doing business here would be being close to I4 to escape to Tampa or Orlando.	1/23/2025 11:16 AM
92	Location	1/23/2025 9:04 AM
93	Just a road	1/23/2025 9:01 AM
94	Close to everything except hood shopping. I4 ramps closebhnos great	1/23/2025 9:01 AM
95	The location is central in Lakeland.	1/23/2025 6:52 AM
96	It's in a very advantageous location	1/23/2025 6:31 AM
97	Brings life to the city and adds places to go and things to do even for people not living in lakeland	1/23/2025 4:12 AM
98	This is a ghetto. Why are we even having this conversation?	1/23/2025 2:09 AM
99	Faster commute to other places	1/23/2025 1:46 AM
100	It convenience of getting off of I4 and get what you need in a smaller area. It does need being revitalized	1/23/2025 1:08 AM
101	Wide variety of services, food, businesses. Very quick commute to i4	1/23/2025 12:25 AM
102	Because it is an easy access point right off of i4 for travelers	1/22/2025 10:01 PM
103	Historic and it use to have many restaurants and places to shop worthwhile	1/22/2025 8:43 PM
104	Easier for people to get around.	1/22/2025 8:13 PM
105	You can usually get what you need and not need to travel far.	1/22/2025 7:57 PM
106	I-4 Access	1/22/2025 6:29 PM
107	The easy access to I-4	1/22/2025 5:40 PM
108	Neighborhood friendly	1/22/2025 5:14 PM
109	It isn’t crammed full of business and other crap	1/22/2025 5:09 PM
110	Easy access to US 98 (north AND south) - US 92 East leading to other parts of Polk County - Intersection of Florida Avenue & Memorial Boulevard gives good access north and south (IF Florida Avenue is widened)	1/22/2025 4:29 PM
111	Restaurants and bars	1/22/2025 4:07 PM

112	I can't think of any...no houses, old dilapidated mechanics shops	1/22/2025 3:37 PM
113	It’s central we need more stores, restaurants, homes Transportation is rough going either south or north	1/22/2025 3:03 PM
114	Not much. Needs better sidewalks and crosswalks.	1/22/2025 2:46 PM
115	It's a lot of space for new development small and large,we shouldn't have to go to Tampa and Orlando!	1/22/2025 2:17 PM
116	It should only be businesses.	1/22/2025 12:42 PM
117	The ability to move across the width of the city and to reach arterial main roads to other areas of the city	1/22/2025 12:15 PM
118	Great for in between Tampa and Orlando travelers and workers	1/22/2025 12:02 PM
119	The area has a good foundation that was built up during the 60s, 70s, and 80s. It's a foundation that should be exploited and improved. The fact that memorial boulevard is immensely close to the downtown area and has easy access to and from downtown is a great advantage. It's absolutely a great place that entrepreneurs would flock to if given the opportunity and support. The area is very centric and has lots of potential. Lack of will, support, and opportunity is the only thing lacking in this area.	1/22/2025 11:42 AM
120	It is only a good area to do business if you need to buy a car or are hungry.	1/22/2025 11:41 AM
121	It’s not. We need more resources to clean up neighborhoods to make them safer due to the drugs and homeless	1/22/2025 11:30 AM
122	As it stands, it doesn't. Avoid it at all cost.	1/22/2025 11:24 AM
123	It is connected to I4 and other areas of FL and a has nice lakes around. But we need more than ugly concrete jungles we need nice greenspaces and natural scenery.	1/22/2025 11:21 AM
124	Stop get rid of rundown homes, put up parks	1/22/2025 10:50 AM
125	Close to downtown Lakeland . Close to I4 corridor .	1/22/2025 10:50 AM
126	Location, easy access to I-4 and downtown Lakeland	1/22/2025 8:34 AM
127	It is the heart of our city, it makes it a good place to live and do business due to the accessibility from I4 and other areas of town.	1/22/2025 8:28 AM
128	Memorial is connected to the highway.. That's a huge plus, along with the convenience of having other businesses like food trucks and small retails is an added bonus.	1/22/2025 4:29 AM
129	Business	1/21/2025 9:39 PM
130	Land will be cheap as it's less desired.	1/21/2025 9:38 PM
131	Nice close to lakes and parks.	1/21/2025 9:02 PM
132	Too much crime	1/21/2025 8:17 PM
133	Problem pulling it up	1/21/2025 7:01 PM
134	Opportunities to put multiple businesses to help out our community and not have to travel so far to each place.	1/21/2025 6:53 PM
135	By downtown, just need lots of modern updates	1/21/2025 6:37 PM
136	It's not a good place.	1/21/2025 6:16 PM
137	Its historical place in this citys existence	1/21/2025 4:28 PM
138	its in the center of Lakeland	1/21/2025 4:03 PM
139	It is a major east/west way to get across town	1/21/2025 3:20 PM
140	Nothing	1/21/2025 3:05 PM
141	It takes stress off the Northside and has existing infrastructure to handle it	1/21/2025 2:21 PM

170	convenient to 98 and I 4	1/20/2025 8:44 PM
171	low income businesses that are accessible	1/20/2025 8:38 PM
172	Close to I-4.	1/20/2025 7:07 PM
173	It is a good place but different parts of the area are low income and as well as the hospital being right there, there's definitely a homeless issue around and a lot overdoses too. It's safe but just feels really hostile.	1/20/2025 6:01 PM
174	It's a centrally located, minutes from everything in Lakeland.	1/20/2025 5:36 PM
175	It's not	1/20/2025 4:52 PM
176	Easy access to Tampa and Orlando	1/20/2025 4:06 PM
177	Central location for the city but too much crime.	1/20/2025 3:46 PM
178	Nothing right now I avoid it at all costs	1/20/2025 3:27 PM
179	Nothing.	1/20/2025 3:15 PM
180	Central in Lakeland, close to i4	1/20/2025 1:12 PM
181	Memorial is a good place to live and do business bc of its location in Lakeland	1/20/2025 10:34 AM
182	Central artery to central Lakeland - good access to services.	1/20/2025 10:33 AM
183	Run down shops. Abandoned business. Not a good place to do business. Housing in my area is growing. New development down the road. Residents in my area shore acres. Are remodeling homes/building new. Area is mostly quiet. Except for traffic and Hotel noise. I have great neighbors. We look out for each other. Great neighborhood.	1/20/2025 10:01 AM
184	The people are lively.	1/20/2025 9:15 AM
185	I have no idea When mall was there and sears town was there it was in its heyday. Too many people asking for hand outs.	1/20/2025 8:24 AM
186	Centrally located	1/20/2025 7:57 AM
187	Currently very little. While it is a convenient location, as it was many years ago, today the location just isn't somewhere I want to take my family to eat nor conduct business.	1/20/2025 5:25 AM
188	Accessibility	1/20/2025 5:14 AM
189	Except Lakeland sea food market nothing good in this area	1/20/2025 3:04 AM
190	nothing. we literally have nothing along memorial besides food. i would actually like something i could get out of my car & venture around & do! kind of like the little road in kissimmee with all the food & stores! even put a alligator exhibit up something!! STOP BUILDING STORAGE UNITS!!!!	1/20/2025 1:12 AM
191	Nothing currently. It's surrounded by blighted housing and homeless, sketchy/disgusting hotels. I wouldn't feel very safe walking around that area after dark.	1/19/2025 10:44 PM
192	It doesnt unless you want to get stabbed or buy drugs from a toothless crack head asking for hand outs.	1/19/2025 10:13 PM
193	Yes	1/19/2025 10:06 PM
194	It's not a good place to live but a amazing place to buisness considering the fact that there are so many ppl there	1/19/2025 9:12 PM
195	cmon	1/19/2025 8:58 PM
196	Diverse population, two very large employers in the area bringing employees in from other areas that may need to shop before and after work.	1/19/2025 8:53 PM
197	it phase some open spaces too much business will cause traffic congestion and accidents	1/19/2025 7:48 PM
198	It's quiet. It's close to lakes that have walking paths and parks	1/19/2025 6:55 PM
199	It's just too crowded on memorial boulevard with everything all together everything needs to be	1/19/2025 6:32 PM

	spaced out you have too many homes people on memorial panhandling and begging people for money we need to get the homelands out of Florida	
200	I lived there for decades I became Acustom to The place	1/19/2025 6:12 PM
201	Nothing currently. It is a high crime, low income area.	1/19/2025 5:37 PM
202	I love living in lone Palm. Easy to get on I-4 and drive to Orlando and Tampa. Or I take it to south Lakeland to shops and restaurants. Memorial drive and surrounding area as it stand would not support restaurants and shops. I have never gone to any "restaurant or shops anywhere near memorial. There is a police officer that stays at entrance of Lone Palm- the neighborhood behind us is dangerous. The flea market across from us is an eye sore.	1/19/2025 4:36 PM
203	We are close to parkway and that made travel to S Lakeland easier	1/19/2025 4:14 PM
204	It's a good place to live as it's not overly crowded	1/19/2025 2:30 PM
205	It is the center of Lakeland. Where lots of people come into town.	1/19/2025 1:54 PM
206	Busy road allows for easy access	1/19/2025 1:54 PM
207	The convenience of the area to present residents	1/19/2025 1:47 PM
208	Direct access to interstate	1/19/2025 12:23 PM
209	We live on North Lakeland and feel this would help improve the areas value as well as that areas value!	1/19/2025 12:12 PM
210	Good area	1/19/2025 12:03 PM
211	The area is close to downtown, Joker Marchant stadium, the hospital, and Lake Parker. There is also interesting history in the area, such as the Acton Community and Tiger Flowers Cemetery. One nice aspect of the area is the Citrus Connection bus stops in the area make it easy to catch a bus around the city.	1/19/2025 11:59 AM
212	You are literally in the middle of Lakeland so you can get business from the whole city.	1/19/2025 11:00 AM
213	The only major east/West thoroughfare through Lakeland brings a lot of traffic. That also generates a lot of visibility, and if nothing else, that entire corridor needs to be spruced up. If residential developments occur, they need to be of the highest density allowed by the city of Lakeland	1/19/2025 9:54 AM
214	nothing - I avoid it, not safe.	1/19/2025 9:42 AM
215	Not much attracting people to that area	1/19/2025 8:30 AM
216	I would not live in that area. It is known for vagrants and suspicious activity. Business for me personally is limited.	1/19/2025 8:29 AM
217	Easy access to medical services along Lkld Hills Blvd.	1/19/2025 7:47 AM
218	92 to from Winter haven and needs to have a express at No cost ...would be nice for people that work	1/19/2025 7:46 AM
219	central, good accessibility.	1/19/2025 6:57 AM
220	I'm not sure it is at this point - a good place to live. It's "scruffy" in appearance. Just another desolate strip of the country like a million other in decline strip mall roadways.	1/19/2025 6:57 AM
221	For the poeple who live and work their now, I would assume community feel.	1/19/2025 6:36 AM
222	Convenient to I4	1/19/2025 5:36 AM
223	it is a major road connecting north and south lkld	1/19/2025 4:53 AM
224	The potential is there, it just need people who actually care about creating something for the community and not for profits or corporations.	1/19/2025 2:01 AM
225	Everywhere has potential	1/19/2025 2:00 AM
226	Location	1/18/2025 7:49 PM
227	It is a very central area	1/18/2025 7:25 PM

228	It holds great potential to bring light and a more cozy experience for those who live and visit, it's an older part of Lakeland that can be charming again!	1/18/2025 5:11 PM
229	Very little at this time	1/18/2025 4:54 PM
230	It's close to north and south lakeland it's perfectly in the middle	1/18/2025 4:11 PM
231	Right now it's a pass through area.	1/18/2025 3:45 PM
232	Close to medical facilities	1/18/2025 3:43 PM
233	There are a variety of businesses for the things you need.	1/18/2025 3:34 PM
234	It's not a good place to live but it's an ideal spot for businesses	1/18/2025 3:19 PM
235	I can only speak for the E end of the area. Somewhat blighted in my opinion. The new fish tackle store at the E. end is nice, most everything else not so nice.	1/18/2025 2:45 PM
236	Center of Lakeland and access to I-4. Lake Parker. Proximity to Lakeland center and bonnet springs.	1/18/2025 2:24 PM
237	Ease of Access from Tampa.	1/18/2025 1:53 PM
238	The fact that people can afford to live there without corporations making it more expensive.	1/18/2025 1:30 PM
239	Access to the highway	1/18/2025 12:53 PM
240	There is enough traffic in the area to support more businesses if it was cleaner.	1/18/2025 9:44 AM
241	It's not it's old rundown a lot of drugs and very old disgusting buildings and houses. It's known as the homeless and drug addict corridor very low income.	1/18/2025 9:03 AM
242	It's good	1/18/2025 8:25 AM
243	nothing.	1/18/2025 7:07 AM
244	Not a good place	1/18/2025 6:45 AM
245	Direct connection to the interstate	1/18/2025 12:45 AM
246	It isn't. I mostly avoid it.	1/17/2025 8:27 PM
247	Not sure except TapaTios is one of the best restaurants in Lakeland	1/17/2025 8:25 PM
248	Not a good area. Lots of crime in area. Homeless people sleeping behind businesses.	1/17/2025 8:07 PM
249	I think the area has potential but currently doesn't feel safe	1/17/2025 7:30 PM
250	It would spread out the major traffic going north and south by adding new places east and west	1/17/2025 7:12 PM
251	Well, it has a lot of history which I love. I love some of the more historical buildings and older businesses but there is a lot of neglect of lots/land. It just has a very industrial and sad feeling for stretches of it that would be helped a lot buy more parks/nature/trees as well as TRULY walkable mixed-use centers. I highly recommend mandating tree planting/native habitat restoration in new construction projects, providing incentives for residents to plant trees on their property, incorporating green spaces into urban planning, and selecting tree species well-suited to urban environments, ensuring proper maintenance and protection of existing trees throughout the development process. Florida is an amazing tropical paradise and Lakeland should showcase our rich natural heritage.	1/17/2025 7:02 PM
252	Central part of the city, spanning east to west.	1/17/2025 6:51 PM
253	central location to town and I4	1/17/2025 6:40 PM
254	High traffic	1/17/2025 6:16 PM
255	It doesn't to me Bars on the doors Parking is so close off the road Dirty unkept	1/17/2025 5:58 PM
256	Easily accessible to downtown and both north and south Lakeland, lots of natural beauty around Lake Parker, easy access to I4, potential for growth in commuters.	1/17/2025 5:47 PM
257	Nothing. I think this is the perfect representation of everything that is wrong with a car centric suburban sprawl.	1/17/2025 5:47 PM

258	See response to question #4	1/17/2025 5:40 PM
259	Accessibility to 1-4 and downtown.	1/17/2025 4:40 PM
260	Upgrading the corridor and surrounding areas would be needed to make it a safe and prosperous area, this would create an area with land values better for all residence.	1/17/2025 4:22 PM
261	Centrally located, room to grow	1/17/2025 4:10 PM
262	Nothing bc most houses are run down the hotels are full of homeless & prostitutes.	1/17/2025 3:27 PM
263	Access to downtown Lakeland Montessori public charter school	1/17/2025 2:59 PM
264	The people and community.	1/17/2025 2:47 PM
265	Convenient to I-4, 98, Polk Parkway, Florida Ave. I volunteer at LRH and that is just down the road. My husband works downtown and it is also an easy commute.	1/17/2025 2:42 PM
266	It's central to both North and South Lakeland.	1/17/2025 2:19 PM
267	At this point in time, it isn't. The area is run down and everyone knows it as the bad part of town. It needs to be cleaned up.	1/17/2025 2:15 PM
268	Good roadway	1/17/2025 2:06 PM
269	It's not the greatest area for business or living due to the high levels of traffic constantly coming and going. It makes getting anywhere a nightmare.	1/17/2025 1:46 PM
270	It attracts homeless people	1/17/2025 1:00 PM
271	its in center of town and easy access to any point in lakeland	1/17/2025 11:45 AM
272	N/a	1/17/2025 11:09 AM
273	Very little. It's crowded, it feels unsafe, not a place I would walk or want to travel upon.	1/17/2025 10:12 AM
274	Near to I4 and access to Auburndale and Winter Haven, as well as proximity to downtown lakeland	1/17/2025 10:04 AM
275	Central to Orlando and Tampa	1/17/2025 10:04 AM
276	Close proximity to north & south areas of Lakeland ; proximity to downtown	1/17/2025 10:00 AM
277	Considered by a north lakelander, it is an unofficial line separating north Lakeland and downtown	1/17/2025 9:46 AM
278	I don't live there. I commute to work or for leisure purposes passing through.	1/17/2025 9:08 AM
279	needs improvement	1/17/2025 8:58 AM
280	Regular traffic.	1/17/2025 8:28 AM
281	A central pathway through the city	1/17/2025 8:25 AM
282	It's convenient to other areas of interest.	1/17/2025 7:59 AM
283	Nothing. Memorial Boulevard is the trashy part of town.	1/17/2025 7:55 AM
284	Nothing	1/17/2025 7:50 AM
285	It's right in the center of Lakeland. It separates the north side from the south side. The location is convenient.	1/17/2025 7:38 AM
286	It's a main thoroughfare but it's ugly and nasty	1/17/2025 7:24 AM
287	Along most of it, it isn't.	1/17/2025 7:07 AM
288	It doesn't. It's an extremely poor area of Lakeland with high crime.	1/17/2025 7:03 AM
289	It has so much potential if we just cleaned it up.	1/17/2025 6:55 AM
290	Near interstate and downtown	1/17/2025 6:44 AM
291	Nothing, it looks like Armageddon with dilapidated buildings and crazy-dazed looking homeless people wandering around	1/17/2025 6:44 AM

292	It’s not as it’s constantly flooded with trash and run down buildings	1/17/2025 6:39 AM
293	There is prime location for businesses to thrive if the right businesses were there.	1/17/2025 5:53 AM
294	The parks and bike/ped paths	1/17/2025 4:04 AM
295	It’s a key Road that flows thought Lakeland. It needs to be cleaned up and have some type of design requirement for the building to make it appealing. Currently it looks rough and dirty	1/17/2025 3:37 AM
296	Convenience to everything.	1/16/2025 11:23 PM
297	Nothing	1/16/2025 10:45 PM
298	Close to i4	1/16/2025 8:57 PM
299	clean it up	1/16/2025 8:21 PM
300	Centered in Lakeland	1/16/2025 7:58 PM
301	Centrally located between north and south Lakeland. It would be a great extension of downtown. It is also close to the highway	1/16/2025 7:48 PM
302	Straight ride east to west	1/16/2025 7:32 PM
303	It’s along main roads and easy to get to the highway.	1/16/2025 7:20 PM
304	It was probably thriving and good middle class residential area 40-50 years ago, but the demographics have changed. There are a fair amount of business, but nothing I stop at myself. I enjoy Tapatios and some of the fast food chains between Ingraham and Lakeland Hills Blvd, but the homelessness and crimes in some of the backstreets makes this a place I rather not venture around.	1/16/2025 6:32 PM
305	None. Horrible. Less jobs opportunities and less green for wildlife.	1/16/2025 6:26 PM
306	A lot of traffic and potential customers. Veer away from strip malls and build a community with fine apartments above the businesses.	1/16/2025 6:26 PM
307	Consistently busy	1/16/2025 6:22 PM
308	Bonnet Springs Park is the best place along this route.	1/16/2025 5:47 PM
309	Centralized location	1/16/2025 5:43 PM
310	location is good	1/16/2025 5:32 PM
311	Lots of people	1/16/2025 5:31 PM
312	Its proximity to I-4 and downtown Lakeland.	1/16/2025 5:00 PM
313	The ghetto	1/16/2025 4:59 PM
314	Location in mid lakeland..easily accessible to many	1/16/2025 4:53 PM
315	Not much, due to all the traffic! Would love bike path, however not adequate space on the road for that. All business needs their own parking, because no space for on street parking.	1/16/2025 4:34 PM
316	it serves a segment of the population just fine.	1/16/2025 4:19 PM
317	Nothing now.	1/16/2025 4:10 PM
318	Neither	1/16/2025 4:03 PM
319	Not much currently	1/16/2025 4:03 PM
320	Currently, I wouldn’t consider living in that area at all. Need a complete overhaul to reduce the crime and trash.	1/16/2025 3:57 PM
321	proximity to major employment centers like the hospital, Watson clinic, and various businesses downtown	1/16/2025 3:56 PM
322	Close to downtown and I-4	1/16/2025 3:48 PM
323	N/A	1/16/2025 3:41 PM

324	Right now, it feels trashy and anyone with their wits about them stays away from that area after sundown. As a child in the 70’s and 80’s, I know this was the area to shop in Lakeland. If it wasn’t for the little Thai and Vietnamese store being by skate world, I stay away from this area.	1/16/2025 3:35 PM
325	Center of the city	1/16/2025 3:34 PM
326	Memorial Boulevard is a pass through Lakeland, I myself have moved to Auburndale in recent months but lived off of memorial for most of my adult life. It is a way to get from one side of Lakeland to the other without having to stop at 500 stop lights down town or going too far out of the way on county line road. Personally in the time I lived on Rose street I was weary to turn down any of the side streets off of memorial because of the crime presence it presents. I have seen people who are laying in the grass in the median and on the side of the road who are out of their minds on drugs. I have also seen people who just walk up to your vehicle when you are in the McDonalds line on memorial and beg for money. A lot of people who move to Lakeland are usually forewarned about memorial boulevard, that it is not a safe area to be, more specifically the areas from ok carz to lake parker avenue. I think if we got a lot of unfavorable people off the street and tackled the drug epidemic in that specific area the corridor would be a more tangible place to live. But- it doesn't matter how many new shopping plazas you erect or how many apartment buildings you build- if you don't make the area a safe place to get in and out of your car at night, then your grant has gone to waste.	1/16/2025 3:34 PM
327	Nothing	1/16/2025 2:32 PM
328	It isn't because it is so run down, lots of crime, homeless people, people using the restroom in open view, and it stinks.	1/16/2025 1:45 PM
329	There is not one thing that makes this a good place to live or do business. It is extremely unsafe because of the rampant homelessness and drug use in the area. No one wants to do business or live in an area where there is a high concentration of homeless population, mentally ill people, or drug users. Hence why no county, city, or state official lives in areas like this, it’s simply unsafe. You have to clean up the area before dumping money into it.	1/16/2025 1:43 PM
330	It needs to be cleaned up and attract businesses that can serve a wide variety of needs and draw people to that area as it’s centrally located	1/16/2025 1:20 PM
331	Alot of homeless and bad motels	1/16/2025 12:38 PM
332	It’s not. It’s dangerous to drive on and walk down	1/16/2025 12:06 PM
333	Right now, not much. Too many druggies and vagrants around. Makes it a scary place.	1/16/2025 11:59 AM
334	Large variety of businesses in a short span.	1/16/2025 11:53 AM
335	Nothing right now	1/16/2025 11:30 AM
336	Centrally located for both north and south	1/16/2025 11:26 AM
337	it’s a higher crime area and I do not feel comfortable/safe going there	1/16/2025 11:07 AM
338	Location as dividing line of city is its only appeal	1/16/2025 11:06 AM
339	Access to highways and surrounding neighborhoods.	1/16/2025 11:03 AM
340	Bring more high tech jobs	1/16/2025 10:54 AM
341	There is potential but quite bleak.	1/16/2025 10:45 AM
342	Good traffic flow.	1/16/2025 10:37 AM
343	Centrally located through Lakeland	1/16/2025 10:35 AM
344	Nothing	1/16/2025 10:35 AM
345	Easy access to and from I-4 with a lot of food and gas options along the way.	1/16/2025 10:32 AM
346	Not much I can think of	1/16/2025 10:26 AM
347	Because of it’s accessibility between cities, many people commute down this route making it perfect for a business to thrive.	1/16/2025 10:24 AM
348	Access to either direction to north or south of town.	1/16/2025 10:13 AM

349	It’s a busy road but that’s about it. It’s become a rundown ghetto	1/16/2025 10:12 AM
350	Nothing. Memorial Blvd should currently be avoided as much as possible.	1/16/2025 10:08 AM
351	Centrally located.	1/16/2025 10:07 AM
352	Doesnt	1/16/2025 10:07 AM
353	It isn’t. The area is dirty.	1/16/2025 9:55 AM
354	Close to hospital	1/16/2025 9:55 AM
355	It doesn’t. It looks feels terrible. Demolish it all and green belt it.	1/16/2025 9:54 AM
356	Nothing. Unless you are looking for cheaper rent for your business or a cheaper home which sacrifices safety.	1/16/2025 9:32 AM
357	I don't feel that it is either right now. But the potential is there! It could be a nice area if the issue of drugs and abandoned buildings and homeless people were fixed.	1/16/2025 9:32 AM
358	It's a major road that needs to be improved but is currently lacking	1/16/2025 9:28 AM
359	Close to I-4	1/16/2025 9:26 AM
360	It’s not. It was great 30 years ago but the city let it get over whelmed and then put homeless shelters in too close of proximity	1/16/2025 9:23 AM
361	I don't believe this area is a good place to live. The area is bisected by one of our busiest vehicle corridors. The area is hostile to pedestrians. There are no other transit options.	1/16/2025 9:12 AM
362	It's the best way to get into the heart of lakeland. It's not north or south lakeland it's just lakeland which is nice.	1/16/2025 8:59 AM
363	Quick access to downtown and the major shopping strips along 98 north and south	1/16/2025 8:41 AM
364	Memorial is what I have always thought of as the start of N Lakeland. Gives this, there is ample proximity to N Lakeland and Central Lakeland residents as well as those crossing on I-4. It is a staple of Lakeland and one that needs to be tended to a modern sustainable fashion	1/16/2025 8:37 AM
365	Great location off of I4	1/16/2025 8:28 AM
366	Nothing that I can think of. The area has atrophied.	1/16/2025 8:23 AM
367	Close to I-4	1/16/2025 7:52 AM
368	This is not an area that my family shops unless there is a need for a specific business. The area has too high crime and overall has a seedy look. The stretch along the car dealerships to KHS doesn't have much but speciality shops (granite, etc). Not places I would frequent. There are no grocery stores, etc. I am concerned how the current residents feel about potential growth of commercial business in their area.	1/16/2025 7:52 AM
369	It’s not a good place yet.	1/16/2025 7:51 AM
370	Nothing that I'm aware of	1/16/2025 7:42 AM
371	Great 'central' or connecting road through Lakeland	1/16/2025 7:41 AM
372	I don’t think it is. It is so overrun with drugs and homeless that it makes it difficult for anyone to have a successful business.	1/16/2025 7:16 AM
373	Not safe. I do not feel comfortable at all getting out of my car on east side of Memorial Blvd.	1/16/2025 7:04 AM
374	I wasted my time giving input for the road diet. This is a waste of time.	1/16/2025 6:53 AM
375	It’s very close to downtown and I4. It’s a great way to get around town. Currently, it doesn’t feel safe and is so run down nobody wants to go to any of the businesses.	1/16/2025 6:10 AM
376	I would love to see the return Nostalgic side of Lakeland with an emphasis on the murals in the old sears town shopping area. People love nostalgia. That used to be thriving area, considering use its roots as foundation	1/16/2025 6:09 AM
377	Reliable local spaces that are affordable.	1/16/2025 5:45 AM

378	At the moment nothing. Improvement to buildings roads and utilities would help	1/16/2025 5:40 AM
379	It could be good if it was safer. I use it to go from Auburndale to Lakeland, & it’s close to a lot of medical facilities.	1/16/2025 5:36 AM
380	The only good thing about Memorial is Tapa Tios and McDonalds.	1/16/2025 5:27 AM
381	It’s really a prime spot, right off exit 28 of I4 quick access to other locations if needed.	1/16/2025 5:13 AM
382	lot of traffic flows through there, its' proximity to other desired areas in Lakeland.	1/16/2025 4:19 AM
383	You can try to gentrify this area- but it will not work.	1/16/2025 1:54 AM
384	A lot of population, customers and workers.	1/15/2025 10:46 PM
385	You couldn't pay me to live in that part of the city--I'm on the outskirts of it. I used to do lots of business there, years ago (Chuck E. Cheese, Montgomery Ward, Sears, Lakeland Mall, anyone?), but ever since the Publix closed at Searstown, there's not a lot there that suits my needs. Everything is further away, either on the north or south side. This area seriously needs some revitalizing--it's almost a ghost town.	1/15/2025 10:11 PM
386	Variety of restaurants but not many retail stores	1/15/2025 8:19 PM
387	Bonnet springs is great Just wish they did more night things	1/15/2025 7:23 PM
388	Currently not	1/15/2025 7:01 PM
389	As of right now it is a not good area	1/15/2025 6:54 PM
390	Nothing	1/15/2025 6:41 PM
391	Its proximity to Downtown and being central to everything in Lakeland.	1/15/2025 5:46 PM
392	nothing…	1/15/2025 4:50 PM
393	Right now, it’s a horrible place for both	1/15/2025 4:09 PM
394	Clean up what is there now. The only thing on memorial is the homeless and drug addicts.	1/15/2025 3:58 PM
395	proximity to jobs	1/15/2025 3:48 PM
396	Close to downtown, good path to get to other parts of the county.	1/15/2025 3:10 PM
397	Simply because it runs through the heart of the city and you can access I-4 on the west end.	1/15/2025 2:49 PM
398	Nothing	1/15/2025 2:00 PM
399	Because it’s the Main Street in Lakeland so it should be the best	1/15/2025 1:52 PM
400	Currently nothing.	1/15/2025 1:43 PM
401	Not sure	1/15/2025 1:35 PM
402	Not sure	1/15/2025 1:19 PM
403	It is near the center of the city and is a major vehicular corridor	1/15/2025 1:11 PM
404	it’s not, the work done so far was a waste of our taxpayer monies!	1/15/2025 1:10 PM
405	Boat ramp; park;	1/15/2025 12:59 PM
406	Would be a great corridor. Lots of people travel this path.	1/15/2025 12:51 PM
407	Nothing!	1/15/2025 12:50 PM
408	It’s typically low income families that would have access to jobs and reduce crime in the area	1/15/2025 12:43 PM
409	Nothing	1/15/2025 12:31 PM
410	Central location, easy access.	1/15/2025 12:24 PM
411	You're kidding , right?	1/15/2025 11:45 AM
412	It's not a good place to live and do business because the street is dangerous.	1/15/2025 11:36 AM

413	It is a major entrance into Polk County.	1/15/2025 11:05 AM
414	Not a good place to live, too much traffic. A good place for business due to traffic.	1/15/2025 10:04 AM
415	Traffic is not as bad as Florida Avenue or Martin Luther King Blvd.	1/15/2025 9:59 AM
416	Not a good place to live or do business due to the lack of desirable choices currently available.	1/15/2025 9:38 AM
417	This is a major through road. There are already many people living in the area so the local businesses on this road thrive due to consistent business.	1/15/2025 9:36 AM
418	Not a good area for residential	1/15/2025 9:29 AM
419	It is close to Lake Parker Park.	1/15/2025 9:23 AM
420	Needs improvement	1/15/2025 9:18 AM
421	well traveled	1/15/2025 9:17 AM
422	It's a historic causeway and residential area. One of the major old routes to other municipalities. Commuters passing through can be encouraged to patronize businesses in the area, and residents can live and work in a close vicinity.	1/15/2025 9:11 AM
423	Not much. It is not walkable, public transportation is very poor, traffic is always heavy, the area obviously suffers financially, and it is all concrete and asphalt. As it currently is, the area just puts a bad image on Lakeland.	1/15/2025 8:49 AM
424	The most important thing is that it is Affordable.	1/15/2025 8:42 AM
425	It used to be a big hub for Lakeland, now the area is junk	1/15/2025 8:35 AM
426	I believe it is good for businesses as the high volume of traffic would help generate business	1/15/2025 8:33 AM
427	It's not really that many things in this area it's just built up with gas stations and fast food restaurants it has a few chain businesses but it could look like Downtown Lakeland among this strip but it doesn't because the City Of Lakeland have seemed like it doesn't care about this area.	1/15/2025 8:33 AM
428	Lots of exposure and traffic.	1/15/2025 8:30 AM
429	It's central location in Lakeland - not too far north or south. Easy access to I-4	1/15/2025 8:30 AM
430	some businesses	1/15/2025 8:23 AM
431	Heavy traffic count.	1/15/2025 8:20 AM
432	Traditionally it was a hub for business in the early years. When the Lakeland Square Mall was established. Memorial Blvd declined.	1/15/2025 8:16 AM
433	Lakeland is a great place to live, and Memorial Boulevard is a key lifeline road. It just needs more care, cleanup, and flexibility with land density options.	1/15/2025 8:13 AM
434	For residents, it’s centrally located and makes it easy to commute throughout town. For business, it’s a high traffic area with existing infrastructure.	1/15/2025 8:00 AM
435	Nothing. Start by i4 and work your way east.	1/15/2025 7:59 AM
436	Nothing. The old hotels bring many homeless and drugs. I am constantly running people off.	1/15/2025 7:42 AM
437	Currently, nothing makes it a good place. I believe the keystones are its central location inside our Polk "beltway," its access to I-4, and its underutilized Lakefront property (why a powerplant and mall/church eating it up....whyyyyy?!?!). It seems like a hard line dividing between N. & S. Lakeland.	1/15/2025 7:38 AM
438	Close to downtown. Otherwise, it's not.	1/15/2025 7:33 AM
439	Nothing	1/15/2025 7:18 AM
440	The “plus” is the area in an in town corridor type road that helps access different areas without weaving through residential streets.	1/15/2025 7:10 AM
441	Major hub between Downtown and north Lakeland. Beautify. Needs community.	1/15/2025 6:43 AM

442	nothing	1/15/2025 6:24 AM
443	The infrastructure is in place in a lot of this under served area.	1/15/2025 6:01 AM
444	There are good business, however the homeless population makes this area feel dangerous.	1/15/2025 5:39 AM
445	It’s centrally located. Only reason at this point.	1/15/2025 5:26 AM
446	Easily accessible.	1/15/2025 5:03 AM
447	Memorial seems trashy currently	1/14/2025 9:49 PM
448	It is an area central to lakeland. Beautiful lake views. Close to Publix corporate offices and warehouses for associates close commute, close to lakeland regional hospital etc.	1/14/2025 5:35 PM
449	It’s a major artery that is heavily traveled from a local standpoint to the out of town folks.	1/14/2025 5:34 PM
450	Location - major thoroughfare. Public transportation.	1/14/2025 4:54 PM
451	Easy access to greenspaces/recreational areas and the downtown area	1/14/2025 3:39 PM
452	Close proximity to both sides of town.	1/14/2025 3:28 PM
453	Central to everything in Lakeland. Easy to reach north and south side destinations. Mixed housing prices from higher (Lone Palm), mid (Shore Acres), and affordable (Near N Fla Ave)	1/14/2025 3:24 PM
454	I avoid most places along Memorial blvd.	1/14/2025 2:18 PM
455	Nothing	1/14/2025 7:30 AM

Q9 Are there businesses/industries or types of residential activity you would like to see along Memorial Boulevard that do not exist?

Answered: 412 Skipped: 292

#	RESPONSES	DATE
1	A park for children.	2/4/2025 4:45 PM
2	Coffee shops, some attention to aesthetic, cleanliness. The drive from i4 to lake Parker that I take home is, bluntly, ugly.	2/4/2025 1:58 PM
3	Costco please	2/4/2025 1:24 PM
4	Some business and small industry may be good, but please do not put in any warehouse industries in this area....but more businesses that are public friendly and safe.	2/4/2025 10:21 AM
5	More beautification (trees/flowers) like exist elsewhere in Lakeland. Trader Joe's! Or, Whole Foods. (My son says an arcade. Ha ha. Or Game Stop.) Nice coffee shop. Must consider parking/entances/exits - have good flow. I am wondering if we need another vocational school, or trade school, or college. What opportunities are there for current residents? Is there transportation? Have we included Citrus Connection? If so, do we have safe, attractive bus stops/transportation? Is transportation available at enough extended hours to allow residence to get to and from work historically, it has not been.	2/4/2025 10:06 AM
6	I'd love to see ppl out walking to business or gas stations vs driving. A fabulous dog parks with training and activities for dogs. Maybe offer some free community training course. We need a water park, something smaller with a couple pools for afternoons in July/August. Like Kelly Rec but with an affordable price for families.	2/3/2025 11:12 PM
7	As an old car enthusiast I invite those making decisions on this project to study Michigan's "Woodward Avenue" north out of Detroit. This stretch of roadway is fantastic. I like that there are no left turns at the intersections. Go straight through then make a U-Turn, go back and turn right. Every August that area host the Dream Cruise which draws auto enthusiasts from all over the country. More information on that can be seen on this website - https://www.woodwarddreamcruise.com/	2/3/2025 7:49 PM
8	Starbucks, Publix, Target, Panera, Aldi, TJ Maxx, quality restaurants	2/2/2025 11:42 AM
9	Downtown Lakeland caters to local, intimate type business settings. Memorial Blvd should not try to copy that vibe. High volume, destination type businesses should be sought.	2/2/2025 8:50 AM
10	Yes, more residential housing gas stations, commercial buildings and restaurants	2/2/2025 4:49 AM
11	Costco, and local small business more farm stands or organic low cost food options	2/1/2025 4:13 PM
12	We used to stroll along the blvd and feel safe. Never had to feel like someone was always going to be trying rob you or beg money from you. We just enjoyed the stroll and got to engage with others out walking also. We might stop in for a bite to eat or just get a drink. It was so pleasant. Not sure that could ever happen again. Hope it can.	1/31/2025 9:51 AM
13	more restaurants; ChicfilA, Sandwhich shops (Firehouse Subs), Donut store, Coffee store, Deli	1/30/2025 2:38 PM
14	Community center similar to the Advent Fieldhouse in Winter Haven. More entertainment for Tweens and Teens. A multi-court volleyball facility.	1/30/2025 8:46 AM
15	Clean safe parks, restaurants, clean housing, commerce, etc.	1/30/2025 5:54 AM
16	Not that I can think of.	1/29/2025 4:57 PM
17	Affordable housing	1/29/2025 4:51 PM
18	PLEASE NO more residential	1/28/2025 9:29 PM
19	Library	1/28/2025 5:21 PM

20	I would love for anything nice to go in and push out the trash.	1/28/2025 4:04 PM
21	I would like to see all residential areas anywhere near Memorial Blvd. cleaned up, code enforcement needs to clamp down on violations, and clean and humane living conditions need to be provided by property owners or they need to pay hefty fines and face any other penalties for making this area look and function like a slum. Lakelanders do not like to drive thru this area, much less stop and shop or eat. Our Lakeland leadership has not only neglected this area for decades, but the current leadership and their failed policies have made the issues there exponentially worse. We need true conservative leadership in Lakeland, not leaders who say they are conservative to get votes, get into office, and then enact policies that show residents they are actually raging liberals. Read the room. This is a red state, Polk is a red/conservative county, and we as taxpaying and business owning Lakelanders are fed up with the excuses and bad management by our community leaders.	1/28/2025 3:20 PM
22	trader joes, open mic/creative spaces, community spaces, more consignment shops for clothes and books and used items to discourage fast fashion and other consumerist habits that contribute to a polluted environment	1/28/2025 3:19 PM
23	Small business/coffee shops/boutiques	1/28/2025 2:56 PM
24	small businesses and family owned homes that energy efficient without pricing out families with smaller budgets	1/28/2025 2:55 PM
25	Anything on that strip would be an improvement.	1/28/2025 1:20 PM
26	more eateries	1/28/2025 12:51 PM
27	Need alternatives to Publix (competition) like Trader Joe's, Sprouts, etc. Need additional restaurants that are bars and pubs. Examples are Wiregrass (https://www.theshopsatwiregrass.com/) and Avalon (https://experienceavalon.com/)	1/28/2025 12:49 PM
28	Recreational centers and mid-tier restaurants that aren't fast food.	1/28/2025 12:34 PM
29	Better shopping and large anchors.	1/28/2025 11:48 AM
30	Trader Joe's	1/28/2025 11:44 AM
31	Better retail standards like Publix/Target. Right now it's just convenience stores.	1/28/2025 11:38 AM
32	Retail, coffee shops, unique restaurants, historic replica homes, less apartments/motels	1/28/2025 11:37 AM
33	More upscale establishments, particularly a Publix.	1/28/2025 11:30 AM
34	I feel like the area just really needs to be cleaned up and made safe for our pedestrians as we've done over the years	1/28/2025 8:00 AM
35	Target, Walmart, Publix, restaurant chains, etc	1/28/2025 5:58 AM
36	More business that can give the community jobs lately people haven't been able to get jobs cause nobody hiring. Which makes the community fall back due to no one being able to work and make money to feed they family.	1/28/2025 12:16 AM
37	Quite honestly I try to avoid the corridor area if possible. The homeless shelters need to be moved somewhere else, and the area needs to be gentrified in order for it to be an attractive option for improvements.	1/27/2025 11:45 PM
38	Clean up all the delapited buildings Get the homeless and drug heads of the corners.. This town and area could be so nice!! But it seems it's just let go down hill Please clean it up male it nice!	1/27/2025 9:54 PM
39	Some sort of activity related business. Arcade, shopping mall, larger stores.	1/27/2025 9:24 PM
40	No. Repair existing structures, utilities, roads and accessible routes.	1/27/2025 1:36 PM
41	I'm truthfully not sure, but I do know we don't need anymore housing.	1/27/2025 6:23 AM
42	A mix of chain and local stores/businesses. A mix of retailers. A movie theater, small theme park like fun spot, putt putt golf or some type of entertainment. A Wesley Chapel vibe would be extremely welcome and attract others in and out the county.	1/27/2025 5:06 AM
43	Publix	1/26/2025 11:18 PM

44	It needs some excitement and there isn't any it's boring and rundown. Plus, it's not safe.	1/26/2025 9:36 PM
45	None at this moment	1/26/2025 2:37 PM
46	Grocery Stores. Car wash. Upscale restaurants. Entertainment.	1/26/2025 1:45 PM
47	No	1/26/2025 12:23 PM
48	More upper class.	1/26/2025 7:43 AM
49	I would like too see 1 nice park in the residential area as well as a police substation to crack down on the crime. As well as resources to help the homeless population in that area.	1/25/2025 9:01 PM
50	Total Wine	1/25/2025 8:02 PM
51	Publix	1/25/2025 6:31 PM
52	Increase in any type of business that brings quality jobs, especially jobs requiring skills and/or education (not just retail).	1/25/2025 6:10 PM
53	Quality resturant	1/25/2025 5:22 PM
54	None	1/25/2025 4:34 PM
55	Thrift stores	1/25/2025 4:17 PM
56	Small business for restaurants. New construction for lakeland citizens to buy homes not for companies to buy all of them and rent out to those who do not maintain their home. Townhouses, trader joe's	1/25/2025 2:19 PM
57	No.	1/25/2025 11:00 AM
58	Grocer, retry Greenwise or bring in Whole Foods or Fresh Market	1/25/2025 10:52 AM
59	Waffle houseeee!!! I've never been to strawberry hut so I am not sure what kind of diner it is but we for sure don't have many if not any American breakfast 24/7 diners along this road!	1/25/2025 10:51 AM
60	No.	1/25/2025 7:43 AM
61	Coffee shops, shopping and restaurants	1/25/2025 6:51 AM
62	Entertainment	1/24/2025 9:18 PM
63	Target, major stores and restaurants	1/24/2025 8:55 PM
64	Yes, Costco	1/24/2025 5:18 PM
65	Chick fil a, more restaurants and better, upgraded shopping options.	1/24/2025 4:44 PM
66	Publix	1/24/2025 3:13 PM
67	Less traffic.	1/24/2025 2:40 PM
68	Put police buiding near Florida Ave and Mass	1/24/2025 2:22 PM
69	Walmart, target, coffee shops, clothing stores	1/24/2025 12:14 PM
70	New up coming restaurants, Ross, Burlington. Fashion stores.	1/24/2025 11:28 AM
71	no, unless you have lots of security	1/24/2025 11:18 AM
72	NA until roads and traffic are addressed and safety concerns. Homeless on streets too..	1/24/2025 10:18 AM
73	While every major corridor through Lakeland can be attractive and safe, gentrification across the board isn't necessarily a good idea. Make Lakeland an exemplary city by creating residential neighborhoods for the people that already live there. Truly affordable housing with green spaces and access to public transportation should be considered.	1/24/2025 9:49 AM
74	More mixed use areas along would greatly improve its usage to residents. The inclusion of more walk-ability along the corridor would help in reducing a percentage of traffic as well	1/24/2025 8:27 AM
75	I'd like to see the addition of mixed-use development. Zoning that strictly separates the development of residential and commercial land use makes commuting and community interaction much harder. Bike lanes, wider sidewalks, and less parking lots and roads would	1/24/2025 8:15 AM

	help people exercise more while being less car independent. Many without cars are restricted to staying at home unless someone can drive them due to the unsafe conditions of I92 due to traffic.	
76	Healthy food and grocery Options	1/24/2025 7:36 AM
77	N/a	1/24/2025 6:26 AM
78	Businesses	1/24/2025 2:50 AM
79	Wild Fork, Aldi, Publix, Costco, Starbucks, car wash, bakery.	1/23/2025 8:03 PM
80	A FEW more large employers to help alleviate transportation to work and NOT storage units. A small minority business incubator.	1/23/2025 7:00 PM
81	Traffic is already unbearable on Memorial. Please do not make it worse! What will y'all do about all the drug addicts and unhoused citizens? I think the grant should go towards fixing the roads and some sort of mental health initiative for the people of the community.	1/23/2025 5:17 PM
82	Mid scale shopping and dining	1/23/2025 4:27 PM
83	Fine dining Thai restaurants Good sushi Indian restaurants	1/23/2025 3:38 PM
84	WAWA would be nice	1/23/2025 3:06 PM
85	Hoping to see the former Searstown updated/restored to some sort of its former glory.	1/23/2025 1:59 PM
86	business	1/23/2025 1:53 PM
87	Good full service restaurant and live music venue	1/23/2025 1:42 PM
88	More apartments and sfh communities. Fewer motels and convenience stores.	1/23/2025 1:27 PM
89	Movie theater, Target, Trader Joe's, Costco	1/23/2025 12:59 PM
90	Some type of open mall, similar to Lakeside Village	1/23/2025 11:16 AM
91	Target, Sam's club, Costco, Home Depot, chick-fil-a, more dining options	1/23/2025 9:04 AM
92	No	1/23/2025 9:01 AM
93	Publix would be great	1/23/2025 9:01 AM
94	Publix starbucks Kekes Charlie's Steak house a movie theater. A good deli like Wrights in Tampa Shopping Nordstrom ect. E	1/23/2025 6:52 AM
95	Sit down restaurants and workspaces	1/23/2025 6:31 AM
96	Upscale businesses boutiques and coffee hous, maybe some upscale late night clubs to attract wealthy younger people and not just places for older people.	1/23/2025 4:12 AM
97	More police sub stations	1/23/2025 2:09 AM
98	Yes described above more restaurants missing.... Wendy's, Burger King, chic Fila	1/23/2025 1:46 AM
99	Would be nice to have a couple big name restaurants in the area like Golden Corral, sit down and eat type restaurants	1/23/2025 1:08 AM
100	Parks for kids	1/23/2025 12:25 AM
101	Shopping mall	1/22/2025 10:42 PM
102	Target another Walmart a Publix more name brand shopping plazas	1/22/2025 10:01 PM
103	No, too much drug activity and people hanging out	1/22/2025 8:43 PM
104	No.	1/22/2025 8:13 PM
105	A movie theater would be nice.	1/22/2025 7:57 PM
106	Full Service restaurants, 5 star hotel, Hilton, 5 star restaurant,	1/22/2025 6:29 PM
107	Green spaces	1/22/2025 5:40 PM
108	Community activities	1/22/2025 5:14 PM

109	None. Leave Lakeland alone.	1/22/2025 5:09 PM
110	Large "anchor" stores such as Costco, Target, and Walmart. The closest ones are MILES away, on US 98 N.	1/22/2025 4:29 PM
111	More shopping	1/22/2025 4:07 PM
112	Ruby Tuesdays, a hiking/biking trail, a publix	1/22/2025 3:37 PM
113	Rentals, stores	1/22/2025 3:03 PM
114	Facilities for more elderly people. (60-70 year olds) Sit and enjoy the day.	1/22/2025 2:46 PM
115	Coffee shops, better food options, Target, Walmart Sam's, Costco small business	1/22/2025 2:17 PM
116	Maybe make a town center similar to the one on Harden Blvd. Maybe an amazing park like on Edgewood. One of those water play areas. More green space.	1/22/2025 12:42 PM
117	More mixed use home and businesses A Publix, new restaurants, and modern shopping stores	1/22/2025 12:15 PM
118	Parks	1/22/2025 12:02 PM
119	ENTERTAINMENT!! ENTERTAINMENT!! ENTERTAINMENT!! As I mentioned before, the corridor is a great sector for independent businesses and night life to thrive if given the chance and support. In fact, mixed businesses use would be a great thing for memorial boulevard, something for daytimers and something for nighttimers. After all, can we really call it a boulevard if there's no real business buzz happening day or night?	1/22/2025 11:42 AM
120	The shops behind the Polk County Government Center could be updated.	1/22/2025 11:41 AM
121	More shopping such as Walmart, Publix, target	1/22/2025 11:30 AM
122	The business/industries/residential activity won't matter if the same people occupy the area. Clean it up. At one time there was a thriving Publix....even they moved out years ago.	1/22/2025 11:24 AM
123	no	1/22/2025 11:21 AM
124	NO	1/22/2025 10:50 AM
125	Maybe some unique entertainment opportunities	1/22/2025 10:50 AM
126	A Walmart would be nice. I live close to memorial but have to go to south florida walmart which is very small and over crowded. I would also like to see the restaurants fixed up and updated.	1/22/2025 9:49 AM
127	No more government housing.	1/22/2025 8:34 AM
128	Keke breakfast, sushi buffet, Boba tea business. Anything related.	1/22/2025 4:29 AM
129	More parks for the local children.	1/21/2025 9:38 PM
130	Grocery stores, coffee and or donut shop.	1/21/2025 9:02 PM
131	Make the area safer	1/21/2025 8:17 PM
132	Need something catchy when you first get off exit	1/21/2025 7:01 PM
133	Publix coffee shops zaxbys walmart	1/21/2025 6:53 PM
134	Coffee shop, Grocery store, Adult theme Arcade, diverse restaurants, Sports restaurants, and sports training center.	1/21/2025 6:45 PM
135	Something that will improve the look	1/21/2025 6:37 PM
136	More chain restaurants and stores.	1/21/2025 6:16 PM
137	Movies, water park, boat ramps, less ghetto surroundings. Make it safe for people again.	1/21/2025 4:28 PM
138	None that I can think of	1/21/2025 4:03 PM
139	Publix	1/21/2025 3:20 PM
140	Needs more nice sit down restaurants like Manny's Chophouse	1/21/2025 2:21 PM
141	Family friendly business	1/21/2025 2:18 PM

142	Walmart or publix	1/21/2025 2:15 PM
143	I would like to see more small businesses as well as dining options.	1/21/2025 2:14 PM
144	Walmart Sam's Club	1/21/2025 2:11 PM
145	Na	1/21/2025 1:55 PM
146	Yes, I would like to see healthier food options (not fast food).	1/21/2025 12:51 PM
147	Dollar tree	1/21/2025 12:50 PM
148	Anything that attracts all of Lakeland to come in and take advantage and use.	1/21/2025 12:30 PM
149	Sit down restaurants, grocery shopping, Target or Walmart, drug stores.	1/21/2025 11:57 AM
150	Trader Joes, ellianos coffee, maple street biscuit co. It would generally be nice to see more greenspace in this area. It would also be great to see local restaurants or chain promoting healthy eating and lifestyle in this area, as currently a lot of the food options are not very diverse.	1/21/2025 11:05 AM
151	I would like to see some type of community/recreational center along either side of memorial. I would like to see a Trader Joe's, Barnes and Noble, a huge park with a walking trail. I think a nice shopping plaza would be great.	1/21/2025 10:53 AM
152	Coffee shops	1/21/2025 10:19 AM
153	Low cost has permitted some interesting businesses - like Saltwater fish stores that o like. But. Most are really run down shops I'm not willing to risk going into. Restaurants on Sunday would help but new ones tend to struggle or lack quality. Residential wise? There are some nice older homes or condos in the area id have bought had the not been in a "bad" part of town. I'd love to see lots availabke for custom homes (not tract built and unique) but that's a tall order for the area.	1/21/2025 9:52 AM
154	At the farmers market there are lots of local businesses that sell unique items that they manufactured. It would be nice to see them be able to afford their own permanent locations.	1/21/2025 9:43 AM
155	na	1/21/2025 9:08 AM
156	Again, roundabouts.	1/21/2025 7:48 AM
157	Outdoor mall type places	1/21/2025 7:19 AM
158	Look at demand of the area	1/21/2025 6:50 AM
159	Central activities for adults, young children and families.	1/21/2025 5:54 AM
160	I would add target, a sporting goods store and some restaurants.	1/21/2025 5:43 AM
161	Single Family homes, duplexes, triplexes accessory dwelling units, cottage Courts, townhomes, low-rise apartments, townhomes, and the preservation of the areas historic homes both single and multi-family.	1/20/2025 9:12 PM
162	Fine Dining, Upscale department store, hardware store or outdoor store such as Cabella's	1/20/2025 8:44 PM
163	childrens doctor, pharmacy, clothing shops	1/20/2025 8:38 PM
164	None. Absolutely none. Too much traffic as it is.	1/20/2025 7:07 PM
165	I mean yeah, but I always thought of Memorial as a road for specific needs like funeral homes to laundry facilities.	1/20/2025 6:01 PM
166	Less industrial	1/20/2025 4:52 PM
167	Inside playground for kids	1/20/2025 4:06 PM
168	Nothing specific	1/20/2025 3:46 PM
169	Good grocery stores and good restaurants. There aren't any large grocery stores and you're rolling the dice to get any food.	1/20/2025 3:15 PM
170	Yes , more shopping centers and boutiques, also brunch places, kids play area	1/20/2025 10:34 AM

171	Any businesses/industries that Lakeland residents have to travel outside of the city for (i.e., to Tampa or Orlando). Diverse healthy grocery options that aren't Publix, adult or family entertainment (Dave n Busters, etc.), clothing retailers.	1/20/2025 10:33 AM
172	Improve parks/lake parker. Clean up the area. Pedestrian friendly.	1/20/2025 10:01 AM
173	More affordable housing.	1/20/2025 9:15 AM
174	Clean up what's there Then decide.	1/20/2025 8:24 AM
175	Amusement type establishments. Lakeland does not have anything fun to do like Main Event, Dave and Buster's, go karts, etc.	1/20/2025 7:57 AM
176	If you are considering residential homes, certainly a park and playground, something akin to the playground opened on Edgewood boulevard. In terms of businesses, something that is a new anchor business. Costco, BJs, something that is new (there are enough Walmarts and Targets in town) that offer something different and would thus attract more people to the area.	1/20/2025 5:25 AM
177	Spas, exercise facilities	1/20/2025 5:14 AM
178	Trader's joe, Costco, Local restaurants, international groceries like asian, Jamaican, Korean (like lotte), recreational places like mini golf, bowling, kids engagement activities	1/20/2025 3:04 AM
179	TARGET STARBUCKS MCDONALDS ON THE WABASH END A FAMILY FUN PLACE TO VISIT	1/20/2025 1:12 AM
180	There are no good dining options there. Fast food mostly. Attorney, doctors offices, dental office,bakery,coffee shops, cute public spaces and walking paths would be nice. Some strong big businesses anchored in would be nice. Little shops in the back of Searstown like it used to have.	1/19/2025 10:44 PM
181	Less traffic, less crack heads, and better road quality	1/19/2025 10:13 PM
182	Hospital	1/19/2025 10:06 PM
183	Publix , A mall, movie theaters, Target	1/19/2025 9:12 PM
184	costco	1/19/2025 8:58 PM
185	A classic cars shop and or museum. Maybe a tiny home village with social services in partnership with LRH mental health and the dream center and Talbot house to give adequate housing and a plan for restoration to many of our neighbors who have no permanent home/shelter.	1/19/2025 8:53 PM
186	most people hate to cook need entertaining areas	1/19/2025 7:48 PM
187	Bojangles	1/19/2025 7:02 PM
188	More shopping options and restaurants that can be walked to	1/19/2025 6:55 PM
189	We would like to see more things for the kids on memorial boulevard about house place indoor place for the kids to play more things for the kids a trampoline indoor playhouse for the kids	1/19/2025 6:32 PM
190	A Walmart	1/19/2025 6:12 PM
191	Increased restaurants using current buildings.	1/19/2025 5:37 PM
192	Clean up the area, plant the median green space. Put lights in and slow the traffic down. Build single family homes. Kenner development would be nice. The high school could use some sidewalks for the kids walking home. I've noticed how so many kids have to walk in the grass or in the road. Fix what is broken and then deal with getting more tax dollars.	1/19/2025 4:36 PM
193	Resturants	1/19/2025 4:14 PM
194	Perhaps a publix	1/19/2025 2:30 PM
195	Publix, Costco, other choices of restaurants besides fast food	1/19/2025 1:54 PM
196	Community resource centers ones to support non English speakers and mothers	1/19/2025 1:54 PM
197	Police on bikes patrolling the area to help make it safer and not a hangout. We need Publix or Aldi in the area	1/19/2025 1:47 PM

198	Affordable housing, community centers	1/19/2025 12:23 PM
199	Movie theater, restaurants, organic and natural food/produce store, ikea, Arcade!	1/19/2025 12:12 PM
200	Lower crime and sketchy hotels	1/19/2025 12:03 PM
201	There are many ways this area could be improved. Please consider families and young persons (teenagers). I teach middle school along this stretch of Memorial. I wish I could have my students walk this area more safely to be more involved in this community but there are not many community spaces in the area. It is difficult to plan easy/affordable field trips/"going out" experiences because there are stretches of the area that are not easily or safely walkable. For example, I wish there were places I could easily take my students to parks, grocery stores, local affordable food options, entertainment, etc. Lake Parker Park is too far on foot and there are not easy Citrus Connection routes. Lakeland Ice Arena is too far for walking and there are not easy Citrus Connection routes. We love using the Citrus Connection to visit the Lake Morton Library but it would be even better if there were spaces like that already in the area (I.e library, community centers, coffee shops, parks). We walk to Skate World because it is one of the only local options, yet even that walk is dangerous for pedestrians at the intersection of N Lake Parker Ave and Memorial Blvd.	1/19/2025 11:59 AM
202	I would like to see some gyms or fitness activities around memorial/US92 to balance out all the fast food around there.	1/19/2025 11:00 AM
203	No	1/19/2025 9:54 AM
204	NICE restaurants, Target or Walmart	1/19/2025 9:42 AM
205	Higher end Mixed use	1/19/2025 8:30 AM
206	More non fast food. Publix would be nice. More shopping options that aren't geared toward a certain demographic.	1/19/2025 8:29 AM
207	Coffee and tea shops, clothing and homgoods shops, family restaurants,family park. Dog park. Area is known for vagrant, drugs, etc and unsafe at this point though	1/19/2025 7:54 AM
208	Affordable housing and public transportation! Add a Squeeze route up and down Memorial as you add businesses.	1/19/2025 7:47 AM
209	Rural king general stores hardware's bath and body kohls or something like town center a place you can walk around and shop but affordable business	1/19/2025 7:46 AM
210	Trader Joes	1/19/2025 6:57 AM
211	A mix of higher density residential/office spaces and restaurants, support businesses for people. No "industry", no large surface parking lot additions to the corridor	1/19/2025 6:57 AM
212	I cannot see improvements being cared for unless the current residents have some pride in what is added. Community spaces and recreation parks would be desired but potentially abused as well.	1/19/2025 6:36 AM
213	I'd like to see more control of water runoff into existing homes.	1/19/2025 5:36 AM
214	no	1/19/2025 4:53 AM
215	More walking areas, coffee shops, bookstores, a Trader Joes.	1/19/2025 2:01 AM
216	Mom and pop, Dunkin, community centers, an affordable gym	1/19/2025 2:00 AM
217	yes, I would love to see a Publix, Walmart, Target or Starbucks. It would also be an incredible idea to have a place where families can go to have fun like an Andretti's or Dave and Busters.	1/19/2025 12:20 AM
218	Costco, Portillos or a Target would do well.	1/18/2025 7:49 PM
219	Would like to see another target, clothing stores, more dining options and grocers other than Publix	1/18/2025 7:25 PM
220	Could use a Publix	1/18/2025 4:11 PM
221	Safe places, places that are comfortable to spend time in. Nobody wants to look outside while having lunch and see tweaker screaming at people, begging for money, or urinating in public.	1/18/2025 3:45 PM
222	Coffee! Dining! Groceries!	1/18/2025 3:43 PM

223	I would love to see a cinema and attractions for families (ie playgrounds or theme parks)	1/18/2025 3:34 PM
224	Cookout	1/18/2025 3:19 PM
225	Regardless of what goes in, getting the area cleaned up is what is needed. Apartments IF they are kept up, neat and clean. There are many closed/unkept businesses maybe apartments would help.	1/18/2025 2:45 PM
226	Silly question	1/18/2025 2:24 PM
227	Office Buildings . . .	1/18/2025 1:53 PM
228	No	1/18/2025 1:30 PM
229	Publix Wawa , Townhomes	1/18/2025 12:53 PM
230	Would like to see lake Parker cleaned up. Would like to see a shopping area like there is downtown. Coffee shops, small restaurants, specialty shops.	1/18/2025 9:44 AM
231	Large shopping plaza, kinda like Lakeside Village	1/18/2025 9:03 AM
232	No	1/18/2025 8:25 AM
233	none	1/18/2025 7:07 AM
234	Raising canes !!	1/18/2025 12:45 AM
235	Better Restaurants & Shopping	1/18/2025 12:00 AM
236	Costco, small business boutique, bakery, better options fir dining	1/17/2025 8:55 PM
237	Publix	1/17/2025 8:27 PM
238	Publix, Dave and Busters, trader Joes	1/17/2025 8:25 PM
239	Better restaurants	1/17/2025 8:22 PM
240	There need to be more communities, family entertainment, restaurants. I feel the current structures are in mixed conditions and it doesn't feel safe to walk around or spend time	1/17/2025 7:30 PM
241	Trader Joe's, community centers, small locally owned restaurants, food carts, playgrounds/parks, dog parks, small local gyms, community daycare centers, vintage clothing stores/thrift stores/hip home consignment, home goods/decor stores, bookstores/libraries.	1/17/2025 7:02 PM
242	Restaurants, coffee, small shops, open-air spaces, attractive walkways with shade and seating. Maybe townhouses to the east or west ends.	1/17/2025 6:51 PM
243	movies, big stores	1/17/2025 6:40 PM
244	Supermarket	1/17/2025 6:16 PM
245	Memorial Boulevard always looks like a Homeless hangout to me And a drug haven I would never go out at night alone I'm nervous enough during the day	1/17/2025 5:58 PM
246	Coffee shops / tea rooms, small businesses, major retail like Target.	1/17/2025 5:47 PM
247	Desirable sit down/take-out restaurants, NOT more fast food. One example, for several years there was a popular Italian restaurant called CDB Pizza. There was also a Chuck E. Cheese at the west end of the mall (now a church). Maybe something like that where families and friends gather for fun and food, Dave & Busters. A comedy club.	1/17/2025 5:40 PM
248	Retail, things to do (bowling, movie theatre, etc.), parks/green spaces, and non-chain restaurants	1/17/2025 4:40 PM
249	Townhouses rather then Apartments. It will keep local traffic at a much more controlled level	1/17/2025 4:22 PM
250	Shopping centers, apartments	1/17/2025 4:10 PM
251	More things for families with kids	1/17/2025 3:27 PM
252	Aldi	1/17/2025 2:47 PM
253	A Starbucks, any kind of breakfast and/or lunch place, day spa, specialty pet store, music	1/17/2025 2:42 PM

	venue, art gallery	
254	Bookstore, exercise studios, grocery stores	1/17/2025 2:19 PM
255	Too many hotels , left to run down	1/17/2025 2:06 PM
256	If we are to get any businesses, I would love to see rehab facilities be integrated throughout the area. Our homeless community is still very much apart of our community and they deserve the same support we're asking for our other communities. Please no more apartments, we need more single family homes that are affordable and don't look like carbon copies of the last 18 housing projects that have been built. Let Lakeland be unique again.	1/17/2025 1:46 PM
257	Yes please clean it up	1/17/2025 1:00 PM
258	yes, Ross, Costco, Publix, Zaxbys, Dunkin, Aldi, sushi, ect. retail businesses	1/17/2025 11:45 AM
259	More 3rd spaces places for people to hangout without spending a lot of money ex: parks	1/17/2025 11:09 AM
260	Dave and Busters, Go Kart track,Mini golf, Airsoft Facilities, upscale mall, large social areas so we can be "social". Let's get with the program.Its 2025 and Lakeland has nothing to do	1/17/2025 10:04 AM
261	More retail - an anchor & small businesses	1/17/2025 10:00 AM
262	Shopping outlets, more food options, and jobs.	1/17/2025 9:08 AM
263	groceries	1/17/2025 8:58 AM
264	Gyms, childcare, places with wifi to sit & work.	1/17/2025 8:28 AM
265	Third places for young people to have fun. Coffee shops, bakeries, library, study room	1/17/2025 8:25 AM
266	More family oriented areas. Safer places to be for EVERYONE.	1/17/2025 7:59 AM
267	See #8	1/17/2025 7:55 AM
268	Anything if it gets cleaned up.	1/17/2025 7:50 AM
269	Lakeland is a family City. A children's museum, a new park, something to invite families to come together with their families.	1/17/2025 7:38 AM
270	Preserve and add on to green space. Clean it up. Tons of homeless and it's just dirty and gross.	1/17/2025 7:24 AM
271	Good praying jobs, whether it's office or industry. Houses are in bad shape.	1/17/2025 7:07 AM
272	More police presence.	1/17/2025 7:03 AM
273	Publix/Target Coffee Shops Small Businesses Shopping Plazas	1/17/2025 6:55 AM
274	More greenery	1/17/2025 6:44 AM
275	Shopping Center Grocery Store Quality Restaurants	1/17/2025 5:53 AM
276	Publix and coffee shops	1/17/2025 4:04 AM
277	Dave and busters would be awesome.	1/17/2025 3:37 AM
278	Better restaurants (clean eating), beautifying the area, update existing buildings	1/16/2025 11:23 PM
279	Nope	1/16/2025 10:45 PM
280	New Grocery, i love Publix but how about The Fresh Market or others like that.	1/16/2025 7:58 PM
281	Rezoning memorial to make it more like Dixieland. Less car dependency and make it safe to walk!	1/16/2025 7:48 PM
282	More trees, brighter buildings	1/16/2025 7:32 PM
283	Improve the existing buildings there, improve the roads and stop lights.	1/16/2025 7:20 PM
284	More private communities: multi family or single family homes if residential. If business, then redevelop the infrastructure to get a "downtown" or community center feel. Too much traffic today and high speeds. It's just a dirty area… More parks or sports complexes perhaps?	1/16/2025 6:32 PM

285	Mixed use neighborhoods with reductions in parking lots that largely go unused. Build up and make a walkable pedestrian friendly extension of the downtown area.	1/16/2025 6:27 PM
286	None. More green and more grass.	1/16/2025 6:26 PM
287	Chicken and Pickle. It's an indoor/outdoor pickelball venue with Chicken and sides and live size games like Battleship,.Chenga and Chess.	1/16/2025 6:26 PM
288	Safe walking and bike riding paths.	1/16/2025 6:22 PM
289	no	1/16/2025 5:32 PM
290	Access via separated (not om road) bike paths to downtown. More recreational opportunities on the boat ramp and along that stretch of road. Stop CDDs and make developers pay.	1/16/2025 5:00 PM
291	Strip clubs	1/16/2025 4:59 PM
292	Remove dangerous, homeless people to somewhere before working on improvement	1/16/2025 4:53 PM
293	No.	1/16/2025 4:19 PM
294	None	1/16/2025 4:03 PM
295	Less crime	1/16/2025 4:03 PM
296	Coffee shops, high end dept stores	1/16/2025 3:48 PM
297	More mom-and-pop stores, fewer big box chains.	1/16/2025 3:41 PM
298	Needs to be a complete overhaul for upscale residential and shops, only way this place will become useful and as an extension to downtown area.	1/16/2025 3:35 PM
299	Yes. Book store/gift shop, family club house, restaurants, support center	1/16/2025 3:34 PM
300	I would like to see more staple businesses - maybe an aldi, walmart market or a in house name that will help the area build it's self. I think that having a mega church take up as much real estate as it does in that area is a dis-service. I also believe that all the hotels right by lake parker dr that are dangerous places should be torn down. They are un safe and infested with god knows what	1/16/2025 3:34 PM
301	Once cleaned up, and grocery store world be nice	1/16/2025 1:45 PM
302	A well rounded mix of business from food, general store's to grocery stores, and maybe some brand stores would be great. I would avoid any entertainment such as bars or clubs unless it is a music/ entertainment venue	1/16/2025 1:43 PM
303	Too many to name	1/16/2025 1:20 PM
304	Coffee shop	1/16/2025 12:38 PM
305	No	1/16/2025 12:06 PM
306	I wouldnt mind seeing all of it if you could clean the place up.	1/16/2025 11:59 AM
307	Dog park.	1/16/2025 11:53 AM
308	Higher end businesses and residences.	1/16/2025 11:30 AM
309	Too much fast food and not other types of dining and a good grocery store. It would also be nice that my kids did see druggies each morning dancing on the side of memorial	1/16/2025 11:26 AM
310	no	1/16/2025 11:07 AM
311	Convert the park on interlachen to a dog park or allow Saturday markets or such there by adding parking. It’s great space that’s underutilized.	1/16/2025 11:06 AM
312	Publix Supermarkets and green spaces	1/16/2025 11:03 AM
313	Costco, Soccer Park, IT Park	1/16/2025 10:54 AM
314	Clean areas. Things look run down and sad. The vibe doesn’t match the rest of Lakeland	1/16/2025 10:37 AM
315	Less chains and fast food and more unique restaurants and businesses	1/16/2025 10:35 AM

316	More PCSO sub stations	1/16/2025 10:35 AM
317	Bring jobs and warehouses to the area. It would help manage any trouble in the area. It would mask Wabash.	1/16/2025 10:32 AM
318	Again, a Costco is what Lakeland is really missing	1/16/2025 10:29 AM
319	more police protection	1/16/2025 10:26 AM
320	We need a Publix and a Starbucks.	1/16/2025 10:24 AM
321	None	1/16/2025 10:13 AM
322	Trader Joe’s	1/16/2025 10:12 AM
323	Make the area safer.	1/16/2025 10:07 AM
324	Family and community things to do together	1/16/2025 9:55 AM
325	None!	1/16/2025 9:54 AM
326	Places that don't cater to lower income areas like fast food restaurants do.	1/16/2025 9:32 AM
327	https://www.podshare.com/use-the-pods-to-house-the-homeless Yes! I think this initiative in CA would be great! It would fix the homeless issue. There needs to be a clause that they cannot stay there unless they are drug free. The existing old hotels could house these or they could be new stand alone buildings. It would generate more interest from businesses thinking of relocating if there weren't druggies and homeless people wandering around the area. And it would give people who are just down and out an opportunity to improve their lives and get back on their feet...maybe area businesses could offer them employment if they were able to wash their clothes and take showers? It would definitely boost their self image and confidence.	1/16/2025 9:32 AM
328	It would be nice for it to be hometown friendly with small businesses, community center, restaurant and shops. Maybe a few big box stores, aesthetically pleasing and safe. And very important, affordable to residents and shop owners	1/16/2025 9:28 AM
329	Better restaurants and retail.	1/16/2025 9:26 AM
330	No reputable business will come to that area	1/16/2025 9:23 AM
331	I would like to see more grocery, dining, and entertainment in a mixed use development.	1/16/2025 9:12 AM
332	Publix, either closer to 98 or by Wabash would be great	1/16/2025 8:59 AM
333	Raising Canes	1/16/2025 8:38 AM
334	Business for the individual, such as new entertainment facilities to attract new young families. Lakeland is growing fast so walkable and bikeable areas are a must	1/16/2025 8:37 AM
335	Coffee shop, Pet store, neighborhood dining opportunities	1/16/2025 8:28 AM
336	Nice strip malls with better shopping options. Higher end restaurants. No more dollar stores please.	1/16/2025 8:23 AM
337	Single family housing	1/16/2025 7:52 AM
338	Less crime. Less homelessness. Get the current buildings in better shape. Food truck park would be awesome with some small shops or in like a mixed use residential park with coffee shops instead of random food trucks all over the place and at gas stations.	1/16/2025 7:51 AM
339	Third spaces for the community. Commercial, civic -- whatever it is, more intentional spaces where people can spend time.	1/16/2025 7:41 AM
340	I think some sort of facility to help the homeless would be helpful.	1/16/2025 7:16 AM
341	I wasted my time giving input for the road diet. This is a waste of time.	1/16/2025 6:53 AM
342	Yes, entertainment, restaurants, like Dave and busters, Chuys, something new- grocery store like a Trader Joe’s, Costc, etc. a nice shopping center with a home goods, tj max, ulta, 5 below, target, etc.	1/16/2025 6:10 AM
343	Businesses that would cater to the jet setter, people on the go, people who use that corridor to get from A to point B for work and for travel as it connects, I-4 Highway 27, and the Parkway	1/16/2025 6:09 AM

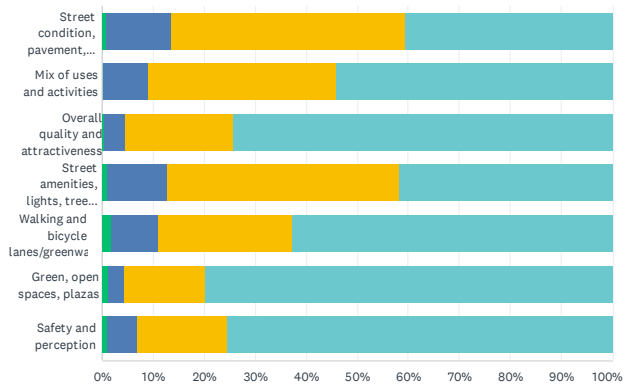
	as well as to winter haven, auburndsle, lake Alfred and Haines city	
344	I would like to see the city invest in helping the current business people improve their space	1/16/2025 5:45 AM
345	Publix Walmart Target and upscale restaurants and shopping	1/16/2025 5:40 AM
346	More restaurants. Not sure what else would actually entice me to go there.	1/16/2025 5:36 AM
347	Yes. You need a Chick-fil-A and some nicer stores to class up the neighborhood.	1/16/2025 5:27 AM
348	Coffee shops/public parks	1/16/2025 5:13 AM
349	safe bike lanes, trendy restaurants with outdoor seating, shopping center, city walking trail, park, youth facility/recreation center	1/16/2025 4:19 AM
350	Movie theatre, Recreation activities, better street lamps, more family friendly places.	1/15/2025 10:46 PM
351	Nothing in particular, but more, different restaurants that are not just fast food joints, maybe something for entertainment. Other than eat, there is NOTHING to DO along the strip!	1/15/2025 10:11 PM
352	Walmart would be a great variety store for everyone	1/15/2025 8:19 PM
353	Outdoor concert, food truck festival, outdoor craft fairs, more ice cream trucks going around	1/15/2025 7:23 PM
354	Less traffic and less pedestrians walking through traffic.	1/15/2025 7:01 PM
355	Costco	1/15/2025 6:54 PM
356	Park	1/15/2025 6:41 PM
357	A food hall would be cool.	1/15/2025 5:46 PM
358	Walmart, Publix, Aldi, coffee shops, affordable housing, skate rink, laundromat.	1/15/2025 5:27 PM
359	more on street shops and residential units above. also a town center of sorts	1/15/2025 4:50 PM
360	No.	1/15/2025 3:58 PM
361	Low income housing to replace the roach motels. Enough of the "luxury apartments." We need apartments that are within reach of low income residents.	1/15/2025 3:10 PM
362	Parks, dog Parks, bicycle rentals, kid friendly activities, big store fronts and restaurants.	1/15/2025 2:49 PM
363	None.	1/15/2025 2:00 PM
364	Yes nicer restaurants a nice shopping center	1/15/2025 1:52 PM
365	Trader Joe's, Cheesecake Factory, Seasons 52, Whole Foods, Lebanese restaurant	1/15/2025 1:35 PM
366	Anything to bring more life in the area	1/15/2025 1:19 PM
367	I think mixed use is best for the area. Restaurants and small eateries and a general store.	1/15/2025 1:11 PM
368	medical offices, banks	1/15/2025 1:10 PM
369	Grocery store; coffee shop. Memorial Blvd really needs help. It is so old and outdated.	1/15/2025 12:59 PM
370	More affordable dine in restaurants.	1/15/2025 12:51 PM
371	Its just not a safe place for innocent people.	1/15/2025 12:50 PM
372	More income based low income housing strictly for elderly 60 and older.	1/15/2025 12:43 PM
373	Mixed use to live, work, eat, shop, visit & stroll. Think Celebration only more affordable.	1/15/2025 12:24 PM
374	Every town has an armpit; this is Lakeland's.	1/15/2025 11:45 AM
375	Mixed use	1/15/2025 11:36 AM
376	Yes	1/15/2025 11:05 AM
377	Publix. Starbucks (presently Starbucks are along Ave. Starbucks are not located east of Florida Ave.	1/15/2025 10:30 AM
378	Grocery stores, specialty stores	1/15/2025 9:59 AM

379	Mixed use similar to the new project on the former Florida Tile property	1/15/2025 9:38 AM
380	N/A	1/15/2025 9:36 AM
381	Good benefit from better businesses instead of all discount	1/15/2025 9:29 AM
382	I would like to see significantly more housing. I would like to see it combined with better pedestrian infrastructure so the residents could walk to more places and not contribute to traffic.	1/15/2025 9:23 AM
383	White collar business, multi family/ mixed use activities	1/15/2025 9:18 AM
384	no	1/15/2025 9:17 AM
385	More locally grown business and industry, no corporations or investor run enterprises.	1/15/2025 9:11 AM
386	Affordable mixed use communities and denser urbanization, I cannot stress this enough. This will help with both traffic and the urban heat islands.	1/15/2025 8:49 AM
387	Better grocery stores. A healthier food variety. And I would like to see more recreation areas.	1/15/2025 8:42 AM
388	Just cleaned up, no more homeless taking over the area	1/15/2025 8:35 AM
389	none that specifically that come to mind	1/15/2025 8:33 AM
390	It's not really that many things in this area it's just built up with gas stations and fast food restaurants it has a few chain businesses but it could look like Downtown Lakeland among this strip but it doesn't because the City Of Lakeland have seemed like it doesn't care about this area.	1/15/2025 8:33 AM
391	There is not a coffee shop or ice cream shop any where close. Closest SB is Socrum or Southgate; ice cream is Lakeland Highlands Rd by Edgewood. **I THINK THE OLD TACO BELL AT 92 AND GARY RD WOULD BE GREAT FOR THIS. MAYBE A COMBO OF BOTH!	1/15/2025 8:30 AM
392	food stores	1/15/2025 8:23 AM
393	Groceries.	1/15/2025 8:20 AM
394	Starbucks… Another Burger King… more specialty shops	1/15/2025 8:16 AM
395	I'd like to see the area, especially near Kathleen High School and the nearby subdivisions, much cleaner. Regular maintenance would make a big difference. Increasing land density with mixed-use zoning would create a better balance, so people don't have to travel far for basic needs like residential and commercial services.	1/15/2025 8:13 AM
396	A grocery store, a food hall, a theater, coffee shop, upscale restaurants, and a hardware store	1/15/2025 8:00 AM
397	Make better parks around Lake Parker.	1/15/2025 7:59 AM
398	Better shopping.	1/15/2025 7:42 AM
399	Need large anchor retail somewhere, such as Target, Walmart, etc. The mall/church and Searstown area seem most likely.	1/15/2025 7:38 AM
400	Stop worrying so much about use types. Focus on the design and let the uses inhabit the area naturally. Good uses are market driven. The best places (like the core of downtown) become that way because of the interaction between people and the place. If people feel good about being in a place due to design, scale, traffic control, etc., good businesses services and residential gravitate to that place.	1/15/2025 7:33 AM
401	Clean up the area, business that are there, add business and or homes people really want	1/15/2025 7:18 AM
402	No. The crime and homeless situation causes me to avoid the area. Blighted buildings and lack of desired commercial destinations are also a negative.	1/15/2025 7:10 AM
403	I would like to see businesses in the area that empower the community with well paying jobs.	1/15/2025 6:01 AM
404	Grocery store that is reputable. Harvey's and Savealot don't count.	1/15/2025 5:26 AM
405	High end eateries and lodging. Specialty shopping opportunities.	1/15/2025 5:03 AM
406	Yes	1/14/2025 9:49 PM

407	Good restaurants, shops. And high paying jobs. Businesses	1/14/2025 9:45 PM
408	A publix store, a new recreation center, more parks, safe places for families to walk.	1/14/2025 5:35 PM
409	Mixed use such as a first floor shopping and a second floor living space	1/14/2025 5:34 PM
410	Trader Joes	1/14/2025 3:28 PM
411	I would love to see a major supermarket return to this area, maybe a nicer hotel, something to draw people from north and south sides that can't be found elsewhere to get more people to the area	1/14/2025 3:24 PM
412	Nope	1/14/2025 7:30 AM

Q10 Rate the following issues experienced along Memorial Boulevard/US 92.

Answered: 582 Skipped: 122



	EXCELLENT	GOOD	FAIR	POOR	TOTAL
Street condition, pavement, traffic, etc.	0.86% 5	12.59% 73	46.03% 267	40.52% 235	580
Mix of uses and activities	0.17% 1	8.84% 51	36.92% 213	54.07% 312	577
Overall quality and attractiveness	0.34% 2	4.14% 24	21.21% 123	74.31% 431	580
Street amenities, lights, trees, etc.	1.04% 6	11.63% 67	45.66% 263	41.67% 240	576
Walking and bicycle lanes/greenways	1.75% 10	9.27% 53	26.22% 150	62.76% 359	572
Green, open spaces, plazas	1.22% 7	3.13% 18	15.83% 91	79.83% 459	575
Safety and perception	1.04% 6	5.71% 33	17.82% 103	75.43% 436	578

Q11 Is there anything you would like us to know about Memorial Boulevard/US 92?

Answered: 339 Skipped: 365

#	RESPONSES	DATE
1	I drive it daily and the traffic is terrible during rush hour	2/4/2025 1:59 PM
2	It could be great with more diversity	2/4/2025 1:26 PM
3	What I've already said...need to clean up the image and the area	2/4/2025 10:23 AM
4	It is dangerous for pedestrians to cross. Don't design something that encourages people wanting to cross on foot. Homelessness, crying, and drugs are huge issues here. Funding should be available for law-enforcement, mental health, and substance abuse agencies. These things are probably more important than anything else we're talking about here. These are large chronic problems that will prohibit people from wanting to do business or shop here, and could cause businesses to fail if they attempt to set up here. There is some very dilapidated housing nearby these areas. Trap houses, etc. Some car dealerships have had some success on the west side of the boulevard. There have been some newer fast food/gas stations put in on the west side. That looks nice. There is great potential for good if crime and social issues are addressed. Lake Parker Park is nice. The new Bon Net Park is not too far. I four is close by. I think there's a golf course somewhere as well: I'm not a golfer.	2/4/2025 10:11 AM
5	It feels dirty towards downtown. Business look out dated. A coat of paint goes along way. Required business to keep up their parking lots and grassy areas to present a clean view heading into downtown. They nature is not naturing, it's dying and way over grown.	2/3/2025 11:17 PM
6	Is there or could there be access to Bonnet Springs directly from 92?	2/3/2025 7:53 PM
7	Unsafe and prohibits walking/biking to anywhere. Inconvenient traffic pacing. The pedestrian crosswalks that engage the use of flashing lights overhead have been a huge improvement, however the rent by day/week hotels along the strip and homeless shelters nearby result in a disproportionate amount of homeless to residents in the area. For the amount we pay in property taxes, this is unacceptable.	2/2/2025 11:47 AM
8	By installing traffic flow limiting crosswalks and not having turn lanes the current traffic flow is a complete mess. No one wants to use this corridor because of the traffic and congestion and economic depression. By trying to create another mixed use/residential "town center" type of community is the wrong plan. The citizens of our community NEED to be able to safely and quickly travel within their city. Do not make this area another traffic travesty like you have to Dixieland and Mass Ave.	2/2/2025 9:00 AM
9	Not at this time	2/2/2025 4:51 AM
10	Currently feels unsafe. Little to no space separating the sidewalk and roadway. Sidewalks not wide enough to pass another pedestrian (or wheelchair user). Facilities and businesses are not maintained, deterring us from exploring more.	1/30/2025 8:53 AM
11	I don't like to go over there.	1/30/2025 5:56 AM
12	I don't find this to be a safe area.	1/29/2025 4:58 PM
13	Could use a few more turn lights	1/29/2025 4:53 PM
14	You should try to tackle the area between Ingraham Ave and South Florida. Clean it up, FIX it up, bring in big businesses as anchors, create a safe and inviting corridor to bring it back economically.	1/28/2025 9:31 PM
15	More turn-only traffic signals.	1/28/2025 8:21 PM
16	Needs more green	1/28/2025 5:22 PM
17	It is an embarrassing cess pool of crime, aggressive panhandling, unsightly buildings in	1/28/2025 3:28 PM

	disrepair, and generally feels like the opposite of where anyone in their right mind would want to live, shop, or eat. The entire area needs a complete overhaul that should have been addressed decades ago, and until we have safety and security the whole thing is pointless. Tax paying citizens of our area should be able to be in the area during the day and not be in fear for their safety, but that has never been the case. Mutz & Co. have made central Lakeland a haven for the homeless, and as a result they are coming here from other surrounding municipalities because the word is out, Lakeland will tolerate rampant homelessness and you can get away with aggressive and unchecked panhandling on every corner. Shameful. Shame on you for turning your back on law abiding Lakelanders. (I am answering #12 "never" because although I am very familiar as a native Lakelander with the area, I avoid it like the Black Plague.)	
18	please actually take these comments into consideration. lakeland is a beautiful place and it can stay that way without just doing what makes the most money or pleases big, already rich corporations. the people want community gardens, walkable areas to hang out in, small businesses! not another walmart or mcdonalds or publix!	1/28/2025 3:24 PM
19	If Memorial Boulevard is FAIRLY enhanced it could be amazing. Starting with small businesses and energy efficient family owned homes that do not price out families with smaller budgets.	1/28/2025 3:04 PM
20	Homelessness	1/28/2025 2:58 PM
21	It's an eyesore.	1/28/2025 1:21 PM
22	it's a vintage neighborhood, please do not ruin it with more housing.	1/28/2025 12:53 PM
23	It doesn't seem safe for pedestrians to walk down Memorial. There are often panhandlers and others who will approach.	1/28/2025 12:36 PM
24	Per my previous comments, it's an unsafe area. It's gross to look at. Dilapidated buildings, poverty stricken and drug addled individuals, prostitutes, active crime/arrests. Overall I would not open a business or buy a home anywhere near this area	1/28/2025 11:39 AM
25	I'm sure you already know but it's an area full of homeless people and drug usage. I work in the plaza behind the court house and we see people on drugs and homeless people daily	1/28/2025 8:03 AM
26	Seems run down at the moment	1/28/2025 5:59 AM
27	I just say before yall start redoing memorial make sure to get the druggies and homelessness sorted cause they the only thing they make memorial look bad.	1/28/2025 12:17 AM
28	Stay away	1/27/2025 11:46 PM
29	It is horrible no way I would ever wana spend time walking around there shopping etc..I wouldn't take my family anywhere around these areas..it's embarrassing	1/27/2025 9:56 PM
30	There are a lot of homeless around.	1/27/2025 9:25 PM
31	Traffic is terrible and has been for years. Something also needs to be done about the jaywalking, despite having several crosswalks along the road.	1/27/2025 6:24 AM
32	This area needs to be updated. It's a pass through or out of sight out of mind for many. However it means a lot to many and can be better than anything we currently have if no more warehouses come and it's invested in properly and doesn't price locals out.	1/27/2025 5:10 AM
33	Old buildings need to be refurbished or removed. More resources for the homeless, more police presence.	1/26/2025 11:21 PM
34	I avoid it if possible. I feel unsafe in this area.	1/26/2025 9:37 PM
35	It's becoming too congested, and too developed.	1/26/2025 2:38 PM
36	Generally,memorial blvd feels very unsafe and very unfriendly and very run down, especially around the Roanoke hills area . Feels like code enforcement just looks the other way with a lot of things too. Walking on memorial blvd also doesn't really feel safe as a pedestrian. I'd like to walk my dog on the blvd but am afraid to do so because there is lots of stray dogs that might attack my dog. I bought a home a few plots down from the blvd but was very hesitant to do so because of how the blvd looks and feels but I gave it a shot because it looks like there is a lot of new construction homes popping up in my neighborhood so I'm hoping things will keep improving.	1/26/2025 2:00 PM

37	No	1/26/2025 12:24 PM
38	No	1/26/2025 7:44 AM
39	Don't expend it too where you are going to have traffic backed up from i4 because then no one is gonna be happy.	1/25/2025 9:04 PM
40	People only drive here because they have to use it to get from one side of the city to the other.	1/25/2025 6:11 PM
41	70's thru mid 1980's it was a STRONG area. Since 1990 it has gone down in attractiveness with tired and obsolete businesses.	1/25/2025 5:26 PM
42	The area is home to many people, families, and local businesses who could benefit from city resources being used to develop the area or who could be harmed if the development takes place in ways that undermines existing communities in order to attract investors with no concern other than profits or aesthetics. The development must guard against gentrification.	1/25/2025 4:33 PM
43	I think I stay away from this area because I would feel unsafe and the businesses are not appealing to me. Would need a lot of fixing to get it to be a "place" to visit.	1/25/2025 11:04 AM
44	There is only one picture ever of memorial boulevard that has the old Waffle House on it. I think we need a new picture of a Waffle house on this street! Waffle house in the passed year has been working on changing there appearance from broken down stores and violence to the once thriving business it once was before and I think that matches what Memorial boulivard needs!	1/25/2025 10:56 AM
45	It's homeless land.	1/25/2025 10:27 AM
46	Keep it safe from surrounding neighborhoods	1/25/2025 6:52 AM
47	Memorial Blvd is a literal divider of the races. Caucasian that I have met in my life express that they find anyway to avoid memorial due to the poor quality of the environment. Memorial is known to be homeless central or for its low quality of service options. Memorial is a sore eye for the community and is used to separate the "rich" from the "poor" in the minds of many residents of Lakeland.	1/25/2025 6:43 AM
48	No	1/24/2025 8:55 PM
49	It is a place for homeless to hang out and needs better patroling	1/24/2025 7:08 PM
50	N/a	1/24/2025 5:19 PM
51	Not a safe neighborhood. Too many homeless and questionable people in the area	1/24/2025 4:47 PM
52	Unfortunately, no one uses the automatic crosswalk buttons!	1/24/2025 3:15 PM
53	Too much traffic. Stop building.	1/24/2025 2:41 PM
54	Too much criminal activity	1/24/2025 2:24 PM
55	It's not a very safe place to be.	1/24/2025 12:14 PM
56	There's a lot of homeless. Motels are nasty and not well kept and make it look run down. It needs 100% make over and feel safe.	1/24/2025 11:32 AM
57	How could you possibly do walking or biking lanes when the roads are already so narrow that you hold your breath when a huge tractor trailer drives up beside you?	1/24/2025 10:20 AM
58	N/ A	1/24/2025 8:27 AM
59	The businesses around Memorial Boulevard NEED to reduce parking lots. A store does NOT need 30 parking spaces that have a 70% vacancy. Many businesses could be implemented on these useless unneeded parking spaces. Memorial Boulevard seems to be highly unsafe for pedestrians as its straight design encourages cars to go at higher speeds. Narrower roads and more windy roads encourages the driver to pay attention to their surroundings, which benefits pedestrian safeness.	1/24/2025 8:19 AM
60	It would be better off not there	1/24/2025 2:51 AM
61	Recommend implementing limited signage as Memorial is polluted with the outdoors, and excessive signage.	1/23/2025 8:06 PM

62	I grew up in Lakeland and Memorial Blvd was the place to be back then. I'd like to see it become alive again but, as I mentioned before, want so much to see the history preserved as much as possible.	1/23/2025 8:03 PM
63	Too many businesses that prey on the poor.	1/23/2025 7:01 PM
64	Traffic is already unbearable on Memorial. Please do not make it worse! What will y'all do about all the drug addicts and unhoused citizens? I think the grant should go towards fixing the roads and some sort of mental health initiative for the people of the community.	1/23/2025 5:18 PM
65	Used to be the main drag in Lakeland but now too many guns and drugs in that area	1/23/2025 4:29 PM
66	It does not matter in this area in ref to bike lanes/sidewalks - the people think there invincible- they walk & ride when & where they want when they want they have directional signs & crosswalks ..for the most part do not adhere to those they just go -so that is the biggest issue you are constantly dodging people period..	1/23/2025 3:10 PM
67	Myself and many I know avoid that area at all costs. Much like what was done to Dixieland! We simply avoid that area.	1/23/2025 2:01 PM
68	We don't need more large shopping centers or malls. We need housing and safe roads for real people who live a standard American lifestyle, not boutique stuff, not blights like big box stores or more strip malls or liquor/convenience storses. There's enough of that in Lakeland, Memorial is an opportunity to build to the way people actually live - not a fantasy	1/23/2025 1:31 PM
69	In addition to what ive answered previously, I think a successful overhaul of Memorial Blvd should include the parts closer to downtown being connected to downtown. Our downtown has plenty of places to park, eat, shop and walk. Extending that style of community would be a nice thing to have.	1/23/2025 1:04 PM
70	Clean up what's already there. Traffic and homeless is horrific.	1/23/2025 11:18 AM
71	Clean it up stop building	1/23/2025 9:32 AM
72	We call it the ghetto	1/23/2025 9:05 AM
73	Try and make the park more accessible. Unlock the gate by old Lakeland toyota	1/23/2025 9:03 AM
74	Why the surface at Larson power plant is always degrading.	1/23/2025 9:02 AM
75	NA	1/23/2025 6:54 AM
76	This will not improve that corridor but will add vitality to this city which will keep growing so let's grow by design rather than build places and hope for the best.	1/23/2025 4:15 AM
77	It's a ghetto. Move on and spend the money where it will make a difference	1/23/2025 2:11 AM
78	Need to have police due more speed checks and watch drivers around pedestrians....	1/23/2025 1:48 AM
79	Definitely needs to have something done	1/23/2025 1:11 AM
80	Don't make big changes.	1/23/2025 12:30 AM
81	Crime rate homeless people drugs	1/22/2025 10:43 PM
82	There are many flooding areas from the beginning of i4 all the way to Reynolds Rd.	1/22/2025 10:02 PM
83	It needs to be updated but not to a point that it is not affordable for ALL races and ages. Keep it historical or take it back like it used to to be in the early 80's. Don't try to weed out those that been around	1/22/2025 8:47 PM
84	Try to beautify the corridor by planting mini palm trees(5-6 ft)in the median.	1/22/2025 8:17 PM
85	It still has a lot of old Florida feel.	1/22/2025 7:58 PM
86	Google Maps doesn't reflect that the entrance from I-4 onto Memorial Blvd is the most direct and traveled entrance to Lakeland. It still reflects that the old Highway 92 is the memorial's most direct route for businesses offering their services which is a huge disadvantage. It needs to be updated.	1/22/2025 6:37 PM
87	Already know about the homeless/drugs/prostitution in the area	1/22/2025 5:42 PM

88	The old Sears store could be converted used as a civic center/theater/cultural and social venue. That could revitalize the old Searstown shopping center.	1/22/2025 4:32 PM
89	Where the concrete meets asphalt heading east is horrible to combee	1/22/2025 3:39 PM
90	Lights are too long.	1/22/2025 3:06 PM
91	Very poor neighborhood not safe	1/22/2025 3:04 PM
92	I visit very often,as this is my home and it just seems like the homeless community has taken over memorial Blvd, it's very unfortunate I do understand they need some place to go.	1/22/2025 2:20 PM
93	It needs updates, but careful assessment of crime and current residents.	1/22/2025 12:44 PM
94	It's a historic area that needs to be brought back to life	1/22/2025 12:06 PM
95	The corridor has great potential. The real issue is that nobody has had the will to do anything about it. No interest has been given to the area. And the people that have given interest in the area want to keep it to themselves (for example, the enormous church that took the place of a once thriving popular mall during the 70s and 80s along the corridor). Bring businesses back to memorial, especially independent businesses.	1/22/2025 11:51 AM
96	It is not safe to be on US92 after dark any night of the week.	1/22/2025 11:44 AM
97	Memorial Blvd is not the safest area and needs more cleaning up	1/22/2025 11:31 AM
98	The buildings are run down, people which occupy the area are mentally challenged, drug/alcohol users, homeless...I worked in one of the major buildings for several years, I was mold infested and you didn't walk to your car alone after dark. It's definitely not welcoming.	1/22/2025 11:24 AM
99	I think we need to have more nature parks and outdoor green spaces for both people and the environment.	1/22/2025 11:22 AM
100	This is for Polk County in general-hire an ecologist to help plan things, you need it, with growth means harm to what makes this place beuatiful	1/22/2025 10:51 AM
101	-	1/22/2025 10:51 AM
102	There are a lot of homeless civilians who stay on this road looking for money/help. Much of the area is very dirty and does not feel safe.	1/22/2025 9:51 AM
103	I remember when "Hamburger Alley" was the strip. We rode our cars up and down the strip because of all the people. The people were there because it was safe and there were many businesses there offering services.	1/22/2025 8:37 AM
104	When out of towners come to Lakeland through this entrance they have described the town as being dilapidated and "dead." Someone once told me "I thought Lakeland was vibrant and growing, but it appears businesses are dying and the town is struggling" - just based on driving through that corridor.	1/22/2025 8:30 AM
105	If you build it up, it will not get rid of the homeless and crime.	1/21/2025 9:39 PM
106	Safe crossing for pedestrians, bike riding lane.	1/21/2025 9:04 PM
107	Get rid of the crime first.	1/21/2025 8:18 PM
108	N/A	1/21/2025 7:03 PM
109	It needs to be renovated. Buildings are old and never used. Needs updated sidewalks and newer businesses.	1/21/2025 6:54 PM
110	No	1/21/2025 6:17 PM
111	The hotels are a haven for drug abuse, crime, prostitution and gang activity.	1/21/2025 4:30 PM
112	No	1/21/2025 4:03 PM
113	Unsafe area full of homeless and vagrants.	1/21/2025 3:25 PM
114	The bums make me not want to live near there nor do business there	1/21/2025 3:21 PM
115	Homeless & derelicts need to be directed elsewhere	1/21/2025 2:23 PM

116	It will take a lot of work to revamp, but it will be worth it!	1/21/2025 2:19 PM
117	It is very heavy with foot traffic, it can be difficult at night to see those are who crossing	1/21/2025 2:15 PM
118	I use it everyday I love this route to get to most sides of the city.	1/21/2025 2:13 PM
119	Na	1/21/2025 1:56 PM
120	Memorial Boulevard is basically a historic statue it has been here for the past 23 years of my life it has always remain the same way I would like for it to have more shopping and may be one apartment complex but not too much I want to keep it the same but maybe add a few more businesses.	1/21/2025 12:52 PM
121	It's a homeless druggy haven. That needs to change! We used to get lunch up through this area but always approached by homeless people So we refuse to go there now.	1/21/2025 12:33 PM
122	It needs a total revamp, it's old and lots of land is not being used or underused.	1/21/2025 11:58 AM
123	I think it would be great to have more shaded multi-use paths in this area. South lake parker would be a great spot for this. I live on Combee road and I love the area, but its very dangerous to get from one place to another by walking/biking.	1/21/2025 11:09 AM
124	I grew up in lakeland. About the only worse area reputation wise is walbash. I think you'll have luck with snowbirds that tend to be attracted to condos and all around Parker. That area has some potential for older historic homes...but they're tainted by crime perceptions. Zoning/astetics are far less of an issue than safety. Again: business won't thrive by being pretty. They'll thrive when people feel safe going here at dusk for dinner.	1/21/2025 9:54 AM
125	Memorial Boulevard is currently a stroad. It does not bring the city together but actually acts as a river that divides the city by being difficult and dangerous to cross.	1/21/2025 9:51 AM
126	no	1/21/2025 9:38 AM
127	New lighting Move overhead electrical lines underground Add lots of landscape	1/21/2025 6:45 AM
128	Additional areas for pedestrians to cross safely. Homeless camping in several areas.	1/21/2025 5:56 AM
129	It's obviously a rough area. It needs to be cleaned up.	1/21/2025 5:46 AM
130	Florida Highway 546 and U.S. Highway 92 should have its speed limit along the From Interstate 4 to Florida Highway 659 (Combee Road) reduced to 35mph to meet complete street standards in accordance with the Congress for the New Urbanism and should undergo a road diet to add a two way protected bikeway with two 8 foot bike lanes. There should be 2-4 general use lanes with 1-2 GUL's in each direction. Sheltered bus stops would be of value. The existing concrete pavement is historic and should be preserved if posdible with existing pavement used for bike lanes and GUL's. A landscaped curbed median would make this a true boulevard.	1/20/2025 9:21 PM
131	If you do anything, make sure the drainage is adequately taken care of and does not flood homes like it happens now. Traffic lights will be needed with more traffic. People use it as a speedway coming off of I -4 as it is. Adding more doing more to memorial Drive is a very bad idea	1/20/2025 7:08 PM
132	The hospital is so close that a lot of the homeless just stays around in that area. Lakeland is known to be a place where a lot of people who are disabled/older age are just being DUMPED there. It's messed up but can we just fix the homeless/drug issue before we just slap a Starbucks to cover up the real matters? Because all we're doing is just pushing them out from this area. Where will they go?	1/20/2025 6:08 PM
133	Flooding is a major issue!!!!!	1/20/2025 4:07 PM
134	Too much crime no One wants to go to the businesses that are already there	1/20/2025 3:47 PM
135	None	1/20/2025 10:35 AM
136	I am excited for the changes. I almost didn't purchase my home do to memorial boulevard. Traffic, look ect. I am glad I did. My neighborhood is great.	1/20/2025 10:11 AM
137	Not that I have not already mentioned.	1/20/2025 9:16 AM
138	Many homeless people walk up and down these streets everyday. They sleep in the bushes	1/20/2025 8:27 AM

	and out office. They use our back door as a bathroom. Clean up first!!!Many sirens all day long. Plus during hurricane 92 flooded into buildings. No need for more growth.	
139	It's a haven for the homeless. Get them off the streets.	1/20/2025 7:58 AM
140	Improve the quality of this neighborhood asap. People who are living here are treated as someone from different places. This area has to improved significantly and lot of public should be interested in moving to this neighborhood. Try to bring some good IB high school in Lakeland. This area to near very good magnet primary schools like Lincoln, Winston and middle school like Lawton chiles but for high school people travel all the way to Bartow IB. This place is ideal to have great IB school in Lakeland which will be convenient from north and south. Mckeel is charter some people prefer that but many prefer IB over charter and currently Lakeland lacks good IB high school	1/20/2025 3:07 AM
141	It needs help like beautification, road fixes etc not more places out in	1/20/2025 2:20 AM
142	what are you goin to do about the homeless?	1/20/2025 1:13 AM
143	If you get the area cleaned up, and more patrolling, I would go there more often. But the crime and homeless situation are the biggest problems. A lot of streets in that area probably have a ton of code enforcement problems also.	1/19/2025 10:47 PM
144	More buses	1/19/2025 10:11 PM
145	It could use some public art	1/19/2025 8:55 PM
146	It is a troubled area . People walking the streets at all hours. I'm talking trouble making people. Lots of street walkers (ladies of the night) I think Lakeland should clean the area up before you invite people back to spend money.	1/19/2025 8:25 PM
147	The homeless people and drug addicts are a major issue	1/19/2025 6:56 PM
148	Yes we would like to know what's going to go on on US highway 92 and more safer for people and possessions on US highway 92	1/19/2025 6:33 PM
149	Flooding	1/19/2025 6:20 PM
150	Will there be better pedestrian crossings	1/19/2025 6:15 PM
151	The area is a dangerous part of Lakeland.	1/19/2025 5:38 PM
152	Needs cleanup	1/19/2025 4:15 PM
153	No road diet, don't mess with road it is fine.	1/19/2025 2:37 PM
154	If you start to clutter that area with activity you are going to bog down i 4 even more which is already becoming unbearable	1/19/2025 2:32 PM
155	I feel that trying to change memorial similar to what's been done to Dixieland / south Florida . Would be a disaster.	1/19/2025 1:57 PM
156	It needs updated its kind of the heart of the city but it don't look like it. It's amazing what updated street light and palm trees and some fresh paint can do.	1/19/2025 1:49 PM
157	Safety is important to us and the area is not really known for its safety. Would Love to see the area have more family friendly stores and food venues and improve the areas	1/19/2025 1:09 PM
158	I avoid it as much as possible but in many cases I have to use it. It feels dangerous due to pedestrians and narrow lanes.	1/19/2025 12:29 PM
159	Very dangerous	1/19/2025 12:07 PM
160	Traffic can be very dangerous for both pedestrians and drivers. I have on more than one occasion seen people drive over medians out of frustration with the traffic to complete illegal U turns. Pedestrians do not use the current light system and do not stay in the designated walk ways and weave between cars. People drive at vastly different speeds (both far too fast and far too slow) making it a dangerous experience.	1/19/2025 12:07 PM
161	Traffic is really bad from 7am-7pm.	1/19/2025 11:09 AM
162	SAFETY and perception are the first issues that need to be corrected.	1/19/2025 10:01 AM

163	Traffic is terrible. Few lights. Many speeders	1/19/2025 9:59 AM
164	No	1/19/2025 9:55 AM
165	Looks very run down, Not inviting to tourists or people passing through town. If there was security on every corner now, I'd patronize the businesses.	1/19/2025 9:46 AM
166	Please do not price residents out of their homes along Memorial.	1/19/2025 7:48 AM
167	Yes .people would shop and if they felt safe..I don't feel safe shopping along that area after 6	1/19/2025 7:47 AM
168	I have fond memories of the mall and my mother was previously employed there so I was a regular. I have also participated in ministry near there in the past. Merely dumping money to improve perception is the tail wagging the dog as more money will be needed to secure those assets properly. To attract growth, community pride will be necessary so buy-in from the locals foot traffic and residents is important.	1/19/2025 6:40 AM
169	How is water runoff currently controlled and what are the planes to improve the situation for current residents?	1/19/2025 5:37 AM
170	the physical road sucks. super bumpy	1/19/2025 4:54 AM
171	THE APPROACH SHOULD BE COMMUNITY BASED AND NOT CORPORATIONS BASED. THE IDEA IS TO CREATE SOMETHING FOR EVERYONE TO BENEFIT FROM, NOT TO GENTRIFY IT.	1/19/2025 2:03 AM
172	Has a lot of people on drugs walking the sheets and falling over on the sidewalk. This place has potential but needs some love and care	1/19/2025 2:01 AM
173	It looks ghetto and left behind	1/18/2025 7:26 PM
174	Can use some cleaning up. Make it more attractive	1/18/2025 4:13 PM
175	It's known for drug activity, criminal activity, homeless people mulling about and begging for money. There's a few good restaurants like Tapatios, but you often see unsafe behaviors from the parking lot. It's known as a "dirt, grimy" part of town, depending on where you are.	1/18/2025 3:51 PM
176	Nothing is clise and convenient! Dark area and looks unsafe.	1/18/2025 3:45 PM
177	Traffic is too heavy along Memorial. There are too many accidents (both cars and pedestrians getting hit)	1/18/2025 3:36 PM
178	The roads need repaved and it's just in general not an area most people feel safe in	1/18/2025 3:21 PM
179	Regarding #12 below. I do not use the area but if it was cleaned up and looked safe to travel by bicycle, I would use it. Feels like taking life in hand to do that now.	1/18/2025 2:47 PM
180	So much. But do you really care.	1/18/2025 2:24 PM
181	Need to Keep the Area Clean and Secure!	1/18/2025 1:55 PM
182	It doesn't need to be gentrified.	1/18/2025 1:31 PM
183	Rodes need to be expanding and replaced, easy access to buildings ,more restaurants, more grocery stores	1/18/2025 12:55 PM
184	I live in the area but always go elsewhere to shop and eat. The area is run down and uncared for. Too many homeless.	1/18/2025 9:47 AM
185	As previous commented, this is a very rundown old raggedy, homeless infested, begging, drug addict activity run down housing and the roads are beat up nothing attractive about it at all. A lot needs to be done.	1/18/2025 9:04 AM
186	Keep it simple!!!	1/18/2025 8:26 AM
187	A traffic turning signal is needed on Lake Parker Dr and Memorial Blvd. I spoke with a city employee on the phone and she said the pole with the light is not strong enough to support a different light. DUH ! Install a stronger pole. We are talking about public safety here.	1/18/2025 7:10 AM
188	Get rid of homeless. Clean up the area.	1/18/2025 6:46 AM
189	Neglected	1/18/2025 12:46 AM

190	As a senior citizen, I do not feel safe in the area.	1/17/2025 8:10 PM
191	I hope the plans can include lots of different income brackets and really include the communities that have been in that area for a long time!	1/17/2025 7:03 PM
192	An upgrade would definitely attract suburban residents to spend more time there.	1/17/2025 6:55 PM
193	New stop lights are dangerousous	1/17/2025 6:17 PM
194	It's an old part of Lakeland that looks like what it is….Old	1/17/2025 6:01 PM
195	The area has significant potential and development is very welcomed!	1/17/2025 5:48 PM
196	See response to question #4	1/17/2025 5:41 PM
197	Already heavy traffic ,thru and cross traffic. Widening the roads will take years and by the time you're finished it will be obsolete.	1/17/2025 4:32 PM
198	There is great potential for more and better facilities	1/17/2025 4:11 PM
199	It looks like a shitty part of town. It's the last place I'd show anyone visiting.	1/17/2025 3:29 PM
200	If you can't fix the biggest problems - homeless people and crime - don't even bother trying to put lipstick on the pigs of ugly buildings and no attractive business. Even the best of businesses won't stay that way when they are broken into on a regular basis and homeless perform bodily functions in the parking lots and grass. Also, nobody needs more traffic clogging up the streets. Memorial is an excellent artery to I-4 right now. Any more congestion and it will turn into another 98 disaster. Don't do that to our town - we already hate you for the road diet, don't make it intolerable.	1/17/2025 2:50 PM
201	Bo	1/17/2025 2:48 PM
202	It's a place I would tell young people to stay away from	1/17/2025 2:20 PM
203	Force to hotels to improve via health codes.	1/17/2025 2:08 PM
204	I've lived in Lakeland all of my life and I use memorial to commute to work everyday, memorial boulevard looks and feels neglected, we could use more trees, better roads and a way to help our communities without criminalizing people for just trying to survive.	1/17/2025 1:49 PM
205	It's trashy	1/17/2025 1:01 PM
206	traffic can already build up so is there any room to make 3 lane both sides ?	1/17/2025 11:46 AM
207	How many accidents happen, people killed, homeless people stranded along.	1/17/2025 10:13 AM
208	Make it a destination area to bring busniess and growth. We are central to Orlando and Tampa! Let's become a place to go!	1/17/2025 10:06 AM
209	Currently it has no appeal	1/17/2025 10:01 AM
210	It it known to locals as being a place with a heavy drug presence. It feels very unsafe, when I was a teenager I went to the salems on memorial and was followed by a woman going through some type of episode to my car. The hospital is right there so it could be a place people stay on the streets when they have nowhere else to go after being discharged.	1/17/2025 9:51 AM
211	A garage for parking or parking lot to park for free!	1/17/2025 9:10 AM
212	The apartments near the church by the lake are known to be questionable, and the church by the lake is an eyesore - not to mention a terrible use of that space.	1/17/2025 8:30 AM
213	No, it's just an area that could use some love	1/17/2025 8:25 AM
214	It sucks, and it's not where we should be focusing all of our money and attention.	1/17/2025 7:56 AM
215	The area is surrounded by a lot of poverty. There are not a lot of facilities or businesses and the area designed to address some of the economic issues that the direct community faces. Lakeland has recently seen a big movement in the recovery community as far as sobriety, leadership, and victory. If the project included a facility or a venue to allow the recovery community coming and support the area it would make a difference.	1/17/2025 7:45 AM
216	It's a horrible high crime area.	1/17/2025 7:03 AM

217	It's scary and depressing.	1/17/2025 6:45 AM
218	The area along 92 located by the Power Plant floods badly. This area needs to be fixed where it's always accessible since this is a main thoroughfare.	1/17/2025 5:55 AM
219	It looks dieta and needs to be cleaned up	1/17/2025 3:38 AM
220	The worst jaywalkers! Multiple potholes. Looks old.. not pleasing to the eye. Makes you want to drive without stopping	1/16/2025 11:26 PM
221	Close down the barbar shop 1502 memorial, blasting music, lots traffic	1/16/2025 11:00 PM
222	It feels trashy and unsafe	1/16/2025 10:46 PM
223	Lots of jaywalkers that run across major intersections creating dangerous hazards because they're not using cross walks	1/16/2025 8:59 PM
224	Clean would be nice.	1/16/2025 8:00 PM
225	Lots of unused parking lots that can be redeveloped into building or home.	1/16/2025 7:50 PM
226	Pave the road, do not like the cement, too bumpy	1/16/2025 7:34 PM
227	Lakeland has a unique opportunity to turn this area into an attractive commercial and residential neighborhood via mixed use should it choose that in time will bring the value of the surrounding area up and help solve some of the current problems associated with the area. As a resident, it would be nice to see memorial taking the same path as South Florida between Downtown and Southgate Plaza.	1/16/2025 6:31 PM
228	There's always horrible traffic and bad accidents. And people jaywalking please ticket people and eliminate jaywalking in Polk county.	1/16/2025 6:27 PM
229	There's been improvements in the past few years for pedestrian safety and I'd like for that to improve, along with safe bike lanes.	1/16/2025 6:23 PM
230	seems unsafe and run down	1/16/2025 5:33 PM
231	Existing retail near Life church could use injection of new retail, improvements to parking, cleanliness.	1/16/2025 5:02 PM
232	It's dumpy	1/16/2025 4:59 PM
233	Too many homeless..every time I go to Arby's iam approached by homeless victims...scary..making me not want to come to this area	1/16/2025 4:55 PM
234	None	1/16/2025 4:03 PM
235	Trashy	1/16/2025 4:03 PM
236	It is scary, and needs to be cleaned up!	1/16/2025 3:58 PM
237	I think I have made my case well in previous answers. There needs to be more safety for the area. No college student is going to move to Lakeland and live in a brand new apartment paying 1500 a month if they have to worry about getting robbed at knifepoint or worse when they come home from work, school or just being out with friends. I think that a lot of that area's issue with growth and success is that it is in layman terms the "hood" and unsafe in various areas.	1/16/2025 3:38 PM
238	One can see it with their naked eyes and it tells a story all its own.	1/16/2025 3:36 PM
239	No	1/16/2025 3:35 PM
240	Concerns about safety and homelessness	1/16/2025 2:41 PM
241	It was great at one time before the homeless and drug addicts took over. It is rough the whole way down Memorial from I4 to Lake Parker	1/16/2025 1:48 PM
242	If you don't fix the issue if rampant drug use, homeless, and safety issues then this area will never be utilized by the population. I will never take my family to something off memorial Blvd as it stands today. The low income/extended stay hotels are a driving factor to why the area continues to remain unsafe and it will remain that way until you remove the things that enable the lifestyle of homelessness and drug use.	1/16/2025 1:46 PM

243	The area in front of Interlachen Parkway is extremely dangerous. It needs a median.	1/16/2025 1:12 PM
244	Alot of run down motels and un safe conditions and drug use	1/16/2025 12:40 PM
245	Area looks poor and crime ridden. Too many crackheads. Wabash is common joke for prostitute pick up.	1/16/2025 12:00 PM
246	We need added security and traffic management if the area is to be expanded.	1/16/2025 11:54 AM
247	Infrastructure.	1/16/2025 11:49 AM
248	Until you address safety, drug, crime issues you will not get businesses or people to return to this area which is a shame since it is a main thruput for town	1/16/2025 11:28 AM
249	I would never stop at any business around there after dark. Chestnut Rd, Brunell Pkwy, Wabash are all not good areas	1/16/2025 11:12 AM
250	Housing and services for the unhoused is needed	1/16/2025 11:08 AM
251	We need more high income jobs generating businesses into Lakeland. A Technology Research park that hosts IT and AI companies. We don't want any more warehouses that brings low paying warehouse jobs. Need Costco near to I-4 and Memorial Blvd. Connect Memorial Blvd to N Galloway Rd for Airport access.	1/16/2025 10:58 AM
252	A lot of homeless people are wandering and walking around even at night time and wee hours of the morning.	1/16/2025 10:46 AM
253	Drug addicts are plentiful and sketchy people are everywhere it’s sad and gross. Many people asking for money and food! Crazy	1/16/2025 10:41 AM
254	n/a	1/16/2025 10:36 AM
255	Crime ridden area we avoid it by using US98 or the parkway	1/16/2025 10:36 AM
256	Hypothetically and respectfully speaking, zoning along I-4 seems to possibly allow 40 year old, non-upgrade single wide trailers to turn into credit unions. Nothing is uniform and most businesses are old. They need help to upgrade how they look, if anything. They are important, too. Memorial Blvd looks like a drive through flea market between where burger king/Hardee's and further down by the overpass. It all looks junky.	1/16/2025 10:35 AM
257	have you actually driven down Memorial?	1/16/2025 10:28 AM
258	It would be nice for Memorial to get a new reputation.	1/16/2025 10:24 AM
259	Upgrade roads and utilities before even thinking about new business's	1/16/2025 10:14 AM
260	It needs to be cleaned up. The motels like Americas Best and Best Motel need to be shutdown immediately and torn down	1/16/2025 10:13 AM
261	It doesnt feel safe in some places	1/16/2025 10:08 AM
262	Homeless	1/16/2025 9:56 AM
263	Please fix this! It’s the trashiest part of our city	1/16/2025 9:55 AM
264	right now it is not a desirable location due to drugs, homelessness, and abandoned buildings. If this was addressed and fixed it would be a great stretch of city that would enhance what Lakeland already has to offer!	1/16/2025 9:35 AM
265	Get rid of Lighthouse Minitries and solve the homeless problem along Memorial and Munn park.	1/16/2025 9:34 AM
266	It’s got a reputation that will take a long time to live down	1/16/2025 9:24 AM
267	Lots of potential	1/16/2025 9:00 AM
268	It’s just not safe, improving the socio economic conditions will take years and is required to transform the area.	1/16/2025 8:44 AM
269	Memorial Blvd could be a strong, human centric lifeline of the city with the individual as a focus, not the car. We have so many highways in Lakeland that divide people. Lets make Memorial the lungs of the city that breathe life into Lakeland. Let’s revitalize the Blvd with bike	1/16/2025 8:41 AM

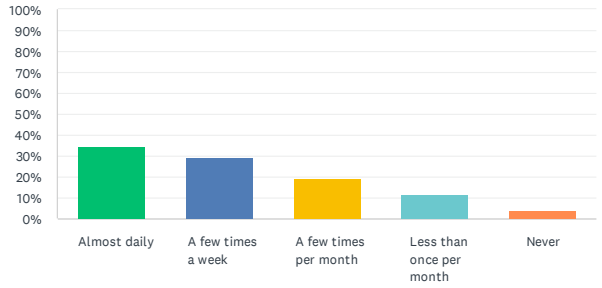
	lanes and sidewalks. Add bus lanes as a proof of concept that lakeland can be a transit friendly city. Add greenery to limit the Urban heat island. And i encourage the city to not add more car lanes as they are unsustainable, unsafe, and divide people. I want lakeland to unite and prosper and I hope my opinion will be respected and heard.	
270	No, but we appreciate this being looked at.	1/16/2025 8:24 AM
271	The area closer to I4 where there are industrial parks now has come a long way and is better. We just need to keep improving the rest of it. We can’t displace these people though, hopefully they can be rehabilitated	1/16/2025 7:52 AM
272	There needs to be a police precinct built there.	1/16/2025 7:16 AM
273	I wasted my time giving input for the road diet. This is a waste of time.	1/16/2025 6:53 AM
274	When will it get better?	1/16/2025 6:11 AM
275	I do not want to see you destroy the lives of the people who have worked there for decades to put in some stupid Multinational corporation franchise.	1/16/2025 5:47 AM
276	No	1/16/2025 5:41 AM
277	It's not safe. The couple of places I've felt safe enough to stop I have been approached for money, & not in a nice way.	1/16/2025 5:37 AM
278	No one feels safe walking up and down memorial due to the reputation of the area. And the homeless presence is out of control. They’re literally sleeping at restaurant doors.	1/16/2025 5:28 AM
279	A few years ago there was an initiative for more cross walks. I think more need to be added away from lake Parker and towards I4 near the car dealerships, and restaurants (Taco Bell/Burger King/wendy’s) area. Tons of folks cross busy streets here during all hours of the day.	1/16/2025 5:15 AM
280	Thank you for this initiative. I believe your revitalization efforts would greatly improve the lives of Lakeland residents in this area.	1/16/2025 4:21 AM
281	You don’t stop there at night- been like that for as long as I can remember.	1/16/2025 1:57 AM
282	I think it could use better streetlights all the way down, more trees and green spaces, and fix existing structures to look more attractive and less run down.	1/15/2025 10:50 PM
283	It’s been considered a bad place to be after dark for years, largely due to crime and transient populations. During the day it's not much better--most times you can't get away from being accosted by people begging for 'spare change.'	1/15/2025 10:15 PM
284	It has great potential. We have to go out 98 N. or the southside to shop or buy groceries. Be great to have more in this area.	1/15/2025 8:24 PM
285	Why so dirty looking.	1/15/2025 7:01 PM
286	Wry dangerous. Tons of homeless. Dirty. Does not have a good reputation and has not since I was in school	1/15/2025 6:56 PM
287	It is an eyesore. My parents came here in 1950 It was a beautiful place	1/15/2025 6:43 PM
288	Too much traffic, not enough greenery, needs better traffic lights, area as a whole needs beautified.	1/15/2025 5:29 PM
289	It’s unsafe now. I saw someone get shot at while I was picking up a rental car at Hertz. Nobody wants to work there or live nearby as it is now.	1/15/2025 4:10 PM
290	Memorial boulevard is trash. The hotels there bring the wrong people.	1/15/2025 3:59 PM
291	If done right, the city will boom economically.	1/15/2025 2:51 PM
292	The area needs revitalization not new stores. Invest in what is already there and clean up the crime.	1/15/2025 2:01 PM
293	A lot of homeless people that need to go	1/15/2025 1:54 PM
294	No	1/15/2025 1:36 PM

295	Doesn't feel like a safe area at night	1/15/2025 1:19 PM
296	spend the money on our seniors instead!	1/15/2025 1:11 PM
297	Outdated. Needs to be, as you are saying, REVITALIZED!	1/15/2025 1:00 PM
298	its not safe!	1/15/2025 12:51 PM
299	Mow down the hotels that service drug addicts. They congregate there because it is conducive to the demographic. Move families back in with better priced housing and local businesses that cater to families.	1/15/2025 12:45 PM
300	Enough big industrial with unwelcoming footprints.	1/15/2025 12:25 PM
301	THE FLOODING PROBLEM NEEDS TO BE FIXED AND THE CITY NEED TO BUILD MORE SHELTERS FOR THE HOMELESS PEOPLE.	1/15/2025 11:57 AM
302	Commissions over the years have let this area go to hell! Any thing they do going forward will be lipstick on a pig.	1/15/2025 11:52 AM
303	NA	1/15/2025 11:06 AM
304	Since I have lived in Lakeland for many years, I remember when Memorial was the primary shopping area. The shopping areas of Lakeland have moved North and South of Memorial was forgotten for development.	1/15/2025 10:35 AM
305	Memorial is a major road. There could be improvements with the safety conditions for pedestrians and cyclists. There are a lot of residents in the surrounding area that already live here, I do not see how encouraging a mass amount of people by building apartments would be beneficial. This would just add pressure/traffic/congestion to an already busy area. Many people use this road to get to where they are going. If we encourage local businesses, this would help financially liven up the area for people to actually stop and enjoy but would not overcrowd the area from added residential pressure.	1/15/2025 9:42 AM
306	Homeless population makes it undesirable	1/15/2025 9:41 AM
307	Ugly, trashy looking	1/15/2025 9:30 AM
308	As I stated above, the area needs significant improvements for pedestrian safety. Most importantly, the sidewalks should be widened, traffic should be slowed down, the number of car lanes should be reduced, and the enormous amount of land devoted to surface parking lots should be repurposed for housing, green spaces, or businesses. There is a beautiful bike path going around Lake Parker leading to the park. I would love to bike to the park with my children, but I don't do so now because crossing Memorial feels too dangerous.	1/15/2025 9:25 AM
309	Upgrading needed	1/15/2025 9:19 AM
310	The city MUST provide more defined, more frequent, and more visible SAFE egress for pedestrians. Pedestrians MUST be encouraged not to walk through moving traffic, by the exemplary execution of crosswalks, bike lanes, etc.	1/15/2025 9:13 AM
311	Most people I've met dare not to walk or bike near Memorial Boulevard, even if it is just to cross it. We generally try to avoid restaurants in the area too, as most have had many violations.	1/15/2025 8:51 AM
312	We enjoy our traditional neighborhoods. Building townhouses and condominiums or subdivisions does not help the residents that are already in this area. It actually does more harm because it makes the value of our properties increase; which in turn pushes us out.	1/15/2025 8:48 AM
313	The homeless is the main problem in the area I'm at	1/15/2025 8:42 AM
314	none	1/15/2025 8:34 AM
315	I do not feel safe going to a lot of these businesses, even in broad daylight, due to loitering.	1/15/2025 8:32 AM
316	Asphalt over the concrete paving is needed. The existing paving is both unattractive AND uncomfortable.	1/15/2025 8:22 AM
317	It is filled with homelessness	1/15/2025 8:20 AM
318	No	1/15/2025 8:17 AM

319	Regarding Memorial and US-92, we focus too much on sidewalks instead of maximizing land density. The city and county should work together to streamline permitting, speeding up development. Impact fees are also very high—lowering them or simplifying the process would reduce costs, making projects more attractive for developers.	1/15/2025 8:15 AM
320	The 45 mph speed limit along Lake Parker is too fast. In 5 years as a Shore Acres resident, I've seen about 20 fatal accidents on that's 1 mile stretch. Enforce the speed limit and petition the state to slow it to 35.	1/15/2025 8:04 AM
321	I own Jimbo's. I would like to have a nicer outdoor seating area. I do not want to invest in that when it will be used by the homeless and create an area for them to sit. I have 2 tables out front now and have to run people off almost everyday from panhandling from my customers. As long as the area has the homeless problem it has now with all the old hotels the area will not get cleaned up. Please help with that problem and maybe then some good businesses will come.	1/15/2025 7:51 AM
322	The homeless situation must be addressed. I don't feel safe patronizing the businesses along Memorial Boulevard.	1/15/2025 7:48 AM
323	It's a major gateway into our lovely city. Use the opportunity to set a first impression and brand us on Memorial close to I-4 exit 28. We need a gateway that's beautiful, "neat," and "memorable."	1/15/2025 7:40 AM
324	It is one of the worst roads in Lakeland. It's a bad driving experience, not good for pedestrians, businesses, or residences.	1/15/2025 7:37 AM
325	Nothing much there	1/15/2025 7:19 AM
326	Area is known for prostitution and drugs. Run down hotels give it a nasty feeling. Pedestrians approach cars.	1/15/2025 7:12 AM
327	It's a neglected part of the city. But has potential.	1/15/2025 6:44 AM
328	bulldoze it all and start over	1/15/2025 6:26 AM
329	I believe that the homelessness has dramatically increased from Memorial Boulevard/US 92 to Combee over the last 10 years making the area not as business friendly or investable. Clean this area up and restore it to it's former beauty. Invest in the long term residents of this community.	1/15/2025 6:13 AM
330	The road being inconsistent, the massive humps and hills in intersections. Safety of pedestrians crossing as well as the homeless population	1/15/2025 5:41 AM
331	I've worked in a commercial office located directly on Memorial for over 31 years. The decline is severe. It is a joke amongst our employees. Having seen neglect it will take more than I think the city of Lakeland will be willing to give.	1/15/2025 5:31 AM
332	No	1/14/2025 9:50 PM
333	The residents in the area appreciate that it is not too crowded. We do need current buildings repaired and our homeless in the area to be cared for. There is not much room for heavy traffic in this area.	1/14/2025 5:37 PM
334	Traffic should be studied and monitored for unsafe drivers to increase the safety for pedestrians who cross.	1/14/2025 5:35 PM
335	The area around Lake Parker is like a race track. Traffic speed needs to be reduced.	1/14/2025 4:56 PM
336	Revitalization is much needed	1/14/2025 3:41 PM
337	It has a seedy look and feel.	1/14/2025 3:28 PM
338	This was once the most popular strip in Lakeland. Due to expansion on each end of town businesses have relocated to those areas neglecting this core area. I feel it's ripe for a revitalization, regaining some of its former glory.	1/14/2025 3:27 PM
339	It's ugly and seedy.	1/14/2025 7:31 AM

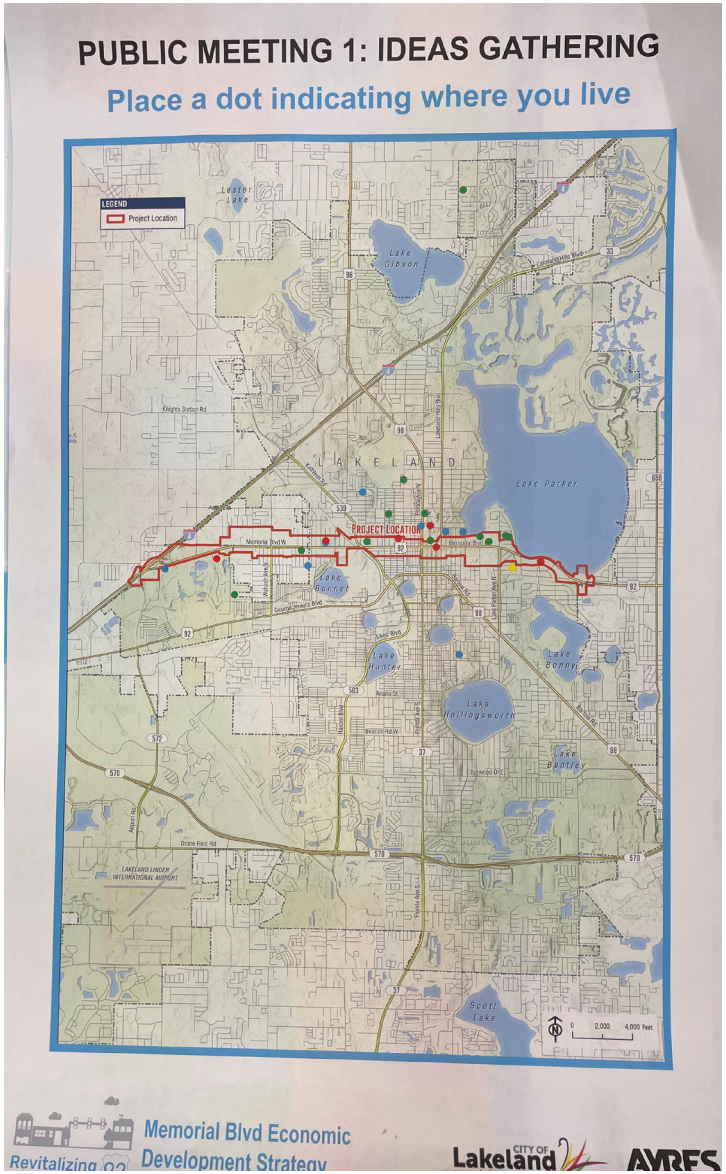
Q12 How often do you typically travel or use the facilities within the Memorial Boulevard corridor?

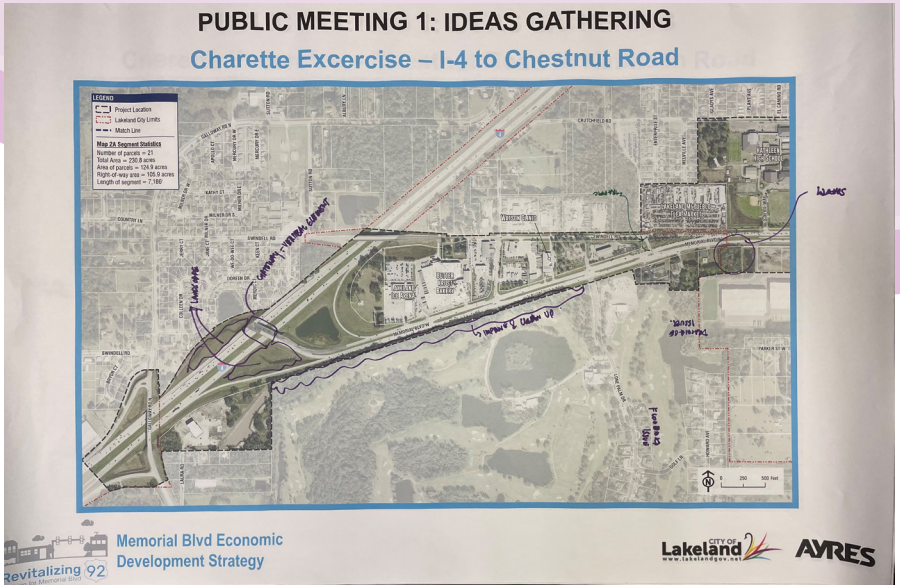
Answered: 583 Skipped: 121



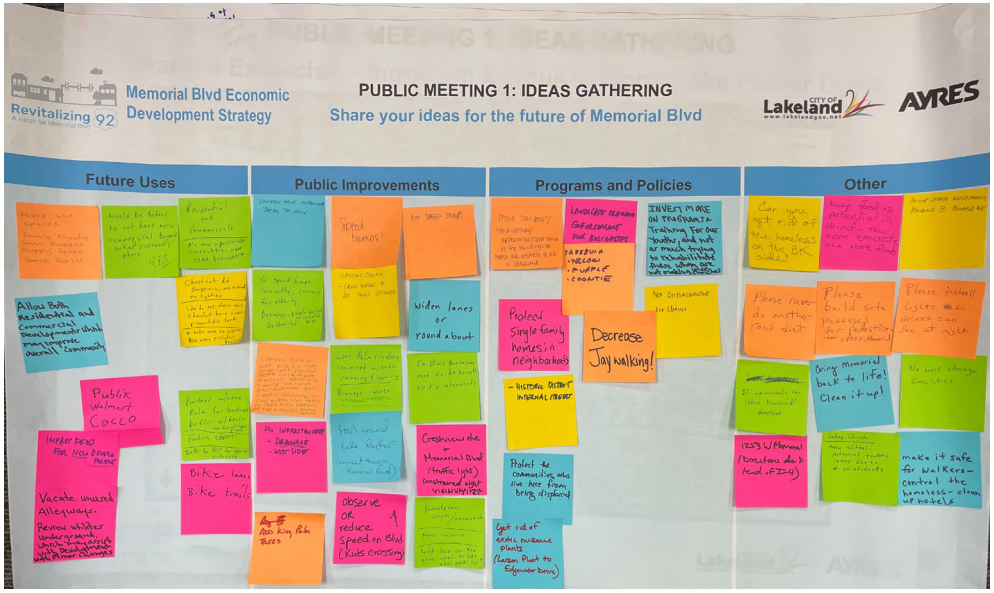
ANSWER CHOICES	RESPONSES	
Almost daily	34.99%	204
A few times a week	29.67%	173
A few times per month	19.55%	114
Less than once per month	11.49%	67
Never	4.29%	25
TOTAL		583

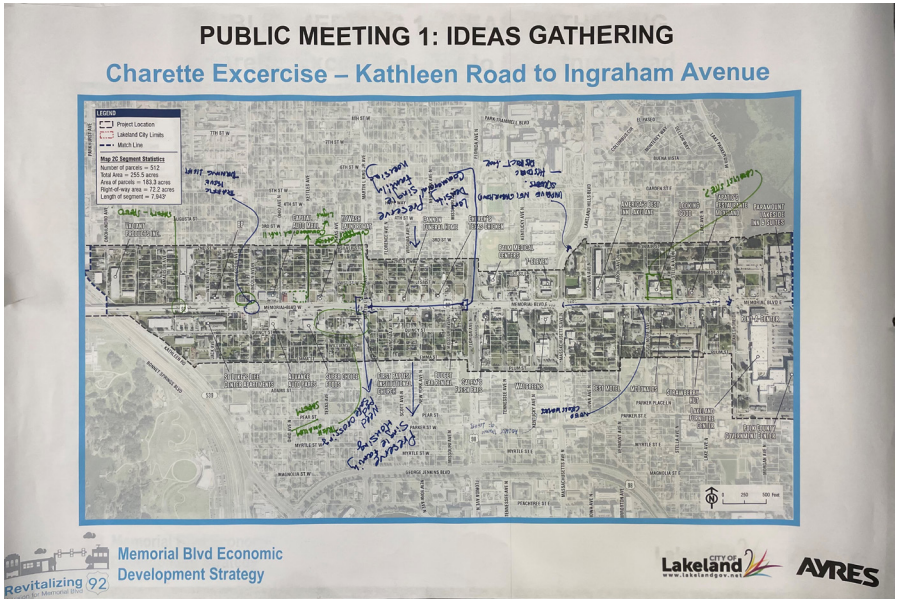
APPENDIX D: PUBLIC MEETING 1

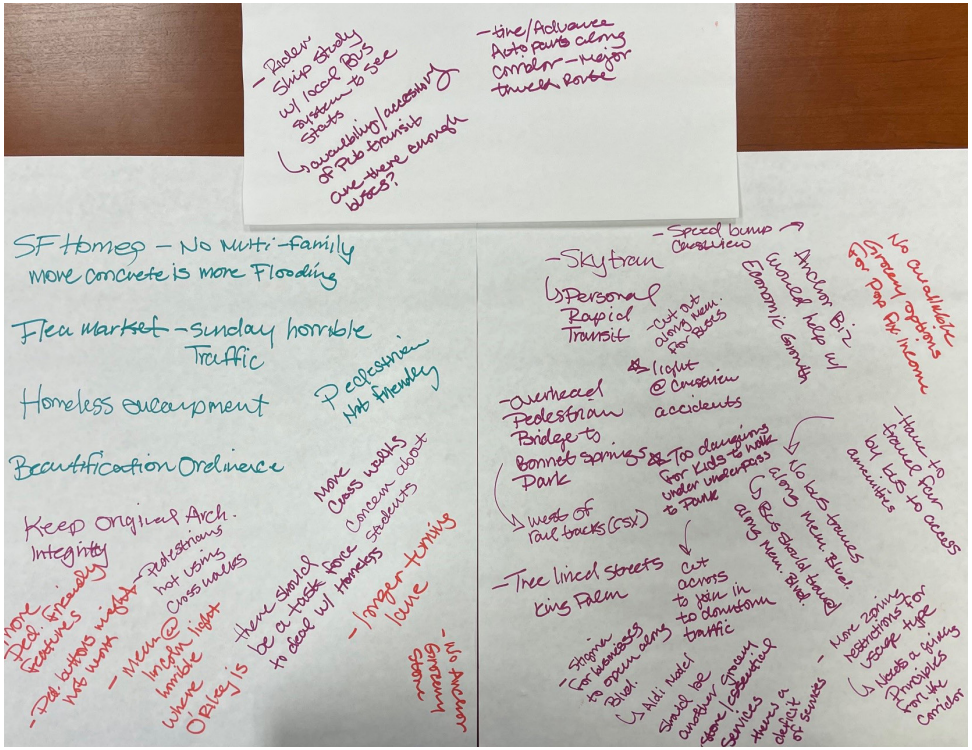







Memorial Blvd Economic Development Strategy
PUBLIC MEETING 1: IDEAS GATHERING
Share your ideas for the future of Memorial Blvd
Lakeland
AYRES
Future Uses
Public Improvements
Programs and Policies
Other


PUBLIC MEETING 1: IDEAS GATHERING
Charette Excercise – Kathleen Road to Ingraham Avenue
Memorial Blvd Economic Development Strategy
Lakeland
AYRES


SF Homes – No Multi-family
more concrete is more Flooding
Flea market – sunday horrible Traffic
Homeless encampment
Pedestrian Not friendly
Beautification Ordinance
Keep original Arch. Integrity
Skytran
Personal Rapid Transit
Overhead Pedestrian Bridge to Bonnet Springs Park
Tree lined streets King Palm


PUBLIC MEETING 1: IDEAS GATHERING
Charette Excercise – Ingraham Avenue to North Lake Parker Drive
Memorial Blvd Economic Development Strategy
Lakeland
AYRES













APPENDIX E: MEETING NOTES

KICK-OFF MEETING NOTES

City of Lakeland
Memorial Boulevard Economic Development Strategy

PROJECT KICK-OFF MEETING — DATE: 20, November 2024

LOCATION: City CED Conference Room & Microsoft Teams — TIME: 9:00 AM to 11:30 AM

PARTICIPANTS: Valerie Ferrell Vaught, Jason Willey, Jonathan Rodriguez, Shelley Guiseppi, (City of Lakeland), Melissa Hunt (virtual), Diego Guerra, Binoy Panicker, (Ayres Associates).

AGENDA

1. Introductions
2. Project Overview
   a. Scope & Schedule
   b. Deliverables
   c. Expectations
3. Community Engagement Strategy
   a. Focus Meetings
   b. Community Survey
   c. Public Meetings
   d. CRA Board Workshop & Presentation
   e. City Communication Team Coordination
4. Project Data and Information
   a. GIS Data
   b. Drone Imagery
   c. Planned Public & Private Projects
5. Project Management
   a. Point of Contact(s)
   b. Progress Meetings and Reporting
   c. Other Protocols
6. Next Steps
7. Memorial Boulevard Corridor Tour (10:30 to 11:30 AM)

MEETING NOTES:

1. **Introductions**
   Following the introductions, the project schedule, key dates and project expectations were discussed briefly. See enclosed draft project schedule and key dates.
2. **Focus Meetings**
   The following strategies and key persons were identified for stakeholder engagement:
   a. Possibly two or three one-hour in-person meetings with select department heads and the business community to inform them of the project and request feedback on planned

projects or activities for the Corridor. This meeting will ideally be scheduled on the same day. The City to confirm the day and time.

3. **Online Survey & Information Collection & Webpage**
   An online survey is to be developed and used for information gathering. The online survey will remain open for 5 weeks, early December to early January. The following specifics were discussed:
   a. Survey to feature around 10 questions.
   b. A graphic depiction of the various projects and what they aim to achieve; how will they impact the study will be helpful to set the context for the project. Ayres to prepare accordingly.
   c. The City will coordinate internally with their Communication Department for a dedicated project webpage. Ayres to provide content for this page.
4. **Public Meetings**
   Two public meetings will be held, the first after the holiday period in early January and the second towards the project's conclusion in March.
   a. Economic development may be seen in a negative context, the team needs to be sensitive to the terminology being used.
   b. The team will take a strategic approach in hearing and receiving feedback, due to the recent natural hazards that have impacted the various communities and multiple projects occurring simultaneously.
   c. Comments will be categorized into two buckets, one specific for the project that will inform the economic development strategies and the second for general issues that may be of importance to other departments.
   d. The City to confirm the dates and venues of both public meetings.
5. **Other Topics**
   Other discussion topics included.
   a. Ayres to review land use and zoning density allocations; transition from current to possibilities that would benefit the corridor and the City as a whole.
   b. Affordable housing, employment and corridor aesthetics were discussed as key challenges and opportunities along the corridor. Ayres to analyze opportunities for highest and best use in the corridor.
   c. The team discussed specific sites and CRA catalyst sites to spur economic growth over a map of the corridor. These include the recently assimilated and acquired sites on the NW corner of Memorial Blvd and Florida Ave and the NW corner of Memorial Blvd and MLK Ave. See enclosed corridor map. The City team is to review the draft corridor maps and further advise on specific target sites and corridor boundaries.
   d. Redevelopment strategies for underutilized sites is a key project objective. Ayres to provide input and recommendations for these underutilized sites identifies through the project process.
   e. With the proposed changes to the road configuration, improving the urban design, corridor experience, making the corridor walkable and bikeable, and connecting green and other public spaces is to be a project goal.
   f. Ayres to provide economic analysis such as rent analysis comparing the corridor to downtown to inform CRA investment strategies for the corridor.

   g. Ayres to prepare the project deliverables in a concise and graphically appealing products and focus on the economic development strategies that will transform the corridor, in line with the positive developments occurring in the other parts of the City.
6. **Next Steps**
   a. City to set up webpage. Ayres to provide webpage content.
   b. City to confirm dates for the Focus Meeting and Public Meetings.
   c. Ayres to prepare draft online survey questions.
   d. Ayres to coordinate with City GIS and other departments for information. Post meeting note: Coordination with the City GIS to gather the remaining corridor data, and GIS layers.
   e. City to review the draft corridor maps and further advise on specific target sites and corridor boundaries.
   f. City to provide drone imagery for project deliverables and illustrations. Post meeting note: drone imagery fort the corridor was provided by the City for use in the project deliverables.
   g. Bi-weekly progress update meetings/reports to be organized and conducted. Post meeting note: the bi-weekly meetings have been scheduled for every other Wednesday from 3:00 PM to 3:30 PM beginning December 11th.
   h. Ayres to progress the Phase 1 Corridor Studies and Assessment work as per project schedule.
7. **Memorial Boulevard Corridor Tour.** Following the discussions, City staff and Ayres team undertook a joint tour of the corridor to see and understand the corridor conditions and opportunity areas.

Enclosures
   a. Corridor Maps
   b. Project Schedule
   c. Key Dates

FOCUS MEETING NOTES

City of Lakeland

US 92/Memorial Boulevard Economic Development Strategy

DEPARTMENT FOCUS MEETING — DATE: January 16, 2025

LOCATION: Lakeland City Hall — TIME: 1:00 pm to 2:15 pm

DEPARTMENTS: Community and Economic Development

PARTICIPANTS: Valerie Vaught, Shelley Guiseppi, Jonathan Rodriguez, Sam Odom, Brian Rewis, Jason Willey, Teresa Maio, Kevin Lovelace, Luis Cruz, Matt Lyons, Karen Thompson, Sandra Fairall, James Phillips, Mike Smith, Shawanda Bonner

MEETING NOTES:

1. What are the community's perceptions of planning and development activity along the US 92 Corridor?
    - Memorial Boulevard is often perceived by outsiders as a corridor lacking value or potential. However, residents view it differently, recognizing its importance and advocating for its revitalization.
    - Predatory businesses such as payday loans and pawn shops.
    - Concentration of poverty is bringing in predatory businesses.
    - The absence of an anchor shopping center, such as a Publix, contributes to challenges like limited access to fresh deli options, such as meats, and a lack of a dedicated fresh bakery section. While there are two food stores in the area, the eastern portion of Memorial Boulevard still faces significant gaps in food offerings and variety.
    - The corridor is not welcoming to outsiders based on the type of businesses in the corridor.
    - Although there are sidewalks, they are not walking-friendly and do not promote their use to businesses, limiting connectivity and accessibility.
    - The corridor has many fast-food establishments, which may detract from efforts to create a more diverse and appealing business mix.
    - The intersection of Massachusetts Avenue and Memorial Boulevard is a critical focal point for the area, offering potential for strategic development. There are a few key focal corners and intersections along Memorial Boulevard.
    - There's always construction in the City; residents have construction fatigue. Residents also frequently experience construction along Memorial Boulevard, leading to frustration and fatigue over prolonged or recurring infrastructure projects.
    - The unhoused population congregates in this area. Explore programs and ways this could not be a negative deterrent to the area. Work with Talbot House, Lighthouse, and others to solve or alleviate this negative perception.

2. Is there potential to explore corridor redevelopment opportunities, emphasizing mixed housing, neighborhood-scale retail and services, hospitality, and dining with an enhanced street experience?
    - Include mixed-use and mixed-income housing; mixed income includes market and lower income in the same or neighboring buildings.
    - Housing would be ideal to the northeast of Bonnet Springs as per the Downtown West Plan.
    - There are some opportunities for infill in the core area around MLK and Florida Avenue.
    - Existing residential needs revitalization.
    - Food truck parks may be able to help congregate pop-up establishments.
    - Promote businesses like Tapatios that have done renovations and improvements. Target businesses that need to do similar projects. Work with businesses that may cause perceived issues and assist them in making improvements.
    - C1 zoning on the western portion was used to eliminate predatory businesses, but investment didn't come into the older areas.
    - C2 allows for vertical housing.
    - The hospital is now a teaching hospital.
        - Address new need for 200 medical employee residents who work a lot and could live nearby; this is a short-term need (one to two years) and expected to grow over the next few years.
        - Standalone medical practitioners may be a consideration considering the proximity to Lakeland Regional and can better serve the community, highlighting an opportunity for strategic development to support healthcare professionals and patients.
    - Housing for other young workers in the area is needed.
    - Programs for low-income residents to get them into middle income are needed; partner with maker spaces and other institutions that offer classes such as financial planning.
        - Use incubator (catapult) to encourage investment by residents.
        - A way to assist residents in developing and fast track properties for business development.

3. What types of businesses and industries are most needed in this area?
    - Restaurants (not fast-food chains) toward the central and western portions of the corridor; only a few are located on the eastern portion.
    - Motels on the eastern portion could be used as studio apartments if the right approach is taken to transform them from the current long-term-stay type of establishments.
    - Full-service grocery store is needed.

4. What are the potential barriers to economic growth and redevelopment of this corridor?
    - Negative perception for investments due to the current conditions; issues and challenges stated above.
    - The current zoning of the corridor allows certain uses. A zoning change and policy recommendations to address what type of businesses are allowed could be beneficial. Opportunity for an overlay district.
    - Not enough competition and employment on the corridor.
    - Getting that first development to change the perception of the community.
    - Balance between business, workforce, housing, and the growth of the hospital district. Need lifestyle component.

5. Who are the key community partners we should engage with for redevelopment implementation?
    - Chamber of Commerce.
    - Catapult could be seen as a partner.

City of Lakeland

US 92/Memorial Boulevard Economic Development Strategy

DEPARTMENT FOCUS MEETING — DATE: January 16, 2025

LOCATION: Lakeland City Hall — TIME: 9:00 am to 10:00 am

DEPARTMENTS: Police, Fire, and Emergency Services

PARTICIPANTS: Valerie Vaught, Shelley Guiseppie, Jonathan Rodriguez, Sam Odom, John Renew, Cheryl Kimball, Michael Hammersla, Caeden Saltis, Chad Mumbauer, Matt Brown(City of Lakeland); Melissa Hunt, Diego Guerra, Binoy Panicker (Ayres)

MEETING NOTES:

1. Are there any public safety issues or perceptions that could impact the active redevelopment of the corridor?
    - America's Best, Paramount Lakeside Inn & Suites, and Best Motel are located on the east side of Memorial Boulevard and are known for their hourly and long-term rates. They are known for the illicit activity that occurs there and for being more of low-income long-term rentals.
        - Not somewhere where out-of-town folks would want to stay.
    - Barside next to Tapatios becomes an issue in the evenings.
        - One or two nights of the week, it gets rowdy, and neighbors complain and call LPD.
    - The Black Rozay Lounge, located in the town center (Lakeland Furniture Outlet).
        - An event space that is used for hip-hop concerts in the evenings, however, it tends to draw PD presence due to a few patrons, which causes issues for all.
    - Talbot House located on Florida Avenue and closer to downtown is a shelter that provides meals to the local homeless. When meals are not being served, patrons must vacate the premises. This causes a spillover of homelessness onto the Memorial Boulevard Corridor.
        - Fire and LPD respond to calls from Talbot House six to seven times daily.
        - Lighthouse is similar to Talbot House but has more requirements and better processes. They are located south of US 98, closer to downtown but a block or two from Talbot House.
        - Ease of accessibility to Talbot House is hindering revitalization of key areas along the corridor.
    - Food desert on the east side and downtown.
        - Super Choice west of Florida Avenue is the only market on the Boulevard.
    - Gilmore Apartments are known for illicit activities as well.
    - The "S" curve on the eastern end of Memorial, east of Lake Parker, has a vehicular safety issue. When there is a car accident, fire and PD send extra resources as there is a higher chance of fatalities based on historical trends.
    - There have been some recent fire calls specific to dumpster fires, rubbish, and a shed south of the corridor on the east end in the area of Gilmore Apartments.
    - Gentlemen with bullhorn is a public nuisance; can he be stopped?
        - Yes, he has been arrested in the past and as long as he doesn't have a bullhorn and is not bothering anyone, he is left alone.
    - Dixieland parking issues on Memorial. There is no room for vehicles.

2. What public safety infrastructure improvements are planned or needed (i.e. lighting or surveillance)?
    - Improved lighting wouldn't hurt.
    - Move Talbot House to the industrial area on Kathleen Road by the Salvation Army.
    - Addressing Talbot House, moving them or creating a "Recreation/Day Center" for in between meals for homeless to congregate would alleviate 70% to 75% of the issues.
    - Infill is best crime suppression.
    - Revitalization of hotels would decrease illicit activity.
    - Use the Bon Air Apartments (The Flats on Bon Air) as a case study and apply to the other hotels.
    - Road diets affect fire and police response times as they do not allow vehicles to bow out of the way of safety vehicles.
    - Go retro – the corridor was safer and better in the '70s and '80s.
    - Many structures meet the fire code, however, due to their age they do not have fire suppression systems.
    - Judicial system in the area does not help in mitigating homelessness issues.

City of Lakeland

US 92/Memorial Boulevard Economic Development Strategy

DEPARTMENT FOCUS MEETING — DATE: January 16, 2025

LOCATION: Lakeland City Hall — TIME: 10:00 am to 11:00 am

DEPARTMENTS: Public Works, Utilities

PARTICIPANTS: Valerie Vaught, Shelley Guiseppi, Jonathan Rodriguez, Sam Odom, Robbie Kniss, Joe Costine, Kris Hayes, Phuong Tran, Luis Duran, Ryan Lazenby, Dwayne Goosetree (City of Lakeland); Melissa Hunt, Diego Guerra, Binoy Panicker (Ayres Associates)

MEETING NOTES:

1. Are there any identified stormwater or drainage issues along the corridor and adjacent neighborhoods that we need to be aware of?
   - Some water lines are older and aging and need replacing. This is an ongoing project with the City.
   - Lakeland Hills Boulevard south of Memorial Boulevard experiences a lot of flooding and has a lack of facilities to accommodate the amount of water.
   - Sykes Street to Memorial Boulevard if transferred to City for ownership will require stormwater facilities.
   - Lake Bonny stormwater relief is needed; no drainage that adequately addresses stormwater and flooding
   - Water Level of Service (LOS) is being met and has capacity for more. Wastewater LOS is being met. Wastewater main on the west end of Memorial Boulevard is small and is unable to accommodate further development.
     - Future development will need an expanded wastewater system.
     - There are discussions for a major sewer line on the west side, with potential gravity flow and treatment facilities to the northwest area possibly outside of the City limits.
   - Depending on planned electric poles that obstruct, sidewalks would have to be relocated at a large expense as electric company is public.
   - Older facilities such as wooden electric poles in troubled areas would need to be removed should road widening occur.
     - They are inspected every eight years and are expected to last in excess of 50 years.
   - TECO is concerned as to what plans for development are along the corridor as they may severely impact its facilities along the corridor.
   - The City Utilities Department will investigate the option and cost of undergrounding electric lines.
   - Depending on projects planned for the corridor, facilities may need to be upgraded, however, unable to tell which ones until plan reviews occur, or the needs of the development.

2. Are there any recently completed infrastructure studies relevant to the project? Or any currently in the process?
   - No; however, City may look to construct an additional wastewater treatment plant and associated lines in the future.

3. Are there plans for future street and utility expansions or upgrades in this area?
   - Work associated with Complete Streets redesign for MLK Avenue.
   - Other related work when bike-ped improvements are made as per the City's plans.

4. Are there utilities provisions to support new residential development (say 3,000 units/12,000 residents) and neighborhood commercial spaces (say 1 million SF)?
   - Utilities should be able to accommodate such development without any issues with the exception of possible wastewater concerns.

5. Other:
   - Some areas are fast driving and speed limit is a concern.
     - One area is higher car crash area.
   - Citrus Connection should be involved and weigh in.
     - Not sure if they have needs connected to utilities moving forward.
   - Trial connectivity is important throughout the community – ensure this area is connected moving forward.

City of Lakeland

US 92/Memorial Boulevard Economic Development Strategy

DEPARTMENT FOCUS MEETING — DATE: January 16, 2025

LOCATION: Lakeland City Hall — TIME: 11:00 am to 12:00 pm

DEPARTMENTS: Parks and Recreation, Public Works, Traffic Engineering

PARTICIPANTS: Valerie Vaught, Shelley Guiseppie, Jonathan Rodriguez, Sam Odom, Ryan Lazenby, Tess Schwartz, Pam Page, Stacy Smith (City of Lakeland); Melissa Hunt, Diego Guerra, Binoy Panicker (Ayres)

1. Are there aspirations for citywide parks and trails connectivity linking US 92/Memorial Boulevard corridor to other areas of the City?
   - Beautifully landscaped corridor.
   - Corridor is dangerous for pedestrians, needs planted medians.
   - North and south connectivity is important.
     - Interlachen Parkway, MLK Avenue, Florida Avenue, Lakeshore Drive.
   - Placemaking.
   - Mixed-use density housing with vertical elevations that includes commercial on first floor that can be frequented by surrounding neighborhoods.
   - More crossings between major intersections.
   - Grants and funding availability for landscaping and businesses.
   - Quality businesses needed, fewer predatory and fast-food businesses.
   - More pocket parks.
   - Connect parks through trails and pedestrian zone to downtown.
   - Some retention ponds may be adequate candidates for parks.

2. Are there specific activity centers of historic or community importance to be enhanced with landscaping improvements? Are there plans for future street and utility expansions or upgrades in this area?
   - Neighborhoods are predominantly low income; however, Memorial Boulevard is gateway to them.
   - North Lake Wire Neighborhood was cut off from its historic other half with the expansion of US 98 and the development of the convention center.
   - Searstown Shopping Center would be a good revitalization project for the corridor.
   - Cemeteries hold a lot of history; tours are held through the library.

3. Others
   - Lighthouse and Talbot House are issues for beautification and future development.
   - Code update on landscaping needed.
   - Tapatios and Jimbo's Pit Bar B-Q would be good examples/models.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MEMORIAL BOULEVARD ECONOMIC DEVELOPMENT STRATEGY CONDITIONS SUMMARY

MEMORANDUM

To: City of Lakeland

From: Mike Scholl, Economic Development Lead
Binoy Panicker, Principal Urban Planner

Date: May 9, 2025

Re: Summary of Economic Conditions - Memorial Boulevard Economic Development Strategy

Background:

The memorandum summarizes key findings from the economic development presentation related to market conditions along Memorial Boulevard in Lakeland, FL. The analysis focuses on trade area demographics, retail, commercial, housing, and hospitality market performance to inform development strategy and community policy.

Trade Area and Consumer Base:

The analysis defined the primary market area based on a 5-, 10-, and 15-minute drive time from the intersection of Memorial Boulevard and Florida Avenue, which serves as the junction for both east/west and north/south travel in Lakeland. From that market area, we looked at the ESRI **tapestry segmentation** profiles to help establish the market profile.

Tapestry segmentation is a system created by ESRI to help people (especially marketers, planners, and developers) understand who lives in a place – not just by age or income, but by lifestyle, behavior, and values. It is used by private developers, site selectors, and retailers when making locational decisions, specifically:

- **Retailers** use it to choose store locations and know what products to stock.
- **Planners** use it to understand what kinds of housing or amenities might be needed.
- **Economic** developers use it to pitch communities to employers or investors.
- **Marketers** use it to craft messages that resonate with the people they're targeting.

The market's segmentation profiles reflect a population that is generally cost-conscious, spends below national averages, and is largely employed in blue-collar or service industry occupations. Below is a brief overview of the three largest market segments. The full report includes detailed data and a complete breakdown of all cohorts within the trade area. See enclosed reports.

Senior Escapes (14.7%)
This is the largest segment in the trade area. These residents are typically seasonal homeowners, with a median age just under 55 and a median household income of approximately $38,700. They spend less on retail goods overall and tend to frequent casual dining establishments such as Wendy's, Golden Corral, and Cracker Barrel.

Hometown Heritage (12.1%)
This group is generally younger and family-oriented, primarily composed of renters living in urbanized areas of central cities. The population is more diverse, often cost-conscious, and experiences a higher rate of unemployment compared to other segments.

Down the Road (7.2%)
This segment has an average age of just over 35 and reflects a lifestyle centered on outdoor activities like hunting and fishing. They prefer affordable, convenience-focused shopping and dining, frequenting places such as Walmart Supercenters, Walgreens, and dollar stores, and dining at burger and pizza chains.

Retail Climate:

The retail climate shows a healthy retail demand, but declining vacancy rates may signal a tight market for new businesses working to enter the market. The cost of $16.26 per square foot is below the broader Lakeland market, which tends to be $20 per square foot and higher. The $206 per square foot sales price is consistent with the average lease rate of $16.26 at around a 7 percent market cap rate.

Metric	Value	Notes
Total Retail Inventory	840,000 SF	Roughly, the total retail space in the corridor
Vacancy Rate	6.4%	Current vacancy rate
Previous Vacancy Rate	8.8%	Last year's vacancy rate
Asking Rent (NNN)	$16.26/SF	Current asking rent per square foot
Sales Price per SF	$206/SF	Reflects strong investor confidence and above-market pricing

Commercial Office Climate:

Unlike the retail market, the office climate would be considered soft. There is limited investment activity with no units sold over the past year, and nothing new being built.

Metric	Value	Notes
Total Office Inventory	202,000 SF	Total office space in the corridor
Vacancy Rate	5.3%	Current vacancy rate
Previous Vacancy Rate	8.8%	Last year's vacancy rate, showing improvement
Asking Rent	$23.25/SF	Current asking rent per square foot
Sales Price per SF	$133/SF	Average sale price per square foot for office properties

Multifamily Housing Climate:

Renter demand in the corridor appears to be relatively weak, with a vacancy rate of 7.8%, compared to 6% in the broader Lakeland market. Very few new units have been added recently, and there have been no property sales in the past year, indicating limited developer interest. While lower rent levels make new construction financially challenging, there may be viable opportunities for workforce or affordable housing within the corridor.

Metric	Value	Notes
Total Units	679 units	Total multifamily housing units in the area
Units Delivered (Past Year)	3 units	New units added in the last 12 months
Vacancy Rate	7.8%	Slight increase in vacancy, indicating stabilization or affordability pressure
Average Rent per Unit	$1,019/month	Average monthly rent per unit
Rent per SF	$1.35/SF	Average rent per square foot across the market

Hospitality Climate:

The existing hotel inventory in the corridor primarily consists of mid-scale and economy properties, catering to budget-conscious travelers. The market is showing signs of recovery, with both RevPAR (Revenue per Available Room) and ADR (Average Daily Rate) increasing over the past 12 months. These trends suggest there may be opportunities to reinvest in or upgrade existing properties to capitalize on potential growth in the hospitality sector.

Metric	Value	Notes
Total Properties	7 properties	Total hospitality properties in the corridor
Total Rooms	443 rooms	Total number of hotel/motel rooms
Occupancy Rate	57.4%	Current occupancy rate, below regional average of 64.5%
Average Daily Rate (ADR)	$88	Average revenue earned per occupied room per day
Revenue per Available Room (RevPAR)	$51	Revenue per available room, key profitability metric
Occupancy Change (YoY)	+17.9%	Year-over-year change in occupancy rate

Industrial Climate:

In the industrial sector, leasing activity grew with 108,000 square feet absorbed in the past 12 months, a major turnaround from previous negative absorption. The vacancy rate dropped to 4.2%, indicating tightened supply and limited availability further limited by no new construction. Market rent is increasing ($9.07/SF) with likely continued upward pressure due to low availability. The high lease renewal rate (97.8%) and low vacancy suggest a stable, tenant-friendly submarket.

Metric	Value	Notes
Total Inventory	1.2 million SF	Total industrial space in the market
Vacancy Rate	4.2%	Down from 12.9%, reflecting tightened supply
Occupancy Rate	95.8%	High occupancy level showing strong demand
12-Month Net Absorption	108,000 SF	Major rebound from prior negative absorption
New Deliveries	0 SF	No new space delivered in the past 12 months
Construction Underway	0 SF	No active construction projects
Market Asking Rent	$9.07/SF	Asking rent continues to rise
Market Sale Price	$92/SF	Stable pricing, slight appreciation YoY
Cap Rate	7.6%	Slight increase reflects investor caution
Sales Volume (12 Mo.)	$0	No recorded sales activity in past year
Lease Renewal Rate (24 Mo.)	97.8%	Very high renewal rate shows tenant stability

Summary Findings:

The Memorial Boulevard corridor shows potential for growth in the retail, hospitality, and industrial sectors. While the analysis also considered medical office uses, data was limited due to the small number of such properties within the corridor. Overall, the area would benefit from a targeted redevelopment strategy that encourages reinvestment in existing buildings and leverages current market opportunities – particularly in the industrial and retail markets. Introducing a medical facility could help revitalize the struggling commercial office segment, though this option would require further evaluation

Below are key takeaways to inform the City of Lakeland’s redevelopment and economic development strategy for the corridor:

- Hospitality performance is improving but still trails the regional average, suggesting room for targeted growth or repositioning.
- Multifamily development remains challenging due to lower rents and limited recent deliveries. While the market is stabilizing, opportunities may exist for workforce or affordable housing,

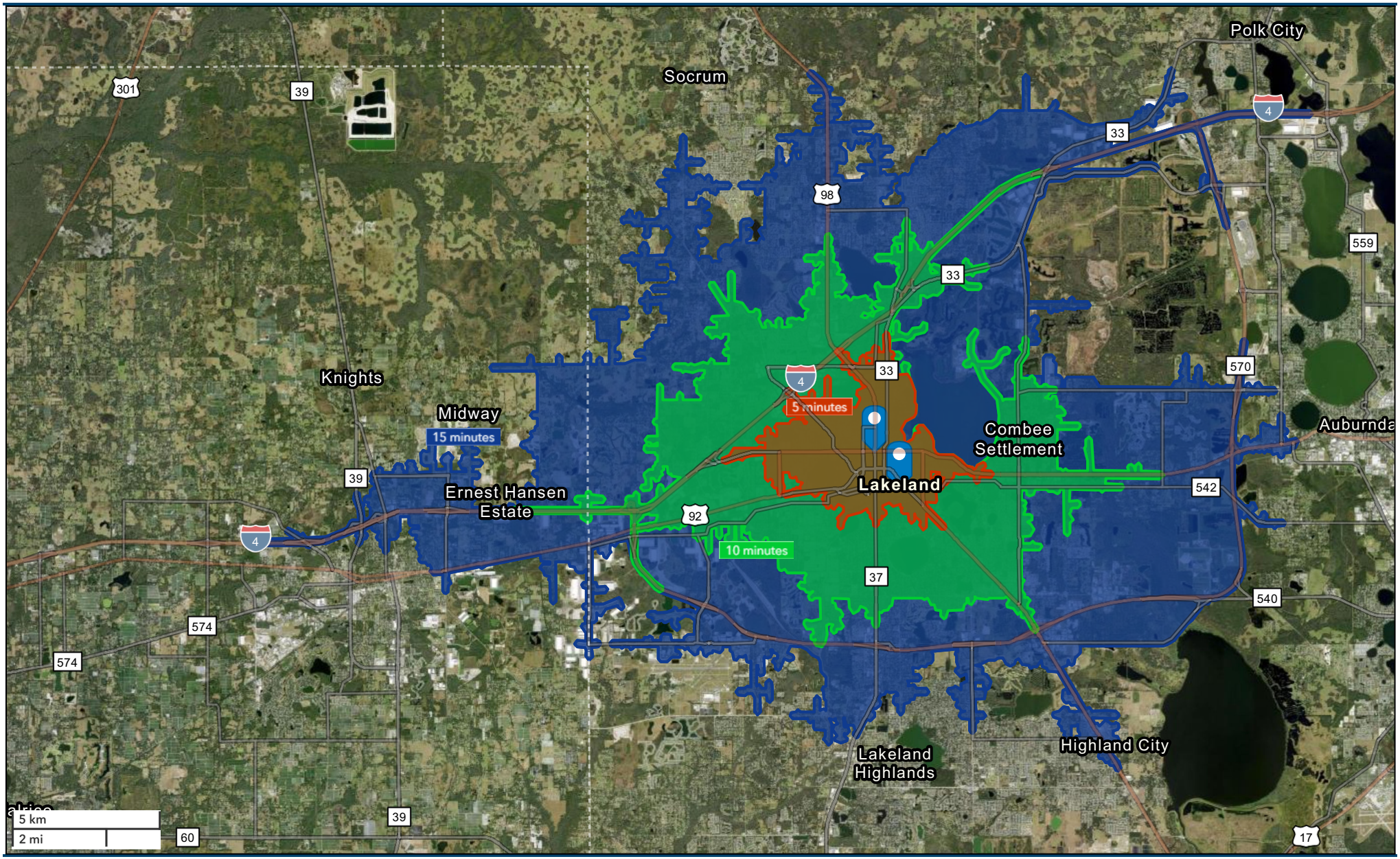
though new construction would likely require sale prices above $300/SF or lease rates in the low $20/SF range to be financially feasible.

- The corridor presents a strong opportunity for infill or speculative industrial development, especially for small to mid-sized tenants, as reflected by tight supply and rising rents. These conditions also support the rehabilitation or repositioning of older industrial assets.
- The City may seek to pursue repositioning of underperforming office space into medical or mixed-use. With limited demand for traditional office and a lack of dedicated healthcare facilities in the corridor, there may be an opportunity to convert or redevelop older office properties into medical, behavioral health, or specialty care facilities. This would meet a local service need while activating underutilized commercial square footage.
- To attract private investment and improve market perception, the City should consider streetscape, signage, and infrastructure upgrades along the corridor. These investments signal public commitment and can help elevate the image of the corridor, making it more attractive to developers, tenants, residents, and consumers.

Enclosures:

1. Memorial Boulevard (5 10 15 minute drive time map) (ESRI)
2. Memorial Boulevard - Tapestry Segmentation (ESRI)
3. Memorial Boulevard - Retail Market Potential (ESRI)
4. Memorial Boulevard - Multifamily Analytics
5. Memorial Boulevard - Retail Analytics
6. Memorial Boulevard - Office Analytics
7. Memorial Boulevard - Hospitality Analytics
8. Memorial Boulevard - Industrial Analytics

Custom map



April 14, 2025

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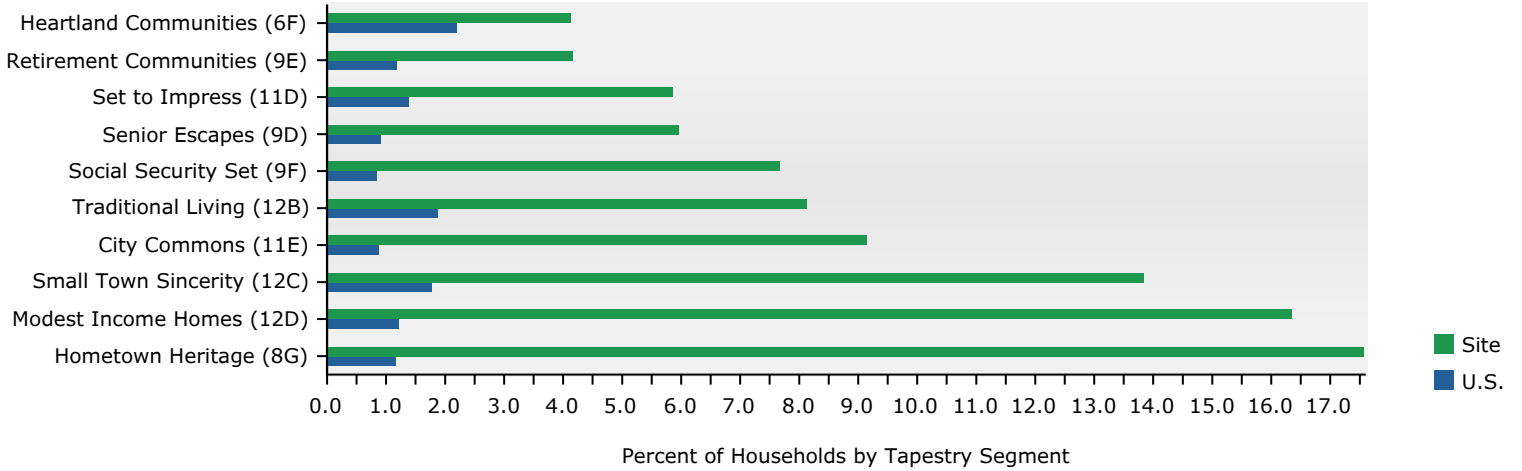
Tapestry Segmentation Area Profile

Memorial Boulevard Corridor
Memorial Blvd, Lakeland, Florida, 33805
Drive time: 5 minute radius

Top Twenty Tapestry Segments

		2024 Households		2024 U.S. Households		
Rank	Tapestry Segment	Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Hometown Heritage (8G)	17.6%	17.6%	1.2%	1.2%	1509
2	Modest Income Homes (12D)	16.3%	33.9%	1.2%	2.4%	1,338
3	Small Town Sincerity (12C)	13.8%	47.8%	1.8%	4.2%	779
4	City Commons (11E)	9.1%	56.9%	0.9%	5.0%	1,052
5	Traditional Living (12B)	8.1%	65.0%	1.9%	6.9%	435
	Subtotal	**64.9%**		**7.0%**		
6	Social Security Set (9F)	7.7%	72.7%	0.8%	7.7%	913
7	Senior Escapes (9D)	6.0%	78.6%	0.9%	8.6%	657
8	Set to Impress (11D)	5.9%	84.5%	1.4%	10.0%	424
9	Retirement Communities (9E)	4.2%	88.7%	1.2%	11.2%	351
10	Heartland Communities (6F)	4.1%	92.8%	2.2%	13.4%	189
	Subtotal	**27.9%**		**6.5%**		
11	Fresh Ambitions (13D)	2.7%	95.5%	0.7%	14.1%	421
12	Old and Newcomers (8F)	1.8%	97.3%	2.3%	16.3%	77
13	Emerald City (8B)	1.7%	99.0%	1.4%	17.7%	121
14	Farm to Table (7E)	1.0%	100.0%	0.2%	18.0%	415
	Subtotal	**7.2%**		**4.6%**		
	Total	**100.0%**		**18.0%**		**556**

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

April 14, 2025

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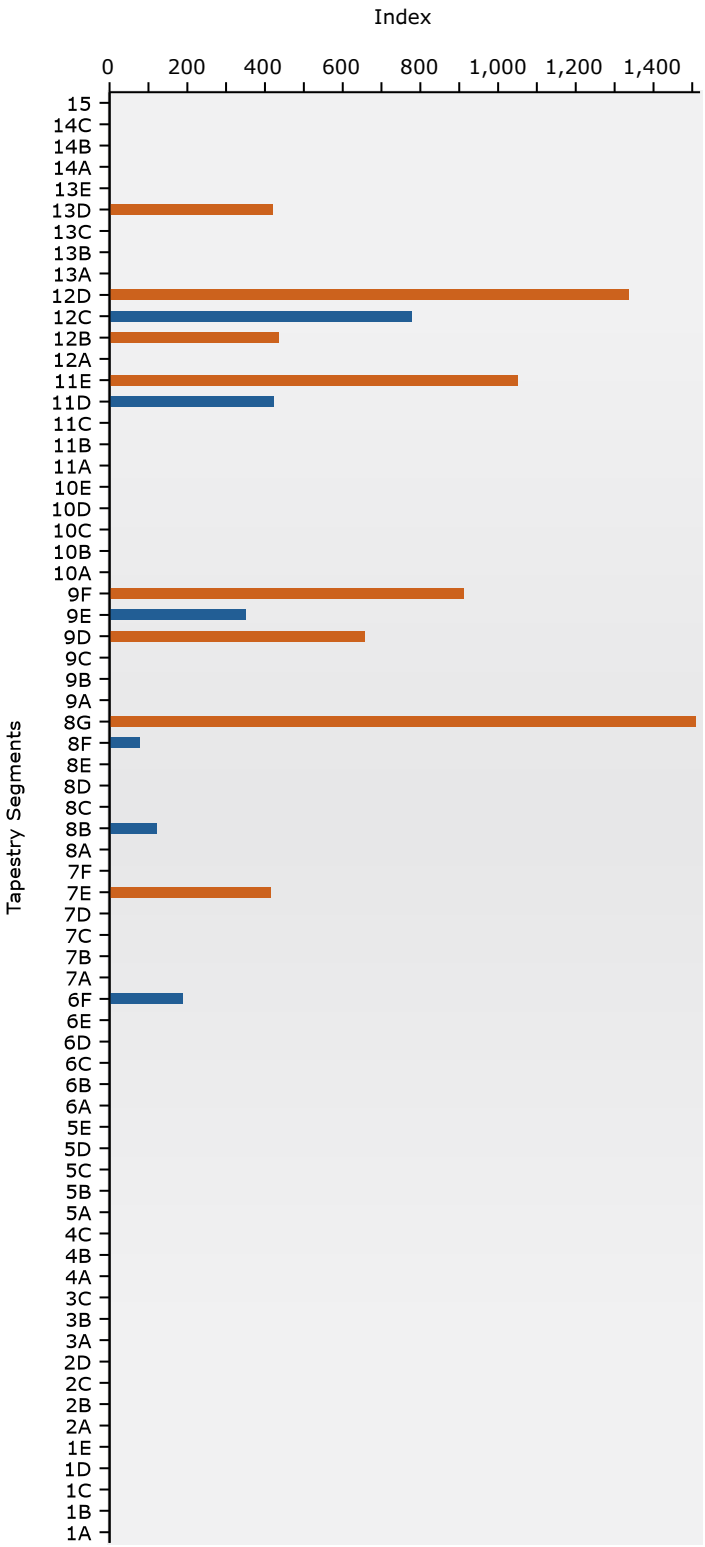
Tapestry Segmentation Area Profile

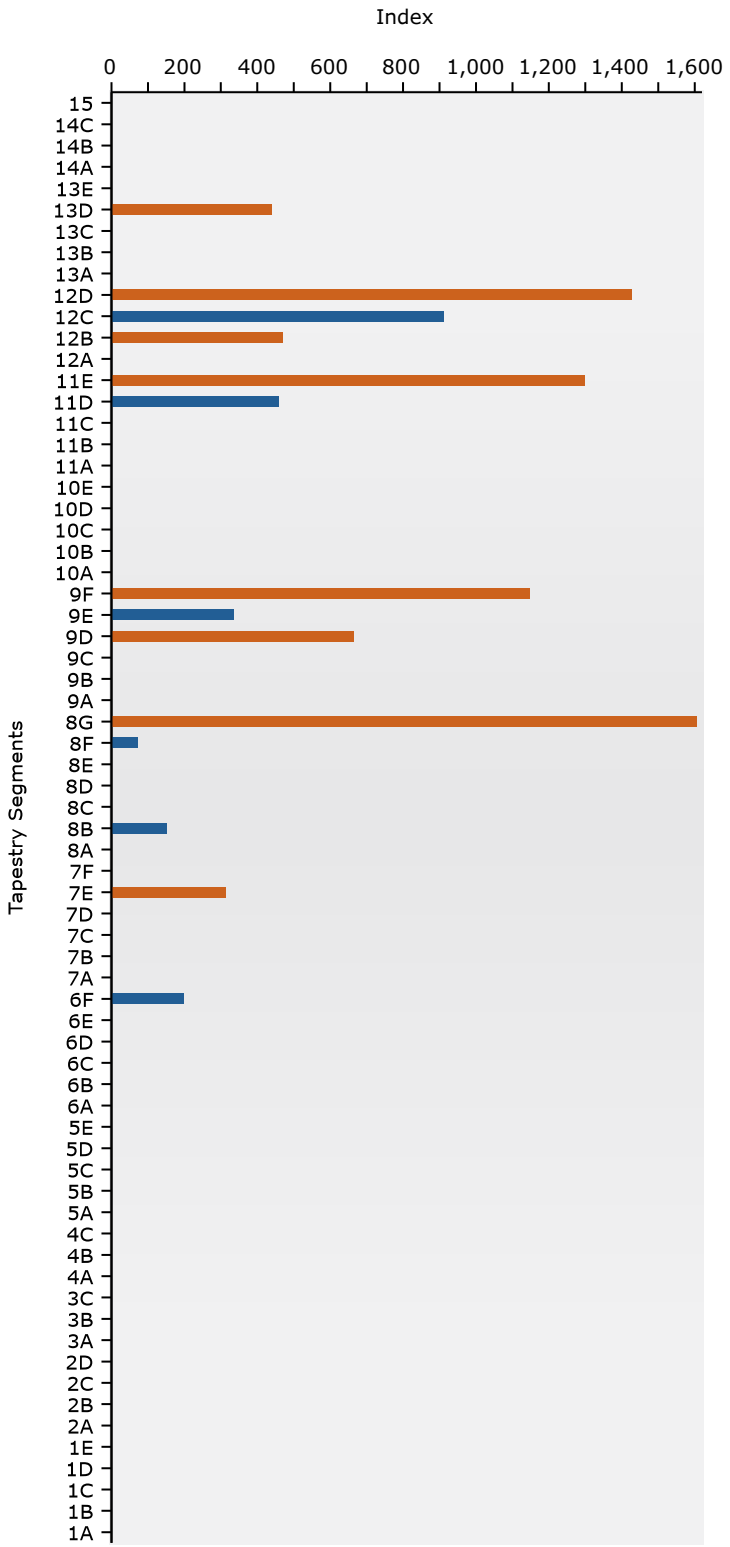
Memorial Boulevard Corridor
Memorial Blvd, Lakeland, Florida, 33805
Drive time: 5 minute radius

Prepared by Esri
Latitude: 28.05502
Longitude: -81.95748

2024 Tapestry Indexes by Households



2024 Tapestry Indexes by Total Population 18+



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Tapestry Segmentation Area Profile

Memorial Boulevard Corridor
Memorial Blvd, Lakeland, Florida, 33805
Drive time: 5 minute radius

Prepared by Esri
Latitude: 28.05502
Longitude: -81.95748

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,829	100.0%		19,458	100.0%	
1. Affluent Estates	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	**406**	**4.1%**	**35**	**781**	**4.0%**	**35**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	406	4.1%	189	781	4.0%	199
7. Sprouting Explorers	**97**	**1.0%**	**13**	**185**	**1.0%**	**11**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	97	1.0%	415	185	1.0%	313
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

April 14, 2025

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Tapestry Segmentation Area Profile

Memorial Boulevard Corridor
Memorial Blvd, Lakeland, Florida, 33805
Drive time: 5 minute radius

Prepared by Esri
Latitude: 28.05502
Longitude: -81.95748

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,829	100.0%		19,458	100.0%	
8. Middle Ground	**2,069**	**21.0%**	**195**	**4,040**	**20.8%**	**205**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	169	1.7%	121	366	1.9%	153
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	173	1.8%	77	278	1.4%	72
Hometown Heritage (8G)	1,727	17.6%	1,509	3,396	17.5%	1,606
9. Senior Styles	**1,749**	**17.8%**	**307**	**3,323**	**17.1%**	**334**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	586	6.0%	657	1,088	5.6%	664
Retirement Communities (9E)	409	4.2%	351	678	3.5%	337
Social Security Set (9F)	754	7.7%	913	1,557	8.0%	1,147
10. Rustic Outposts	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**1,474**	**15.0%**	**240**	**2,991**	**15.4%**	**277**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	576	5.9%	424	1,055	5.4%	460
City Commons (11E)	898	9.1%	1,052	1,936	9.9%	1,300
12. Hometown	**3,765**	**38.3%**	**652**	**7,553**	**38.8%**	**709**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	798	8.1%	435	1,565	8.0%	469
Small Town Sincerity (12C)	1,360	13.8%	779	2,843	14.6%	912
Modest Income Homes (12D)	1,607	16.3%	1,338	3,145	16.2%	1,427
13. Next Wave	**269**	**2.7%**	**71**	**585**	**3.0%**	**70**
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	269	2.7%	421	585	3.0%	441
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

April 14, 2025

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Tapestry Segmentation Area Profile

Memorial Boulevard Corridor
Memorial Blvd, Lakeland, Florida, 33805
Drive time: 5 minute radius

Prepared by Esri
Latitude: 28.05502
Longitude: -81.95748

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,829	100.0%		19,458	100.0%	
1. Principal Urban Center	**269**	**2.7%**	**38**	**585**	**3.0%**	**45**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	269	2.7%	421	585	3.0%	441
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**1,607**	**16.3%**	**99**	**3,145**	**16.2%**	**92**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	1,607	16.3%	1,338	3,145	16.2%	1,427
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**5,504**	**56.0%**	**311**	**10,831**	**55.7%**	**333**
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	169	1.7%	121	366	1.9%	153
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	173	1.8%	77	278	1.4%	72
Hometown Heritage (8G)	1,727	17.6%	1,509	3,396	17.5%	1,606
Retirement Communities (9E)	409	4.2%	351	678	3.5%	337
Social Security Set (9F)	754	7.7%	913	1,557	8.0%	1,147
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	576	5.9%	424	1,055	5.4%	460
City Commons (11E)	898	9.1%	1,052	1,936	9.9%	1,300
Traditional Living (12B)	798	8.1%	435	1,565	8.0%	469
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Source: Esri

April 14, 2025

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Tapestry Segmentation Area Profile

Memorial Boulevard Corridor
Memorial Blvd, Lakeland, Florida, 33805
Drive time: 5 minute radius

Prepared by Esri
Latitude: 28.05502
Longitude: -81.95748

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,829	100.0%		19,458	100.0%	
4. Suburban Periphery	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**2,449**	**24.9%**	**265**	**4,897**	**25.2%**	**277**
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	406	4.1%	189	781	4.0%	199
Farm to Table (7E)	97	1.0%	415	185	1.0%	313
Senior Escapes (9D)	586	6.0%	657	1,088	5.6%	664
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	1,360	13.8%	779	2,843	14.6%	912
6. Rural	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Tapestry Segmentation Area Profile

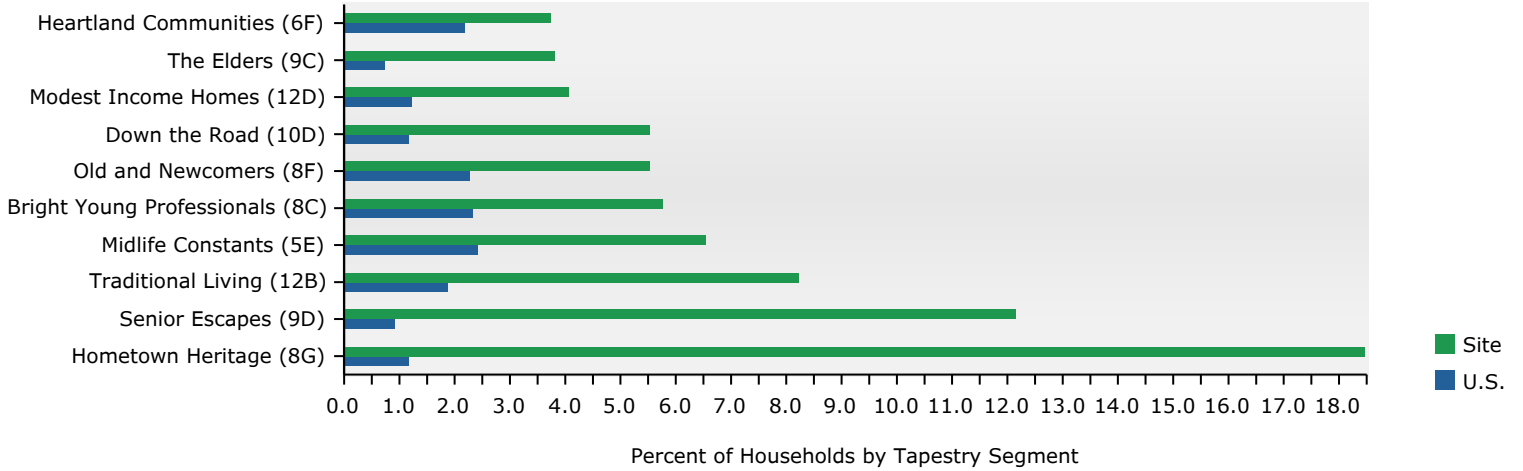
Memorial Boulevard Corridor
Memorial Blvd, Lakeland, Florida, 33805
Drive time: 10 minute radius

AYRES

Top Twenty Tapestry Segments

		2024 Households		2024 U.S. Households		
Rank	Tapestry Segment	Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Hometown Heritage (8G)	18.5%	18.5%	1.2%	1.2%	1587
2	Senior Escapes (9D)	12.1%	30.6%	0.9%	2.1%	1,338
3	Traditional Living (12B)	8.2%	38.8%	1.9%	3.9%	441
4	Midlife Constants (5E)	6.5%	45.4%	2.4%	6.3%	272
5	Bright Young Professionals (8C)	5.8%	51.1%	2.3%	8.7%	248
	Subtotal	**51.1%**		**8.7%**		
6	Old and Newcomers (8F)	5.5%	56.7%	2.3%	10.9%	243
7	Down the Road (10D)	5.5%	62.2%	1.2%	12.1%	473
8	Modest Income Homes (12D)	4.1%	66.3%	1.2%	13.3%	333
9	The Elders (9C)	3.8%	70.1%	0.7%	14.1%	517
10	Heartland Communities (6F)	3.7%	73.8%	2.2%	16.3%	171
	Subtotal	**22.6%**		**7.6%**		
11	Small Town Sincerity (12C)	3.6%	77.4%	1.8%	18.0%	201
12	Set to Impress (11D)	3.2%	80.6%	1.4%	19.4%	231
13	In Style (5B)	2.7%	83.3%	2.2%	21.7%	121
14	Retirement Communities (9E)	2.5%	85.8%	1.2%	22.8%	208
15	Rustbelt Traditions (5D)	2.2%	88.0%	2.1%	25.0%	105
	Subtotal	**14.2%**		**8.7%**		
16	Emerald City (8B)	2.2%	90.2%	1.4%	26.4%	153
17	City Commons (11E)	2.2%	92.3%	0.9%	27.3%	249
18	Young and Restless (11B)	2.0%	94.3%	1.8%	29.0%	112
19	Social Security Set (9F)	1.8%	96.1%	0.8%	29.9%	216
20	Fresh Ambitions (13D)	0.9%	97.0%	0.7%	30.5%	139
	Subtotal	**9.1%**		**5.6%**		
	Total	**97.0%**		**30.5%**		**318**

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

April 14, 2025

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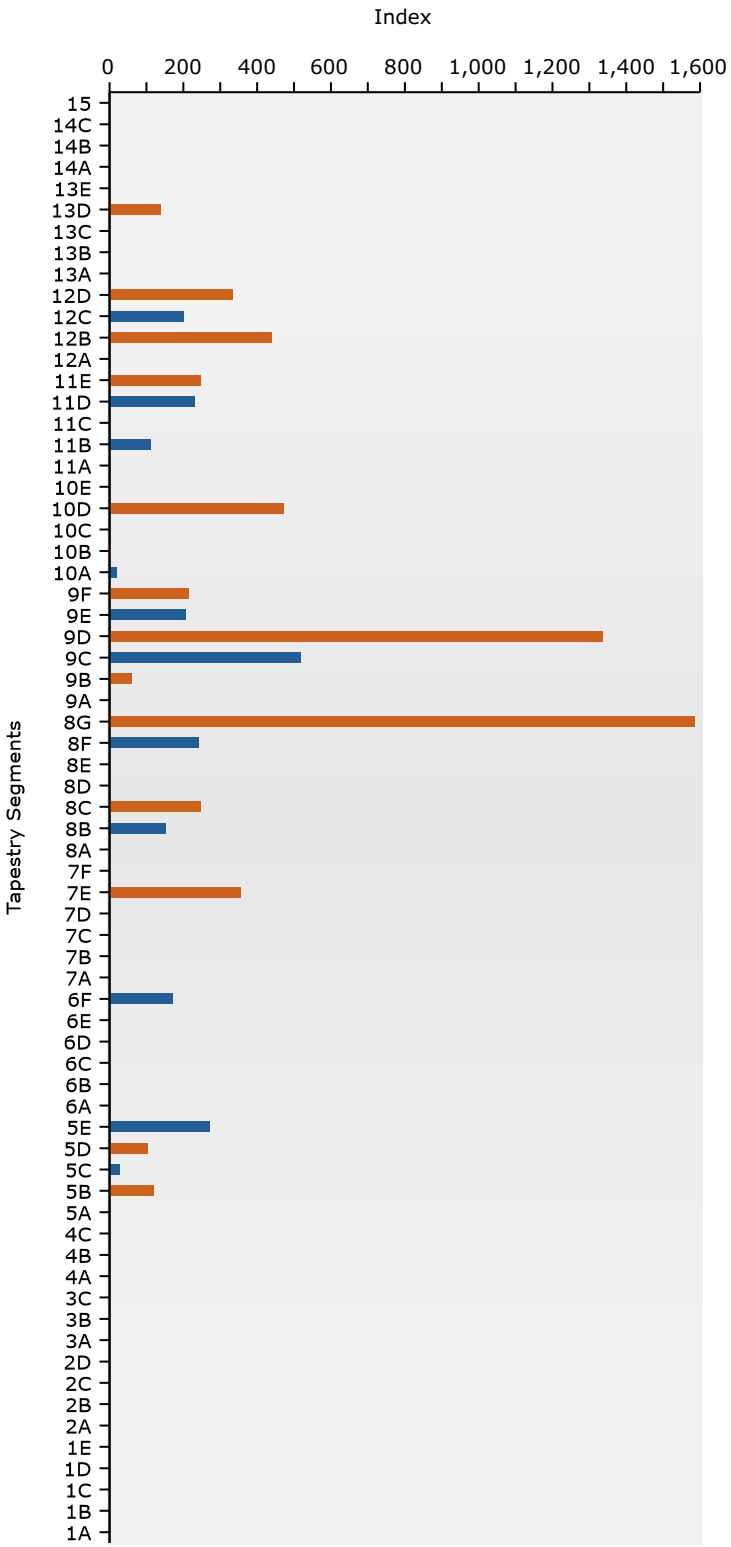
Tapestry Segmentation Area Profile

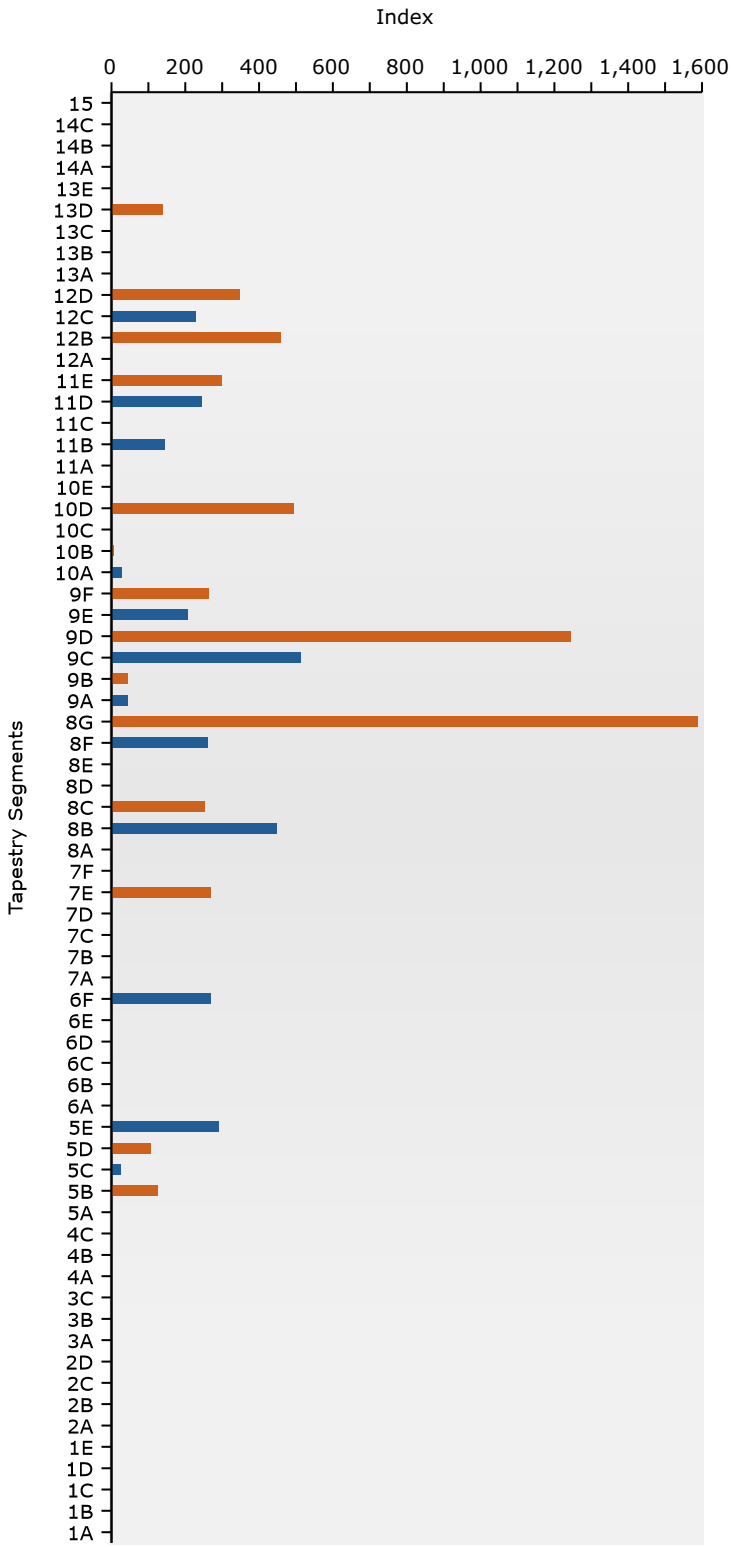
Memorial Boulevard Corridor
Memorial Blvd, Lakeland, Florida, 33805
Drive time: 10 minute radius

Prepared by Esri
Latitude: 28.05502
Longitude: -81.95748

2024 Tapestry Indexes by Households



2024 Tapestry Indexes by Total Population 18+



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Tapestry Segmentation Area Profile

Memorial Boulevard Corridor
Memorial Blvd, Lakeland, Florida, 33805
Drive time: 10 minute radius

Prepared by Esri
Latitude: 28.05502
Longitude: -81.95748

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	41,465	100.0%		85,020	100.0%	
1. Affluent Estates	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	**4,982**	**12.0%**	**108**	**10,066**	**11.8%**	**111**
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	1,122	2.7%	121	2,227	2.6%	126
Parks and Rec (5C)	221	0.5%	27	406	0.5%	25
Rustbelt Traditions (5D)	924	2.2%	105	1,793	2.1%	106
Midlife Constants (5E)	2,715	6.5%	272	5,640	6.6%	291
6. Cozy Country Living	**1,556**	**3.8%**	**32**	**4,629**	**5.4%**	**47**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	5	0.0%	0	11	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,551	3.7%	171	4,618	5.4%	269
7. Sprouting Explorers	**350**	**0.8%**	**11**	**697**	**0.8%**	**9**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	350	0.8%	355	697	0.8%	270
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri

April 14, 2025

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Tapestry Segmentation Area Profile

Memorial Boulevard Corridor
Memorial Blvd, Lakeland, Florida, 33805
Drive time: 10 minute radius

Prepared by Esri
Latitude: 28.05502
Longitude: -81.95748

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	41,465	100.0%		85,020	100.0%	
8. Middle Ground	**13,242**	**31.9%**	**295**	**28,319**	**33.3%**	**329**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	902	2.2%	153	4,674	5.5%	447
Bright Young Professionals (8C)	2,388	5.8%	248	4,583	5.4%	253
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	2,294	5.5%	243	4,393	5.2%	260
Hometown Heritage (8G)	7,658	18.5%	1,587	14,669	17.3%	1,588
9. Senior Styles	**8,720**	**21.0%**	**363**	**15,382**	**18.1%**	**354**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	329	0.8%	60	459	0.5%	45
The Elders (9C)	1,577	3.8%	517	2,651	3.1%	514
Senior Escapes (9D)	5,036	12.1%	1,338	8,897	10.5%	1,244
Retirement Communities (9E)	1,024	2.5%	208	1,818	2.1%	207
Social Security Set (9F)	754	1.8%	216	1,557	1.8%	263
10. Rustic Outposts	**2,611**	**6.3%**	**79**	**5,805**	**6.8%**	**87**
Southern Satellites (10A)	277	0.7%	21	762	0.9%	29
Rooted Rural (10B)	42	0.1%	5	111	0.1%	7
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	2,292	5.5%	473	4,932	5.8%	494
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**3,048**	**7.4%**	**118**	**6,176**	**7.3%**	**131**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	822	2.0%	112	1,790	2.1%	145
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	1,328	3.2%	231	2,450	2.9%	244
City Commons (11E)	898	2.2%	249	1,936	2.3%	298
12. Hometown	**6,582**	**15.9%**	**270**	**13,135**	**15.4%**	**282**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	3,410	8.2%	441	6,678	7.9%	458
Small Town Sincerity (12C)	1,484	3.6%	201	3,104	3.7%	228
Modest Income Homes (12D)	1,688	4.1%	333	3,353	3.9%	348
13. Next Wave	**374**	**0.9%**	**23**	**811**	**1.0%**	**22**
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	374	0.9%	139	811	1.0%	140
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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April 14, 2025

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Tapestry Segmentation Area Profile

Memorial Boulevard Corridor
Memorial Blvd, Lakeland, Florida, 33805
Drive time: 10 minute radius

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Latitude: 28.05502
Longitude: -81.95748

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	41,465	100.0%		85,020	100.0%	
1. Principal Urban Center	**374**	**0.9%**	**12**	**811**	**1.0%**	**14**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	374	0.9%	139	811	1.0%	140
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**5,000**	**12.1%**	**73**	**9,729**	**11.4%**	**65**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	924	2.2%	105	1,793	2.1%	106
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	2,388	5.8%	248	4,583	5.4%	253
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	1,688	4.1%	333	3,353	3.9%	348
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**20,212**	**48.7%**	**271**	**42,192**	**49.6%**	**297**
In Style (5B)	1,122	2.7%	121	2,227	2.6%	126
Emerald City (8B)	902	2.2%	153	4,674	5.5%	447
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	2,294	5.5%	243	4,393	5.2%	260
Hometown Heritage (8G)	7,658	18.5%	1,587	14,669	17.3%	1,588
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City Commons (11E)	898	2.2%	249	1,936	2.3%	298
Traditional Living (12B)	3,410	8.2%	441	6,678	7.9%	458
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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April 14, 2025

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Tapestry Segmentation Area Profile

Memorial Boulevard Corridor
Memorial Blvd, Lakeland, Florida, 33805
Drive time: 10 minute radius

Prepared by Esri
Latitude: 28.05502
Longitude: -81.95748

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	41,465	100.0%		85,020	100.0%	
4. Suburban Periphery	**4,842**	**11.7%**	**36**	**9,156**	**10.8%**	**32**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	221	0.5%	27	406	0.5%	25
Midlife Constants (5E)	2,715	6.5%	272	5,640	6.6%	291
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	329	0.8%	60	459	0.5%	45
The Elders (9C)	1,577	3.8%	517	2,651	3.1%	514
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**10,713**	**25.8%**	**275**	**22,248**	**26.2%**	**288**
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,551	3.7%	171	4,618	5.4%	269
Farm to Table (7E)	350	0.8%	355	697	0.8%	270
Senior Escapes (9D)	5,036	12.1%	1,338	8,897	10.5%	1,244
Down the Road (10D)	2,292	5.5%	473	4,932	5.8%	494
Small Town Sincerity (12C)	1,484	3.6%	201	3,104	3.7%	228
6. Rural	**324**	**0.8%**	**5**	**884**	**1.0%**	**6**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	5	0.0%	0	11	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	277	0.7%	21	762	0.9%	29
Rooted Rural (10B)	42	0.1%	5	111	0.1%	7
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Tapestry Segmentation Area Profile

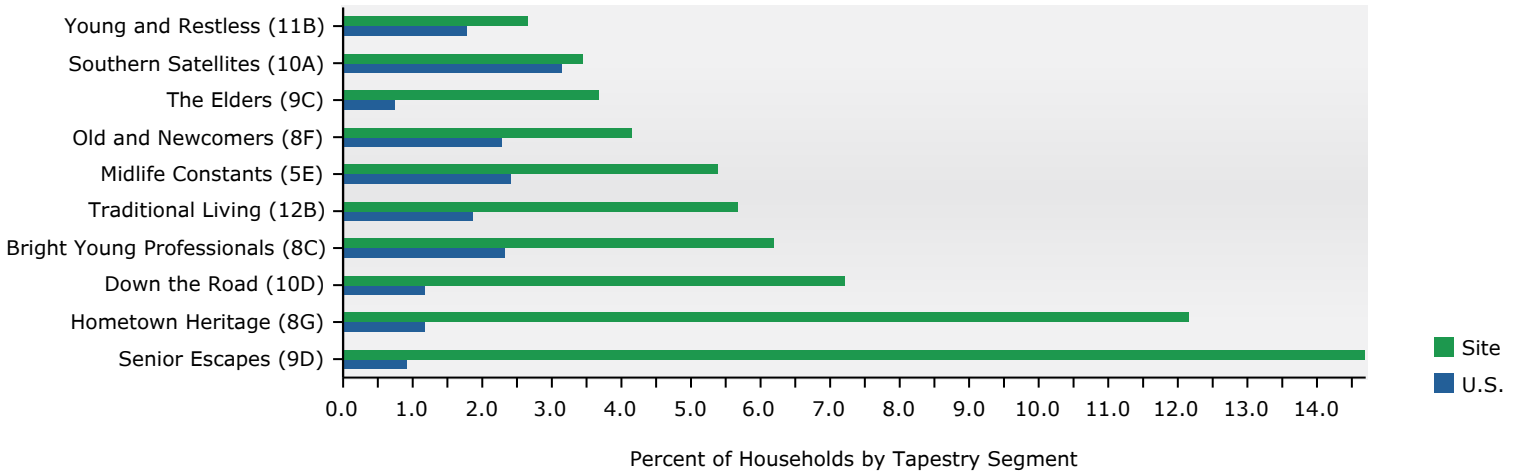
Memorial Boulevard Corridor
Memorial Blvd, Lakeland, Florida, 33805
Drive time: 15 minute radius

AYRES

Top Twenty Tapestry Segments

		2024 Households		2024 U.S. Households		
Rank	Tapestry Segment	Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Senior Escapes (9D)	14.7%	14.7%	0.9%	0.9%	1617
2	Hometown Heritage (8G)	12.1%	26.8%	1.2%	2.1%	1,044
3	Down the Road (10D)	7.2%	34.0%	1.2%	3.2%	617
4	Bright Young Professionals (8C)	6.2%	40.2%	2.3%	5.6%	267
5	Traditional Living (12B)	5.7%	45.9%	1.9%	7.4%	305
	Subtotal	**45.9%**		**7.5%**		
6	Midlife Constants (5E)	5.4%	51.3%	2.4%	9.8%	223
7	Old and Newcomers (8F)	4.1%	55.4%	2.3%	12.1%	182
8	The Elders (9C)	3.7%	59.1%	0.7%	12.9%	500
9	Southern Satellites (10A)	3.5%	62.6%	3.1%	16.0%	110
10	Young and Restless (11B)	2.7%	65.2%	1.8%	17.8%	150
	Subtotal	**19.4%**		**10.3%**		
11	Heartland Communities (6F)	2.6%	67.8%	2.2%	19.9%	119
12	Rustbelt Traditions (5D)	2.5%	70.3%	2.1%	22.1%	116
13	Front Porches (8E)	2.3%	72.6%	1.6%	23.6%	149
14	Retirement Communities (9E)	2.2%	74.9%	1.2%	24.8%	189
15	Modest Income Homes (12D)	2.2%	77.1%	1.2%	26.1%	182
	Subtotal	**11.8%**		**8.3%**		
16	Workday Drive (4A)	2.2%	79.3%	3.1%	29.2%	71
17	Rooted Rural (10B)	2.2%	81.5%	1.8%	31.0%	117
18	Green Acres (6A)	2.1%	83.5%	3.3%	34.3%	63
19	Small Town Sincerity (12C)	2.0%	85.5%	1.8%	36.1%	113
20	In Style (5B)	1.8%	87.3%	2.2%	38.3%	81
	Subtotal	**10.3%**		**12.2%**		
	Total	**87.3%**		**38.3%**		**228**

Top Ten Tapestry Segments Site vs. U.S.



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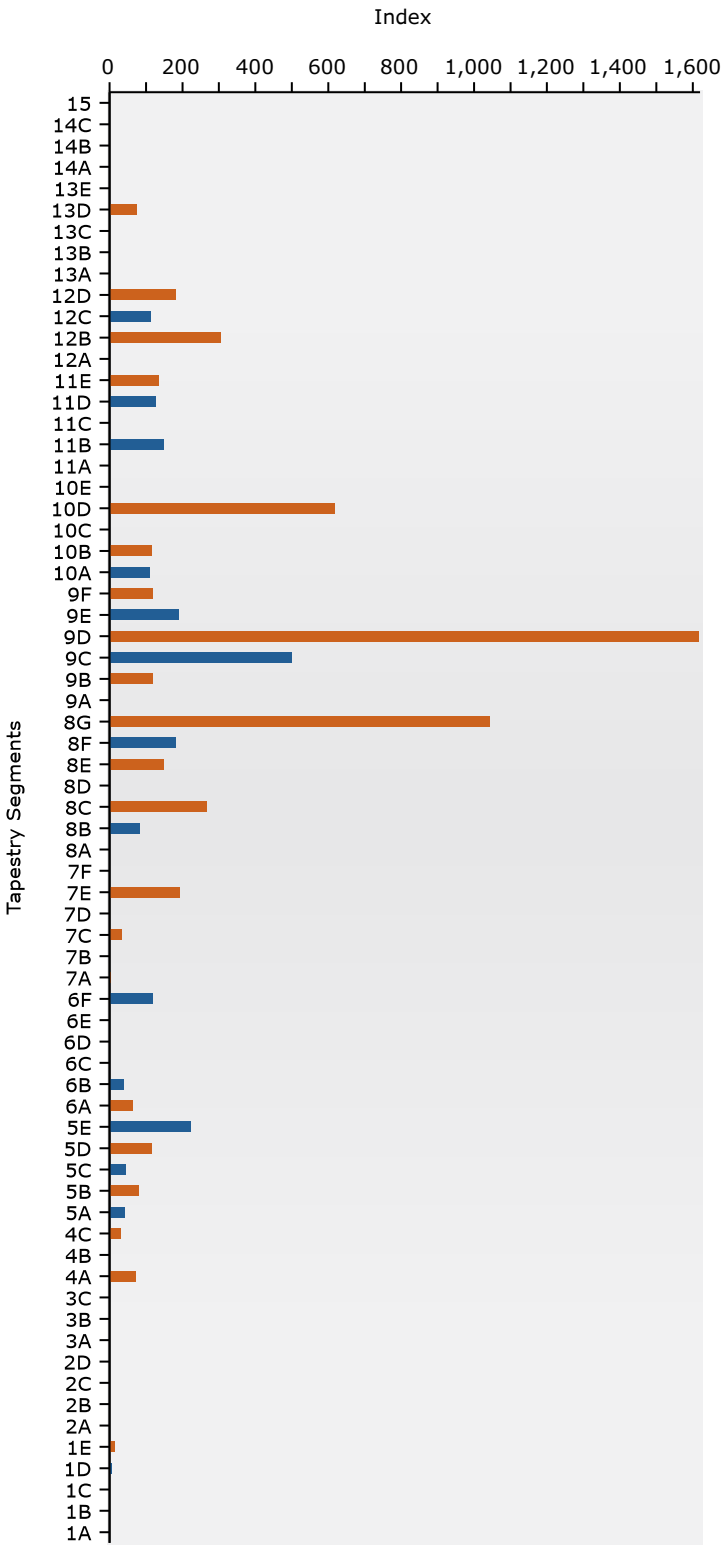
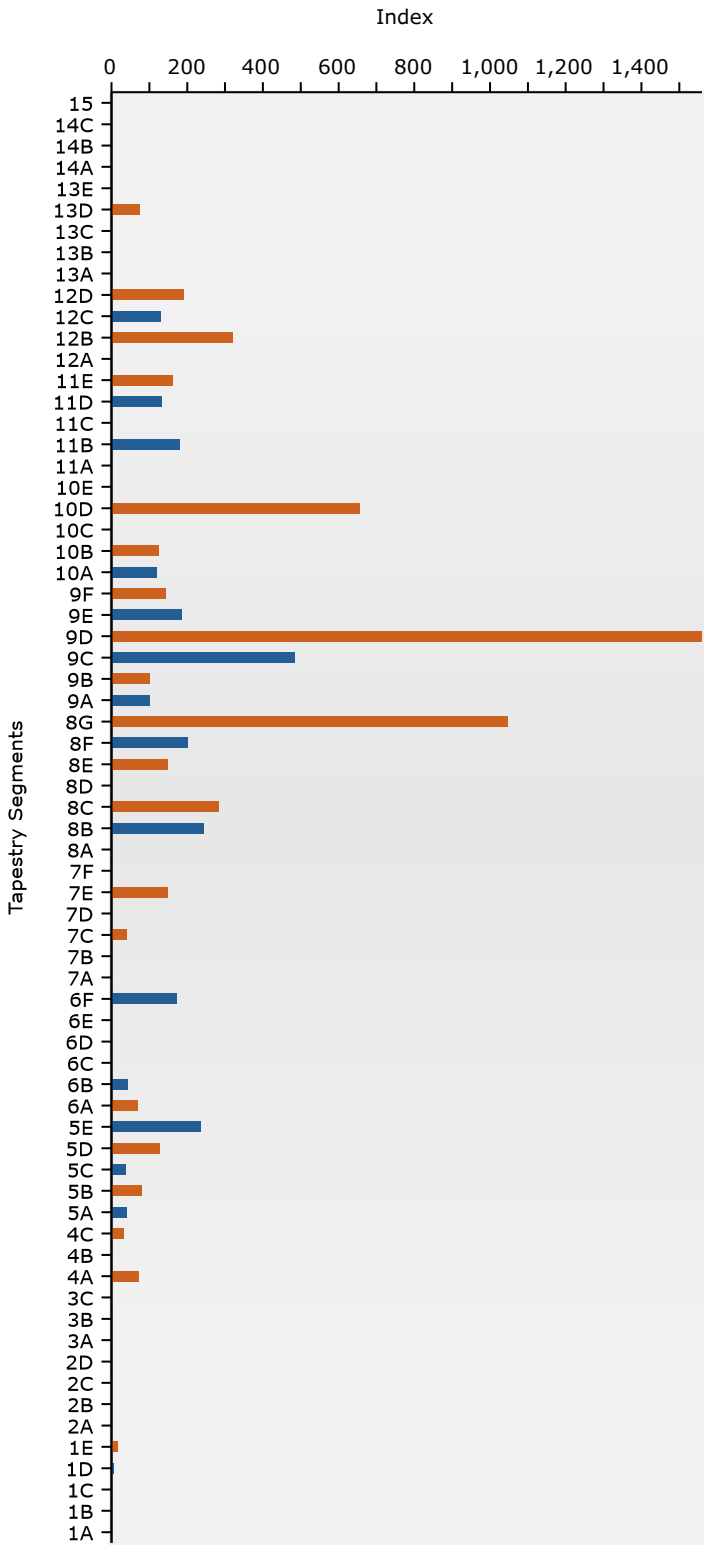
2024 Tapestry Indexes by Households



2024 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	76,138	100.0%		155,419	100.0%	
1. Affluent Estates	**356**	**0.5%**	**5**	**816**	**0.5%**	**5**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	153	0.2%	7	341	0.2%	7
Exurbanites (1E)	203	0.3%	14	475	0.3%	16
2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**2,415**	**3.2%**	**40**	**5,437**	**3.5%**	**42**
Workday Drive (4A)	1,678	2.2%	71	3,773	2.4%	73
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	737	1.0%	31	1,664	1.1%	34
5. GenXurban	**8,762**	**11.5%**	**103**	**17,624**	**11.3%**	**106**
Comfortable Empty Nesters (5A)	760	1.0%	41	1,566	1.0%	42
In Style (5B)	1,375	1.8%	81	2,611	1.7%	81
Parks and Rec (5C)	655	0.9%	44	1,157	0.7%	39
Rustbelt Traditions (5D)	1,877	2.5%	116	3,939	2.5%	127
Midlife Constants (5E)	4,095	5.4%	223	8,351	5.4%	235
6. Cozy Country Living	**4,385**	**5.8%**	**49**	**10,885**	**7.0%**	**61**
Green Acres (6A)	1,574	2.1%	63	3,640	2.3%	69
Salt of the Earth (6B)	832	1.1%	39	1,845	1.2%	44
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,979	2.6%	119	5,400	3.5%	172
7. Sprouting Explorers	**845**	**1.1%**	**15**	**2,050**	**1.3%**	**15**
Up and Coming Families (7A)	104	0.1%	5	263	0.2%	5
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	390	0.5%	34	1,085	0.7%	41
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	351	0.5%	194	702	0.5%	149
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	76,138	100.0%		155,419	100.0%	
8. Middle Ground	**19,803**	**26.0%**	**241**	**41,498**	**26.7%**	**264**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	902	1.2%	83	4,674	3.0%	245
Bright Young Professionals (8C)	4,712	6.2%	267	9,396	6.0%	284
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,787	2.3%	149	3,508	2.3%	149
Old and Newcomers (8F)	3,153	4.1%	182	6,226	4.0%	202
Hometown Heritage (8G)	9,249	12.1%	1,044	17,694	11.4%	1,048
9. Senior Styles	**17,628**	**23.2%**	**400**	**31,425**	**20.2%**	**396**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	1,192	1.6%	119	1,904	1.2%	102
The Elders (9C)	2,800	3.7%	500	4,575	2.9%	485
Senior Escapes (9D)	11,178	14.7%	1,617	20,393	13.1%	1,559
Retirement Communities (9E)	1,704	2.2%	189	2,996	1.9%	187
Social Security Set (9F)	754	1.0%	118	1,557	1.0%	144
10. Rustic Outposts	**9,769**	**12.8%**	**162**	**21,286**	**13.7%**	**174**
Southern Satellites (10A)	2,627	3.5%	110	5,834	3.8%	120
Rooted Rural (10B)	1,649	2.2%	117	3,480	2.2%	125
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	5,493	7.2%	617	11,972	7.7%	656
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**4,257**	**5.6%**	**90**	**8,471**	**5.5%**	**98**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	2,024	2.7%	150	4,071	2.6%	181
Metro Fusion (11C)	7	0.0%	1	14	0.0%	1
Set to Impress (11D)	1,328	1.7%	126	2,450	1.6%	134
City Commons (11E)	898	1.2%	136	1,936	1.2%	163
12. Hometown	**7,544**	**9.9%**	**169**	**15,116**	**9.7%**	**178**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	4,323	5.7%	305	8,534	5.5%	320
Small Town Sincerity (12C)	1,533	2.0%	113	3,229	2.1%	130
Modest Income Homes (12D)	1,688	2.2%	182	3,353	2.2%	191
13. Next Wave	**374**	**0.5%**	**13**	**811**	**0.5%**	**12**
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	374	0.5%	76	811	0.5%	76
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Total:	76,138	100.0%		155,419	100.0%	
1. Principal Urban Center	**374**	**0.5%**	**7**	**811**	**0.5%**	**8**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	374	0.5%	76	811	0.5%	76
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**8,674**	**11.4%**	**69**	**17,787**	**11.4%**	**65**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,877	2.5%	116	3,939	2.5%	127
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	390	0.5%	34	1,085	0.7%	41
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	4,712	6.2%	267	9,396	6.0%	284
Metro Fusion (11C)	7	0.0%	1	14	0.0%	1
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	1,688	2.2%	182	3,353	2.2%	191
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**27,497**	**36.1%**	**201**	**56,257**	**36.2%**	**217**
In Style (5B)	1,375	1.8%	81	2,611	1.7%	81
Emerald City (8B)	902	1.2%	83	4,674	3.0%	245
Front Porches (8E)	1,787	2.3%	149	3,508	2.3%	149
Old and Newcomers (8F)	3,153	4.1%	182	6,226	4.0%	202
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College Towns (14B)	0	0.0%	0	0	0.0%	0
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Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
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Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	1,678	2.2%	71	3,773	2.4%	73
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5. Semirural	**21,271**	**27.9%**	**297**	**43,360**	**27.9%**	**307**
Middleburg (4C)	737	1.0%	31	1,664	1.1%	34
Heartland Communities (6F)	1,979	2.6%	119	5,400	3.5%	172
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Down the Road (10D)	5,493	7.2%	617	11,972	7.7%	656
Small Town Sincerity (12C)	1,533	2.0%	113	3,229	2.1%	130
6. Rural	**6,682**	**8.8%**	**54**	**14,799**	**9.5%**	**59**
Green Acres (6A)	1,574	2.1%	63	3,640	2.3%	69
Salt of the Earth (6B)	832	1.1%	39	1,845	1.2%	44
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	2,627	3.5%	110	5,834	3.8%	120
Rooted Rural (10B)	1,649	2.2%	117	3,480	2.2%	125
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

April 14, 2025

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Retail Market Potential

Memorial Boulevard Corridor
Memorial Blvd, Lakeland, Florida, 33805
Drive time: 5 minute radius

Prepared by Esri
Latitude: 28.05502
Longitude: -81.95748

Demographic Summary	2024	2029
Population	24,958	27,494
Population 18+	19,459	21,737
Households	9,829	10,866
Median Household Income	$35,137	$42,036

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	11,041	56.7%	90
Bought Women`s Clothing/12 Mo	10,059	51.7%	99
Bought Shoes/12 Mo	13,934	71.6%	95
Bought Fine Jewelry/12 Mo	4,608	23.7%	109
Bought Watch/12 Mo	2,815	14.5%	109
Automobiles (Households)			
HH Owns or Leases Any Vehicle	7,917	80.5%	89
HH Bought or Leased New Vehicle/12 Mo	617	6.3%	68
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	16,194	83.2%	93
Bought or Changed Motor Oil/12 Mo	9,912	50.9%	95
Had Vehicle Tune-Up/12 Mo	4,188	21.5%	90
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	8,749	45.0%	120
Drank Beer or Ale/6 Mo	6,447	33.1%	87
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	1,214	6.2%	64
Own Digital SLR Camera or Camcorder	1,204	6.2%	60
Printed Digital Photos/12 Mo	3,877	19.9%	77
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	7,600	39.1%	108
Have a Smartphone	18,086	92.9%	99
Have Android Phone (Any Brand) Smartphone	9,653	49.6%	129
Have Apple iPhone Smartphone	8,810	45.3%	79
HH Owns 1 Cell Phone	3,949	40.2%	134
HH Owns 2 Cell Phones	3,358	34.2%	87
HH Owns 3+ Cell Phones	2,283	23.2%	81
HH Has Cell Phone Only (No Landline Telephone)	7,257	73.8%	102
Computers (Households)			
HH Owns Computer	7,147	72.7%	87
HH Owns Desktop Computer	3,207	32.6%	84
HH Owns Laptop or Notebook	5,716	58.2%	84
HH Owns Apple/Mac Brand Computer	1,536	15.6%	63
HH Owns PC/Non-Apple Brand Computer	6,268	63.8%	91
HH Purchased Most Recent Home Computer at Store	2,975	30.3%	81
HH Purchased Most Recent Home Computer Online	2,162	22.0%	80
HH Spent $1-499 on Most Recent Home Computer	1,473	15.0%	109
HH Spent $500-999 on Most Recent Home Computer	1,411	14.4%	76
HH Spent $1K-1499 on Most Recent Home Computer	774	7.9%	69
HH Spent $1500-1999 on Most Recent Home Computer	258	2.6%	65
HH Spent $2K+ on Most Recent Home Computer	375	3.8%	63

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

April 14, 2025

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	13,304	68.4%	105
Bought Brewed Coffee at C-Store/30 Days	2,321	11.9%	95
Bought Cigarettes at C-Store/30 Days	2,069	10.6%	175
Bought Gas at C-Store/30 Days	8,207	42.2%	105
Spent $1-19 at C-Store/30 Days	1,172	6.0%	89
Spent $20-39 at C-Store/30 Days	1,658	8.5%	102
Spent $40-50 at C-Store/30 Days	1,365	7.0%	105
Spent $51-99 at C-Store/30 Days	1,289	6.6%	117
Spent $100+ at C-Store/30 Days	5,116	26.3%	112
Entertainment (Adults)			
Attended Movie/6 Mo	7,833	40.3%	91
Went to Live Theater/12 Mo	1,292	6.6%	76
Went to Bar or Night Club/12 Mo	3,100	15.9%	90
Dined Out/12 Mo	8,947	46.0%	82
Gambled at Casino/12 Mo	2,149	11.0%	93
Visited Theme Park/12 Mo	2,809	14.4%	92
Viewed Movie (Video-on-Demand)/30 Days	1,367	7.0%	75
Viewed TV Show (Video-on-Demand)/30 Days	1,027	5.3%	80
Used Internet to Download Movie/30 Days	1,184	6.1%	97
Downloaded Individual Song/6 Mo	3,692	19.0%	97
Used Internet to Watch Movie/30 Days	6,564	33.7%	99
Used Internet to Watch TV Program/30 Days	4,069	20.9%	93
Played (Console) Video or Electronic Game/12 Mo	2,548	13.1%	104
Played (Portable) Video or Electronic Game/12 Mo	1,393	7.2%	104
Financial (Adults)			
Have 1st Home Mortgage	4,997	25.7%	70
Used ATM or Cash Machine/12 Mo	11,553	59.4%	97
Own Any Stock	1,641	8.4%	57
Own U.S. Savings Bonds	967	5.0%	67
Own Shares in Mutual Fund (Stocks)	1,468	7.5%	56
Own Shares in Mutual Fund (Bonds)	965	5.0%	60
Have Interest Checking Account	5,614	28.9%	74
Have Non-Interest Checking Account	6,865	35.3%	96
Have Savings Account	12,049	61.9%	85
Have 401(k) Retirement Savings Plan	3,317	17.0%	70
Own or Used Any Credit/Debit Card/12 Mo	17,128	88.0%	95
Avg $1-110 Monthly Credit Card Expenditures	2,467	12.7%	124
Avg $111-225 Monthly Credit Card Expenditures	1,628	8.4%	121
Avg $226-450 Monthly Credit Card Expenditures	1,707	8.8%	100
Avg $451-700 Monthly Credit Card Expenditures	1,491	7.7%	83
Avg $701-1000 Monthly Credit Card Expenditures	1,112	5.7%	73
Avg $1001-2000 Monthly Credit Card Expenditures	1,493	7.7%	64
Avg $2001+ Monthly Credit Card Expenditures	1,036	5.3%	43
Did Banking Online/12 Mo	9,491	48.8%	85
Did Banking by Mobile Device/12 Mo	8,323	42.8%	89

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	9,246	94.1%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	7,257	73.8%	96
HH Used Turkey (Fresh or Frozen)/6 Mo	1,804	18.4%	89
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	5,585	56.8%	97
HH Used Fresh Fruit or Vegetables/6 Mo	8,429	85.8%	96
HH Used Fresh Milk/6 Mo	7,938	80.8%	98
HH Used Organic Food/6 Mo	2,083	21.2%	83
Health (Adults)			
Exercise at Home 2+ Times/Wk	7,867	40.4%	83
Exercise at Club 2+ Times/Wk	1,989	10.2%	87
Visited Doctor/12 Mo	14,848	76.3%	96
Used Vitamins or Dietary Supplements/6 Mo	11,846	60.9%	92
Home (Households)			
HH Did Home Improvement/12 Mo	2,530	25.7%	71
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	2,310	23.5%	67
HH Purchased Low Ticket HH Furnishing/12 Mo	2,002	20.4%	91
HH Purchased Big Ticket HH Furnishing/12 Mo	2,287	23.3%	90
HH Bought Small Kitchen Appliance/12 Mo	2,371	24.1%	96
HH Bought Large Kitchen Appliance/12 Mo	1,320	13.4%	84
Insurance (Adults/Households)			
Currently Carry Life Insurance	8,853	45.5%	89
Personally Carry Any Med/Hosp/Accident Insur	15,285	78.5%	92
Homeowner Carries Home/Personal Property Insurance	8,545	43.9%	73
Renter Carries Home/Pers Property Insurance	2,970	15.3%	119
HH Has 1 Vehicle Covered w/Auto Insurance	3,954	40.2%	126
HH Has 2 Vehicles Covered w/Auto Insurance	2,309	23.5%	74
HH Has 3+ Vehicles Covered w/Auto Insurance	1,587	16.1%	62
Pets (Households)			
HH Owns Any Pet	4,050	41.2%	81
HH Owns Cat	2,092	21.3%	91
HH Owns Dog	2,911	29.6%	77
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	3,431	17.6%	103
Buying American Is Important: 4-Agr Cmpl	5,780	29.7%	102
Buy Based on Quality Not Price: 4-Agr Cmpl	2,850	14.6%	101
Buy on Credit Rather Than Wait: 4-Agr Cmpl	2,563	13.2%	106
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	2,176	11.2%	110
Will Pay More for Env Safe Prods: 4-Agr Cmpl	2,223	11.4%	101
Buy Based on Price Not Brands: 4-Agr Cmpl	5,583	28.7%	108
Reading (Adults)			
Bought Digital Book/12 Mo	2,867	14.7%	81
Bought Hardcover Book/12 Mo	4,278	22.0%	82
Bought Paperback Book/12 Mo	5,704	29.3%	85
Read Daily Newspaper (Paper Version)	2,130	10.9%	101
Read Digital Newspaper/30 Days	11,368	58.4%	100
Read Magazine (Paper/Electronic Vers)/6 Mo	16,664	85.6%	98

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	13,136	67.5%	95
Went to Family Restrnt/SteakHse 4+ Times/30 Days	4,634	23.8%	102
Went to Fast Food/Drive-In Restaurant/6 Mo	17,545	90.2%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	8,318	42.7%	108
Ordered Eat-In Fast Food/6 Mo	4,951	25.4%	88
Ordered Home Delivery Fast Food/6 Mo	2,935	15.1%	117
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	9,717	49.9%	95
Ordered Take-Out/Walk-In Fast Food/6 Mo	3,972	20.4%	90
Television & Electronics (Adults/Households)			
Own Tablet	10,349	53.2%	93
Own E-Reader	2,258	11.6%	73
Own E-Reader/Tablet: Apple iPad	4,782	24.6%	67
HH Owns Internet Connectable TV	3,562	36.2%	88
Own Portable MP3 Player	1,437	7.4%	82
HH Owns 1 TV	1,847	18.8%	102
HH Owns 2 TVs	2,915	29.7%	107
HH Owns 3 TVs	2,104	21.4%	96
HH Owns 4+ TVs	1,791	18.2%	82
HH Subscribes to Cable TV	2,886	29.4%	95
HH Subscribes to Fiber Optic TV	291	3.0%	58
HH Owns Portable GPS Device	1,370	13.9%	75
HH Purchased Video Game System/12 Mo	697	7.1%	91
HH Owns Internet Video Device for TV	4,659	47.4%	90
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	8,775	45.1%	77
Took 3+ Domestic Non-Business Trips/12 Mo	2,140	11.0%	67
Spent $1-999 on Domestic Vacations/12 Mo	2,000	10.3%	84
Spent $1K-1499 on Domestic Vacations/12 Mo	959	4.9%	72
Spent $1500-1999 on Domestic Vacations/12 Mo	581	3.0%	67
Spent $2K-2999 on Domestic Vacations/12 Mo	691	3.6%	68
Spent $3K+ on Domestic Vacations/12 Mo	924	4.7%	49
Used Intrnt Travel Site for Domestic Trip/12 Mo	881	4.5%	72
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	4,025	20.7%	69
Took 3+ Foreign Trips by Plane/3 Yrs	555	2.9%	52
Spent $1-999 on Foreign Vacations/12 Mo	657	3.4%	61
Spent $1K-2999 on Foreign Vacations/12 Mo	505	2.6%	78
Spent $3K+ on Foreign Vacations/12 Mo	705	3.6%	61
Used General Travel Site: Foreign Trip/3 Yrs	750	3.9%	69
Spent Night at Hotel or Motel/12 Mo	7,853	40.4%	80
Took Cruise of More Than One Day/3 Yrs	1,317	6.8%	80
Member of Frequent Flyer Program	3,284	16.9%	61
Member of Hotel Rewards Program	3,972	20.4%	70

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Demographic Summary	2024	2029
Population	106,832	113,702
Population 18+	85,021	91,555
Households	41,465	44,172
Median Household Income	$50,427	$60,506

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	51,583	60.7%	96
Bought Women`s Clothing/12 Mo	44,172	52.0%	99
Bought Shoes/12 Mo	62,323	73.3%	98
Bought Fine Jewelry/12 Mo	18,873	22.2%	102
Bought Watch/12 Mo	11,840	13.9%	105
Automobiles (Households)			
HH Owns or Leases Any Vehicle	36,451	87.9%	97
HH Bought or Leased New Vehicle/12 Mo	3,253	7.8%	85
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	75,377	88.7%	99
Bought or Changed Motor Oil/12 Mo	46,370	54.5%	102
Had Vehicle Tune-Up/12 Mo	19,768	23.3%	97
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	34,859	41.0%	110
Drank Beer or Ale/6 Mo	30,167	35.5%	93
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	7,426	8.7%	89
Own Digital SLR Camera or Camcorder	6,868	8.1%	78
Printed Digital Photos/12 Mo	20,347	23.9%	92
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	32,012	37.7%	104
Have a Smartphone	79,627	93.7%	100
Have Android Phone (Any Brand) Smartphone	38,976	45.8%	119
Have Apple iPhone Smartphone	42,280	49.7%	87
HH Owns 1 Cell Phone	14,983	36.1%	120
HH Owns 2 Cell Phones	15,396	37.1%	94
HH Owns 3+ Cell Phones	10,189	24.6%	86
HH Has Cell Phone Only (No Landline Telephone)	30,834	74.4%	103
Computers (Households)			
HH Owns Computer	32,295	77.9%	93
HH Owns Desktop Computer	14,756	35.6%	92
HH Owns Laptop or Notebook	26,089	62.9%	91
HH Owns Apple/Mac Brand Computer	7,724	18.6%	75
HH Owns PC/Non-Apple Brand Computer	27,986	67.5%	96
HH Purchased Most Recent Home Computer at Store	14,017	33.8%	91
HH Purchased Most Recent Home Computer Online	10,242	24.7%	90
HH Spent $1-499 on Most Recent Home Computer	6,325	15.3%	110
HH Spent $500-999 on Most Recent Home Computer	6,924	16.7%	88
HH Spent $1K-1499 on Most Recent Home Computer	3,927	9.5%	83
HH Spent $1500-1999 on Most Recent Home Computer	1,340	3.2%	80
HH Spent $2K+ on Most Recent Home Computer	1,974	4.8%	78

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	57,936	68.1%	105
Bought Brewed Coffee at C-Store/30 Days	10,428	12.3%	98
Bought Cigarettes at C-Store/30 Days	7,372	8.7%	143
Bought Gas at C-Store/30 Days	37,574	44.2%	110
Spent $1-19 at C-Store/30 Days	5,415	6.4%	94
Spent $20-39 at C-Store/30 Days	7,178	8.4%	101
Spent $40-50 at C-Store/30 Days	5,623	6.6%	99
Spent $51-99 at C-Store/30 Days	5,633	6.6%	117
Spent $100+ at C-Store/30 Days	22,293	26.2%	111
Entertainment (Adults)			
Attended Movie/6 Mo	35,333	41.6%	94
Went to Live Theater/12 Mo	6,361	7.5%	86
Went to Bar or Night Club/12 Mo	14,056	16.5%	93
Dined Out/12 Mo	43,754	51.5%	92
Gambled at Casino/12 Mo	9,800	11.5%	97
Visited Theme Park/12 Mo	12,408	14.6%	93
Viewed Movie (Video-on-Demand)/30 Days	6,646	7.8%	83
Viewed TV Show (Video-on-Demand)/30 Days	4,605	5.4%	82
Used Internet to Download Movie/30 Days	4,951	5.8%	93
Downloaded Individual Song/6 Mo	15,732	18.5%	95
Used Internet to Watch Movie/30 Days	28,289	33.3%	97
Used Internet to Watch TV Program/30 Days	18,190	21.4%	95
Played (Console) Video or Electronic Game/12 Mo	11,273	13.3%	105
Played (Portable) Video or Electronic Game/12 Mo	5,907	6.9%	101
Financial (Adults)			
Have 1st Home Mortgage	26,029	30.6%	84
Used ATM or Cash Machine/12 Mo	51,118	60.1%	98
Own Any Stock	9,643	11.3%	76
Own U.S. Savings Bonds	5,198	6.1%	83
Own Shares in Mutual Fund (Stocks)	8,691	10.2%	76
Own Shares in Mutual Fund (Bonds)	5,401	6.4%	76
Have Interest Checking Account	29,434	34.6%	89
Have Non-Interest Checking Account	31,367	36.9%	100
Have Savings Account	57,209	67.3%	93
Have 401(k) Retirement Savings Plan	17,594	20.7%	85
Own or Used Any Credit/Debit Card/12 Mo	77,327	91.0%	98
Avg $1-110 Monthly Credit Card Expenditures	9,848	11.6%	113
Avg $111-225 Monthly Credit Card Expenditures	6,584	7.7%	112
Avg $226-450 Monthly Credit Card Expenditures	7,797	9.2%	104
Avg $451-700 Monthly Credit Card Expenditures	7,447	8.8%	94
Avg $701-1000 Monthly Credit Card Expenditures	5,661	6.7%	85
Avg $1001-2000 Monthly Credit Card Expenditures	8,400	9.9%	82
Avg $2001+ Monthly Credit Card Expenditures	6,868	8.1%	65
Did Banking Online/12 Mo	45,296	53.3%	93
Did Banking by Mobile Device/12 Mo	38,838	45.7%	95

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	39,041	94.2%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	31,272	75.4%	98
HH Used Turkey (Fresh or Frozen)/6 Mo	7,953	19.2%	93
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	23,619	57.0%	97
HH Used Fresh Fruit or Vegetables/6 Mo	36,254	87.4%	98
HH Used Fresh Milk/6 Mo	33,753	81.4%	99
HH Used Organic Food/6 Mo	9,154	22.1%	87
Health (Adults)			
Exercise at Home 2+ Times/Wk	37,428	44.0%	91
Exercise at Club 2+ Times/Wk	9,301	10.9%	93
Visited Doctor/12 Mo	66,580	78.3%	98
Used Vitamins or Dietary Supplements/6 Mo	54,300	63.9%	96
Home (Households)			
HH Did Home Improvement/12 Mo	13,206	31.8%	88
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	11,882	28.7%	82
HH Purchased Low Ticket HH Furnishing/12 Mo	8,960	21.6%	96
HH Purchased Big Ticket HH Furnishing/12 Mo	10,122	24.4%	95
HH Bought Small Kitchen Appliance/12 Mo	10,352	25.0%	100
HH Bought Large Kitchen Appliance/12 Mo	6,274	15.1%	94
Insurance (Adults/Households)			
Currently Carry Life Insurance	41,031	48.3%	94
Personally Carry Any Med/Hosp/Accident Insur	70,333	82.7%	97
Homeowner Carries Home/Personal Property Insurance	45,511	53.5%	88
Renter Carries Home/Pers Property Insurance	12,093	14.2%	111
HH Has 1 Vehicle Covered w/Auto Insurance	15,714	37.9%	118
HH Has 2 Vehicles Covered w/Auto Insurance	11,477	27.7%	88
HH Has 3+ Vehicles Covered w/Auto Insurance	8,799	21.2%	82
Pets (Households)			
HH Owns Any Pet	19,792	47.7%	94
HH Owns Cat	9,911	23.9%	102
HH Owns Dog	14,660	35.4%	92
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	14,167	16.7%	98
Buying American Is Important: 4-Agr Cmpl	26,056	30.6%	105
Buy Based on Quality Not Price: 4-Agr Cmpl	12,264	14.4%	99
Buy on Credit Rather Than Wait: 4-Agr Cmpl	10,731	12.6%	102
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	9,002	10.6%	104
Will Pay More for Env Safe Prods: 4-Agr Cmpl	9,178	10.8%	96
Buy Based on Price Not Brands: 4-Agr Cmpl	24,006	28.2%	106
Reading (Adults)			
Bought Digital Book/12 Mo	14,247	16.8%	92
Bought Hardcover Book/12 Mo	21,021	24.7%	92
Bought Paperback Book/12 Mo	27,188	32.0%	93
Read Daily Newspaper (Paper Version)	9,213	10.8%	100
Read Digital Newspaper/30 Days	48,282	56.8%	97
Read Magazine (Paper/Electronic Vers)/6 Mo	73,234	86.1%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	60,160	70.8%	99
Went to Family Restrnt/SteakHse 4+ Times/30 Days	20,401	24.0%	103
Went to Fast Food/Drive-In Restaurant/6 Mo	77,269	90.9%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	35,427	41.7%	105
Ordered Eat-In Fast Food/6 Mo	23,484	27.6%	96
Ordered Home Delivery Fast Food/6 Mo	11,538	13.6%	105
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	45,253	53.2%	101
Ordered Take-Out/Walk-In Fast Food/6 Mo	17,623	20.7%	91
Television & Electronics (Adults/Households)			
Own Tablet	45,991	54.1%	94
Own E-Reader	11,523	13.6%	86
Own E-Reader/Tablet: Apple iPad	25,013	29.4%	80
HH Owns Internet Connectable TV	16,085	38.8%	94
Own Portable MP3 Player	6,997	8.2%	92
HH Owns 1 TV	7,812	18.8%	102
HH Owns 2 TVs	11,934	28.8%	103
HH Owns 3 TVs	9,092	21.9%	98
HH Owns 4+ TVs	8,245	19.9%	90
HH Subscribes to Cable TV	12,677	30.6%	99
HH Subscribes to Fiber Optic TV	1,480	3.6%	70
HH Owns Portable GPS Device	7,114	17.2%	93
HH Purchased Video Game System/12 Mo	2,783	6.7%	86
HH Owns Internet Video Device for TV	20,808	50.2%	95
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	43,952	51.7%	88
Took 3+ Domestic Non-Business Trips/12 Mo	11,536	13.6%	83
Spent $1-999 on Domestic Vacations/12 Mo	9,749	11.5%	94
Spent $1K-1499 on Domestic Vacations/12 Mo	4,977	5.9%	86
Spent $1500-1999 on Domestic Vacations/12 Mo	3,144	3.7%	83
Spent $2K-2999 on Domestic Vacations/12 Mo	3,781	4.4%	85
Spent $3K+ on Domestic Vacations/12 Mo	6,017	7.1%	73
Used Intrnt Travel Site for Domestic Trip/12 Mo	4,348	5.1%	82
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	19,963	23.5%	78
Took 3+ Foreign Trips by Plane/3 Yrs	3,116	3.7%	67
Spent $1-999 on Foreign Vacations/12 Mo	3,568	4.2%	75
Spent $1K-2999 on Foreign Vacations/12 Mo	2,331	2.7%	82
Spent $3K+ on Foreign Vacations/12 Mo	3,592	4.2%	71
Used General Travel Site: Foreign Trip/3 Yrs	3,599	4.2%	75
Spent Night at Hotel or Motel/12 Mo	38,778	45.6%	90
Took Cruise of More Than One Day/3 Yrs	6,619	7.8%	92
Member of Frequent Flyer Program	17,970	21.1%	76
Member of Hotel Rewards Program	21,059	24.8%	85

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

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Demographic Summary	2024	2029
Population	195,014	211,615
Population 18+	155,418	170,851
Households	76,138	82,564
Median Household Income	$56,910	$69,839

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	95,860	61.7%	98
Bought Women`s Clothing/12 Mo	81,096	52.2%	100
Bought Shoes/12 Mo	114,982	74.0%	98
Bought Fine Jewelry/12 Mo	34,020	21.9%	100
Bought Watch/12 Mo	21,497	13.8%	104
Automobiles (Households)			
HH Owns or Leases Any Vehicle	68,693	90.2%	100
HH Bought or Leased New Vehicle/12 Mo	6,452	8.5%	92
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	140,507	90.4%	101
Bought or Changed Motor Oil/12 Mo	86,352	55.6%	104
Had Vehicle Tune-Up/12 Mo	36,624	23.6%	98
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	61,307	39.4%	106
Drank Beer or Ale/6 Mo	56,371	36.3%	95
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	14,616	9.4%	96
Own Digital SLR Camera or Camcorder	13,792	8.9%	85
Printed Digital Photos/12 Mo	38,936	25.1%	96
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	56,865	36.6%	101
Have a Smartphone	145,848	93.8%	100
Have Android Phone (Any Brand) Smartphone	68,440	44.0%	114
Have Apple iPhone Smartphone	80,335	51.7%	90
HH Owns 1 Cell Phone	25,565	33.6%	112
HH Owns 2 Cell Phones	29,438	38.7%	98
HH Owns 3+ Cell Phones	19,596	25.7%	90
HH Has Cell Phone Only (No Landline Telephone)	56,343	74.0%	103
Computers (Households)			
HH Owns Computer	61,126	80.3%	96
HH Owns Desktop Computer	28,236	37.1%	96
HH Owns Laptop or Notebook	49,537	65.1%	94
HH Owns Apple/Mac Brand Computer	15,158	19.9%	80
HH Owns PC/Non-Apple Brand Computer	52,836	69.4%	99
HH Purchased Most Recent Home Computer at Store	26,808	35.2%	95
HH Purchased Most Recent Home Computer Online	19,508	25.6%	94
HH Spent $1-499 on Most Recent Home Computer	11,509	15.1%	109
HH Spent $500-999 on Most Recent Home Computer	13,431	17.6%	93
HH Spent $1K-1499 on Most Recent Home Computer	7,715	10.1%	89
HH Spent $1500-1999 on Most Recent Home Computer	2,639	3.5%	86
HH Spent $2K+ on Most Recent Home Computer	3,979	5.2%	86

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	105,206	67.7%	104
Bought Brewed Coffee at C-Store/30 Days	19,159	12.3%	99
Bought Cigarettes at C-Store/30 Days	12,096	7.8%	128
Bought Gas at C-Store/30 Days	68,622	44.2%	110
Spent $1-19 at C-Store/30 Days	10,190	6.6%	97
Spent $20-39 at C-Store/30 Days	13,044	8.4%	101
Spent $40-50 at C-Store/30 Days	10,188	6.6%	99
Spent $51-99 at C-Store/30 Days	10,001	6.4%	114
Spent $100+ at C-Store/30 Days	40,191	25.9%	110
Entertainment (Adults)			
Attended Movie/6 Mo	65,507	42.1%	96
Went to Live Theater/12 Mo	12,277	7.9%	91
Went to Bar or Night Club/12 Mo	25,850	16.6%	94
Dined Out/12 Mo	83,411	53.7%	96
Gambled at Casino/12 Mo	18,231	11.7%	99
Visited Theme Park/12 Mo	22,945	14.8%	94
Viewed Movie (Video-on-Demand)/30 Days	13,181	8.5%	90
Viewed TV Show (Video-on-Demand)/30 Days	8,932	5.7%	87
Used Internet to Download Movie/30 Days	9,129	5.9%	94
Downloaded Individual Song/6 Mo	28,937	18.6%	96
Used Internet to Watch Movie/30 Days	50,949	32.8%	96
Used Internet to Watch TV Program/30 Days	33,192	21.4%	95
Played (Console) Video or Electronic Game/12 Mo	19,752	12.7%	101
Played (Portable) Video or Electronic Game/12 Mo	10,544	6.8%	98
Financial (Adults)			
Have 1st Home Mortgage	50,786	32.7%	90
Used ATM or Cash Machine/12 Mo	94,237	60.6%	99
Own Any Stock	19,372	12.5%	84
Own U.S. Savings Bonds	10,172	6.5%	89
Own Shares in Mutual Fund (Stocks)	17,679	11.4%	85
Own Shares in Mutual Fund (Bonds)	10,963	7.1%	85
Have Interest Checking Account	57,186	36.8%	95
Have Non-Interest Checking Account	57,853	37.2%	101
Have Savings Account	107,715	69.3%	95
Have 401(k) Retirement Savings Plan	33,635	21.6%	89
Own or Used Any Credit/Debit Card/12 Mo	142,669	91.8%	99
Avg $1-110 Monthly Credit Card Expenditures	17,489	11.3%	110
Avg $111-225 Monthly Credit Card Expenditures	11,743	7.6%	110
Avg $226-450 Monthly Credit Card Expenditures	14,251	9.2%	104
Avg $451-700 Monthly Credit Card Expenditures	14,098	9.1%	98
Avg $701-1000 Monthly Credit Card Expenditures	10,788	6.9%	89
Avg $1001-2000 Monthly Credit Card Expenditures	16,767	10.8%	90
Avg $2001+ Monthly Credit Card Expenditures	14,757	9.5%	76
Did Banking Online/12 Mo	85,440	55.0%	96
Did Banking by Mobile Device/12 Mo	72,045	46.4%	96

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	71,849	94.4%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	57,957	76.1%	99
HH Used Turkey (Fresh or Frozen)/6 Mo	14,951	19.6%	95
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	43,642	57.3%	98
HH Used Fresh Fruit or Vegetables/6 Mo	66,946	87.9%	99
HH Used Fresh Milk/6 Mo	62,346	81.9%	100
HH Used Organic Food/6 Mo	17,149	22.5%	88
Health (Adults)			
Exercise at Home 2+ Times/Wk	70,600	45.4%	94
Exercise at Club 2+ Times/Wk	17,235	11.1%	95
Visited Doctor/12 Mo	123,555	79.5%	100
Used Vitamins or Dietary Supplements/6 Mo	101,611	65.4%	99
Home (Households)			
HH Did Home Improvement/12 Mo	26,059	34.2%	94
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	23,638	31.0%	89
HH Purchased Low Ticket HH Furnishing/12 Mo	16,707	21.9%	98
HH Purchased Big Ticket HH Furnishing/12 Mo	18,933	24.9%	96
HH Bought Small Kitchen Appliance/12 Mo	19,293	25.3%	101
HH Bought Large Kitchen Appliance/12 Mo	11,983	15.7%	98
Insurance (Adults/Households)			
Currently Carry Life Insurance	76,890	49.5%	97
Personally Carry Any Med/Hosp/Accident Insur	130,591	84.0%	99
Homeowner Carries Home/Personal Property Insurance	89,462	57.6%	95
Renter Carries Home/Pers Property Insurance	20,372	13.1%	102
HH Has 1 Vehicle Covered w/Auto Insurance	27,615	36.3%	113
HH Has 2 Vehicles Covered w/Auto Insurance	22,242	29.2%	93
HH Has 3+ Vehicles Covered w/Auto Insurance	17,907	23.5%	91
Pets (Households)			
HH Owns Any Pet	38,130	50.1%	99
HH Owns Cat	18,524	24.3%	104
HH Owns Dog	28,903	38.0%	99
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	25,801	16.6%	97
Buying American Is Important: 4-Agr Cmpl	48,324	31.1%	107
Buy Based on Quality Not Price: 4-Agr Cmpl	22,135	14.2%	98
Buy on Credit Rather Than Wait: 4-Agr Cmpl	19,552	12.6%	101
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	16,491	10.6%	104
Will Pay More for Env Safe Prods: 4-Agr Cmpl	16,409	10.6%	94
Buy Based on Price Not Brands: 4-Agr Cmpl	42,687	27.5%	103
Reading (Adults)			
Bought Digital Book/12 Mo	26,907	17.3%	95
Bought Hardcover Book/12 Mo	39,760	25.6%	95
Bought Paperback Book/12 Mo	50,857	32.7%	95
Read Daily Newspaper (Paper Version)	16,673	10.7%	99
Read Digital Newspaper/30 Days	87,374	56.2%	96
Read Magazine (Paper/Electronic Vers)/6 Mo	134,402	86.5%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	111,544	71.8%	101
Went to Family Restrnt/SteakHse 4+ Times/30 Days	37,772	24.3%	104
Went to Fast Food/Drive-In Restaurant/6 Mo	141,739	91.2%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	63,919	41.1%	104
Ordered Eat-In Fast Food/6 Mo	44,418	28.6%	99
Ordered Home Delivery Fast Food/6 Mo	20,223	13.0%	101
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	83,635	53.8%	102
Ordered Take-Out/Walk-In Fast Food/6 Mo	32,446	20.9%	92
Television & Electronics (Adults/Households)			
Own Tablet	85,989	55.3%	97
Own E-Reader	22,372	14.4%	91
Own E-Reader/Tablet: Apple iPad	49,542	31.9%	87
HH Owns Internet Connectable TV	30,209	39.7%	97
Own Portable MP3 Player	13,383	8.6%	96
HH Owns 1 TV	13,892	18.2%	99
HH Owns 2 TVs	21,498	28.2%	101
HH Owns 3 TVs	17,077	22.4%	100
HH Owns 4+ TVs	16,095	21.1%	95
HH Subscribes to Cable TV	23,686	31.1%	101
HH Subscribes to Fiber Optic TV	2,931	3.8%	75
HH Owns Portable GPS Device	13,867	18.2%	98
HH Purchased Video Game System/12 Mo	5,041	6.6%	85
HH Owns Internet Video Device for TV	38,982	51.2%	97
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	84,347	54.3%	93
Took 3+ Domestic Non-Business Trips/12 Mo	22,880	14.7%	90
Spent $1-999 on Domestic Vacations/12 Mo	18,065	11.6%	95
Spent $1K-1499 on Domestic Vacations/12 Mo	9,532	6.1%	90
Spent $1500-1999 on Domestic Vacations/12 Mo	6,286	4.0%	91
Spent $2K-2999 on Domestic Vacations/12 Mo	7,486	4.8%	92
Spent $3K+ on Domestic Vacations/12 Mo	12,595	8.1%	84
Used Intrnt Travel Site for Domestic Trip/12 Mo	8,448	5.4%	87
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	39,078	25.1%	83
Took 3+ Foreign Trips by Plane/3 Yrs	6,315	4.1%	75
Spent $1-999 on Foreign Vacations/12 Mo	7,141	4.6%	82
Spent $1K-2999 on Foreign Vacations/12 Mo	4,418	2.8%	85
Spent $3K+ on Foreign Vacations/12 Mo	7,252	4.7%	78
Used General Travel Site: Foreign Trip/3 Yrs	7,021	4.5%	80
Spent Night at Hotel or Motel/12 Mo	73,884	47.5%	94
Took Cruise of More Than One Day/3 Yrs	12,827	8.3%	97
Member of Frequent Flyer Program	36,067	23.2%	83
Member of Hotel Rewards Program	41,388	26.6%	91

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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Memorial Boulevard - Multi Family (4 21 25)

Search Analytics

INVENTORY UNITS	UNDER CONSTRUCTION UNITS	12 MO ABSORPTION UNITS	VACANCY RATE	MARKET RENT/UNIT	MARKET SALE PRICE/UNIT	MARKET CAP RATE
679 +0%	0 -	3 -91.5%	7.8% -0.6%	$1,019 +3.6%	$91.6K -1.6%	6.4% +0.2%
Prior Period 679	Prior Period 0	Prior Period 37	Prior Period 8.4%	Prior Period $984	Prior Period $93K	Prior Period 6.2%

Key Metrics

Availability	
Vacant Units	53
Asking Rent/SF	$1.35
Concession Rate	0.8%
Studio Asking Rent	$434
1 Bedroom Asking Rent/Unit	$912
2 Bedroom Asking Rent/Unit	$1,029
3 Bedroom Asking Rent/Unit	$1,407

Inventory	
Existing Buildings	13
Average Units Per Bldg	52
12 Mo Demolished Units	0
12 Mo Occupancy % at Delivery	-
12 Mo Construction Starts Units	0
12 Mo Delivered Units	0
12 Mo Avg Delivered Units	-

Sales Past Year	
Asking Price Per Unit	-
Sale to Asking Price Differential	-
Sales Volume	$0
Properties Sold	0
Months to Sale	-
For Sale Listings	-
Total For Sale Units	-

Demand	
12 Mo Absorp % of Inventory	0.5%
Median Household Income	35.2K
Population Growth 5 Yrs | 20-29	-1.8%
Population Growth 5 Yrs | 30-39	24.3%
Population Growth 5 Yrs | 40-54	32.3%
Population Growth 5 Yrs | 55+	19.5%
Population Growth 5 Yrs	19.2%

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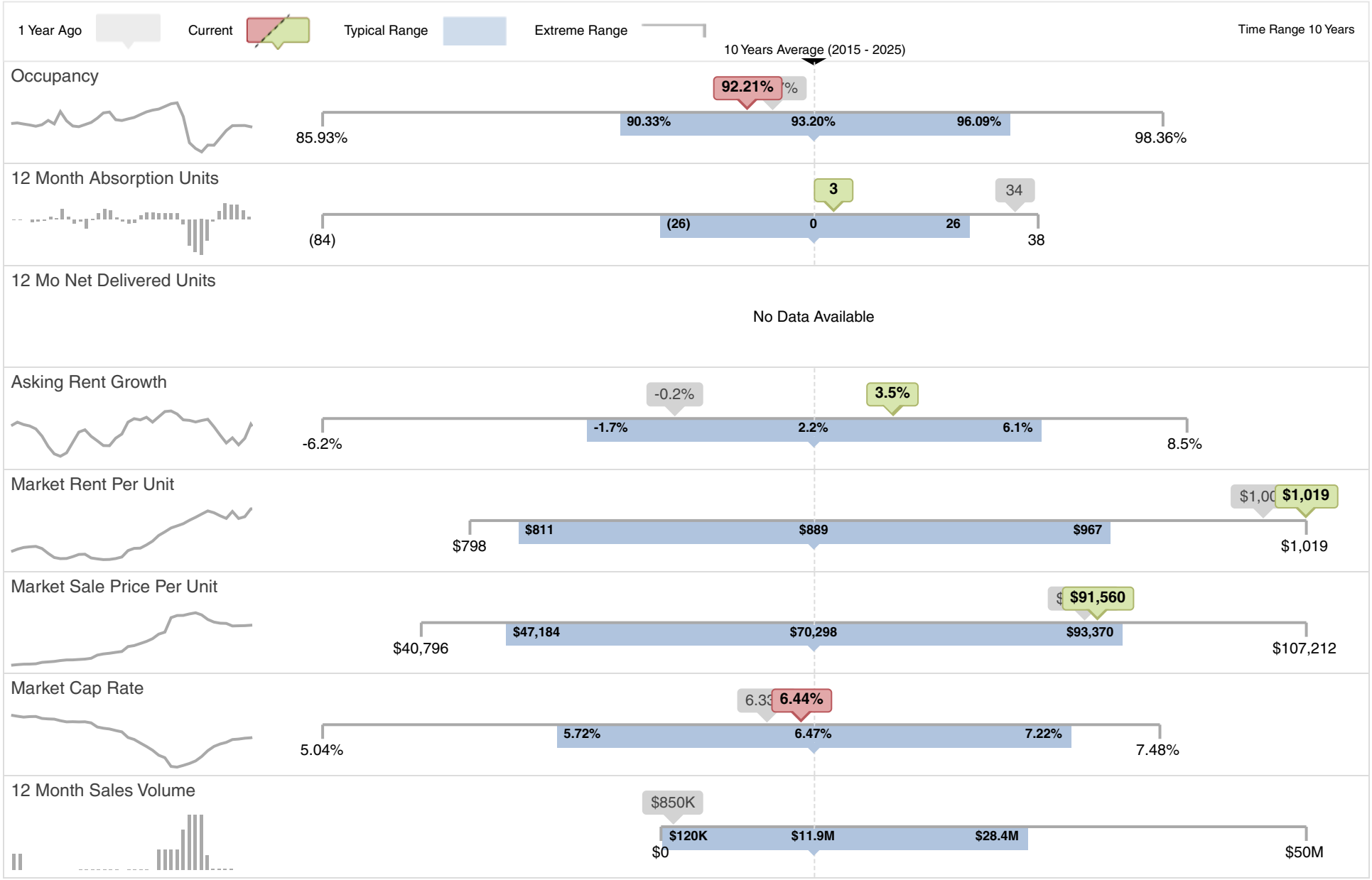
Key Performance Indicators



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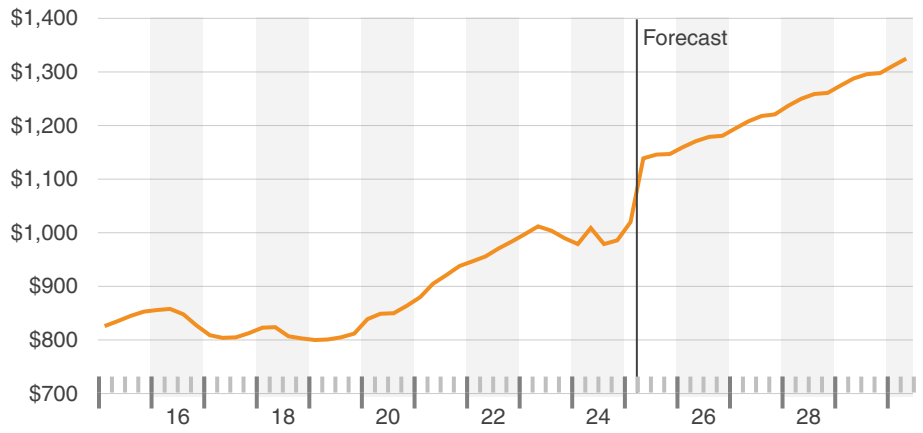
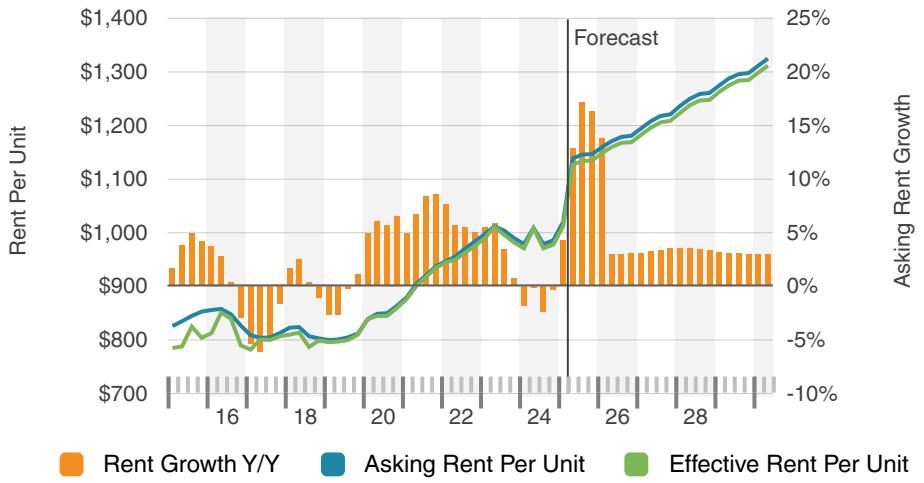
Memorial Boulevared - Multi Family

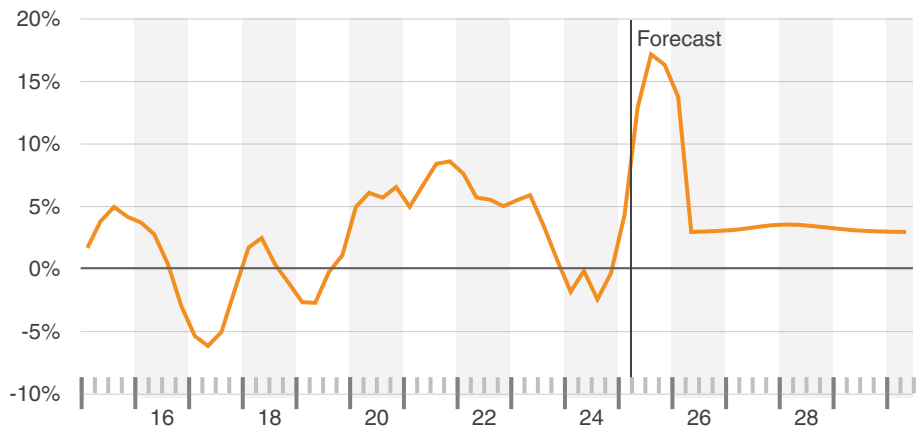
Market Asking Rent Per Unit



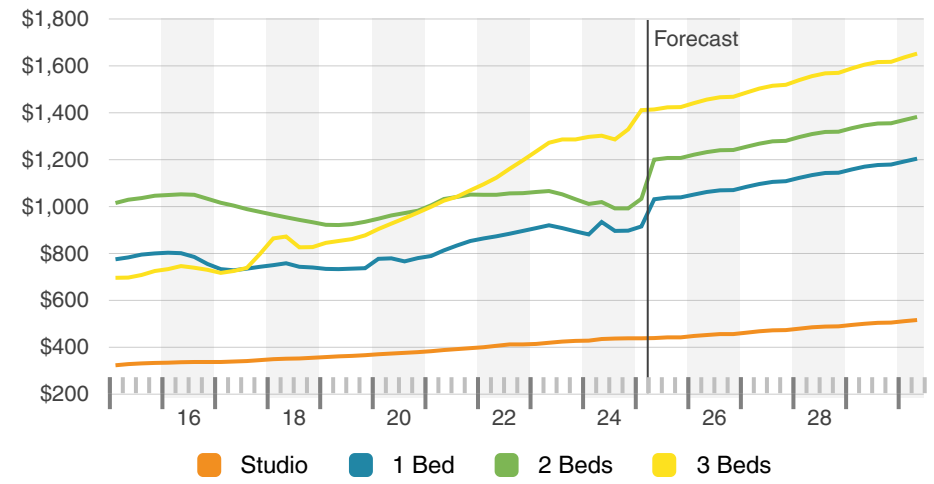
Market Rent Per Unit & Rent Growth



Market Rent Growth (YOY)



Market Asking Rent Per Unit By Bedroom



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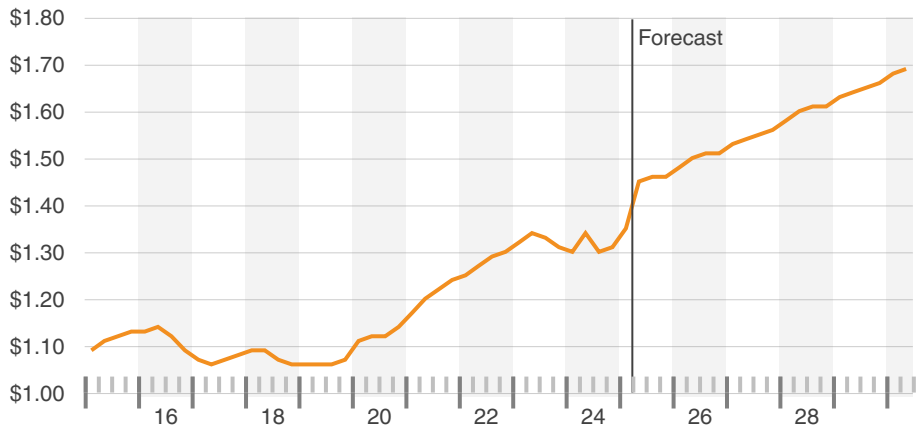
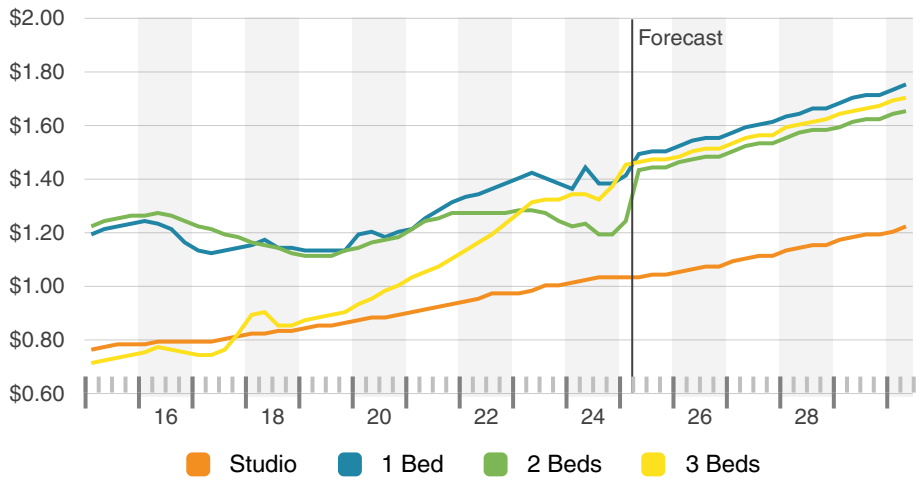
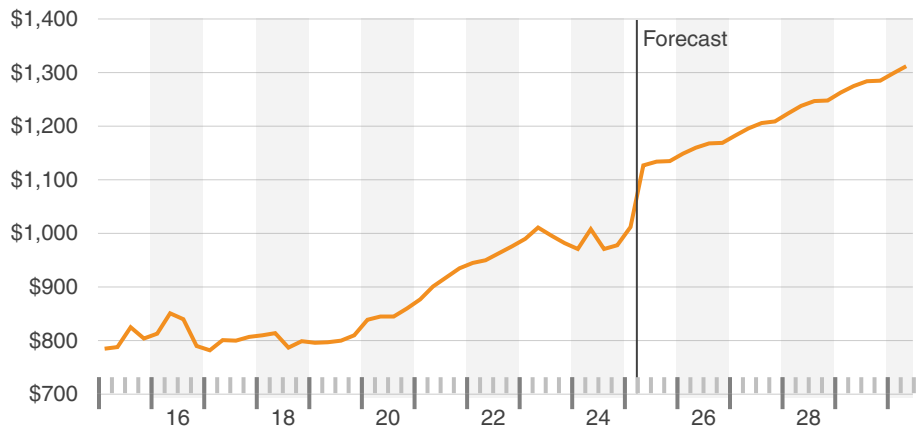
Market Asking Rent Per SF



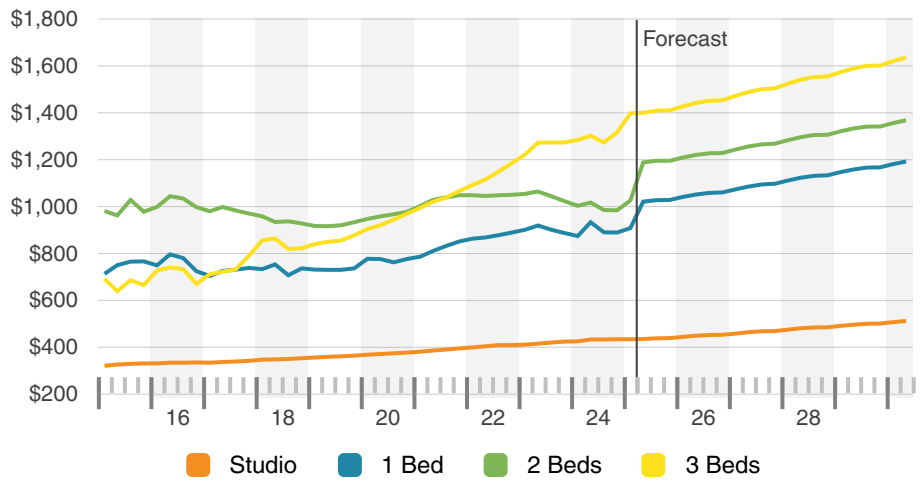
Market Asking Rent Per SF By Bedroom



Market Effective Rent Per Unit



Market Effective Rent Per Unit By Bedroom



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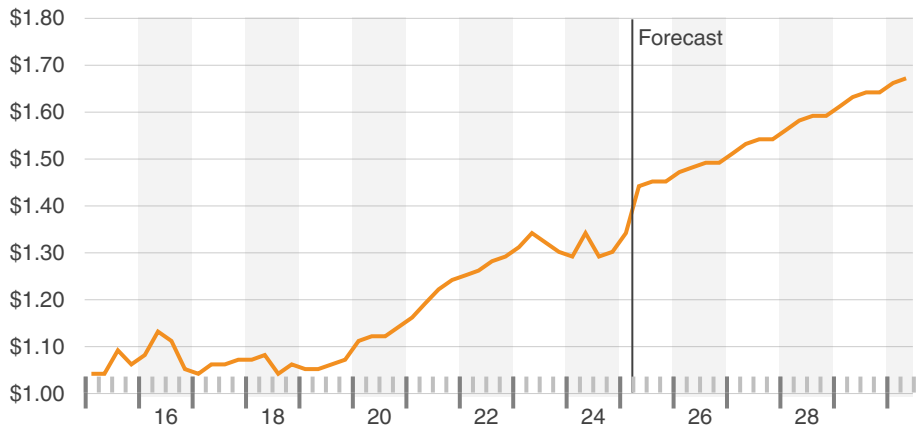
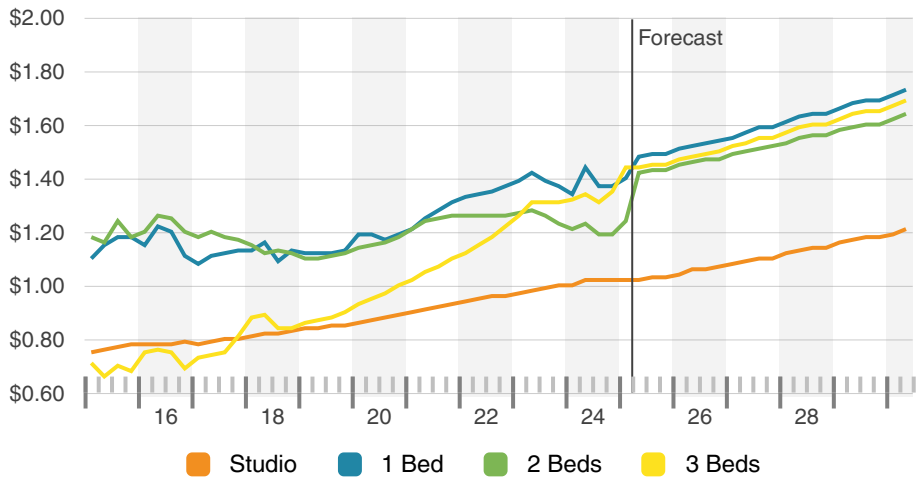
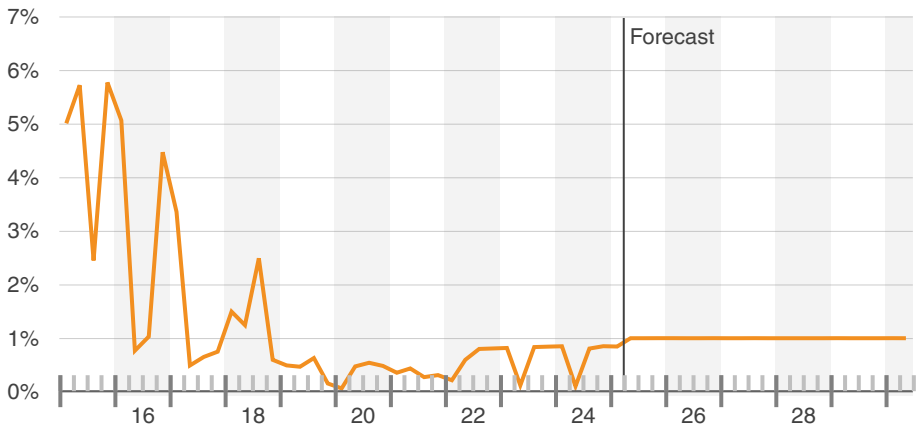
Market Effective Rent Per SF



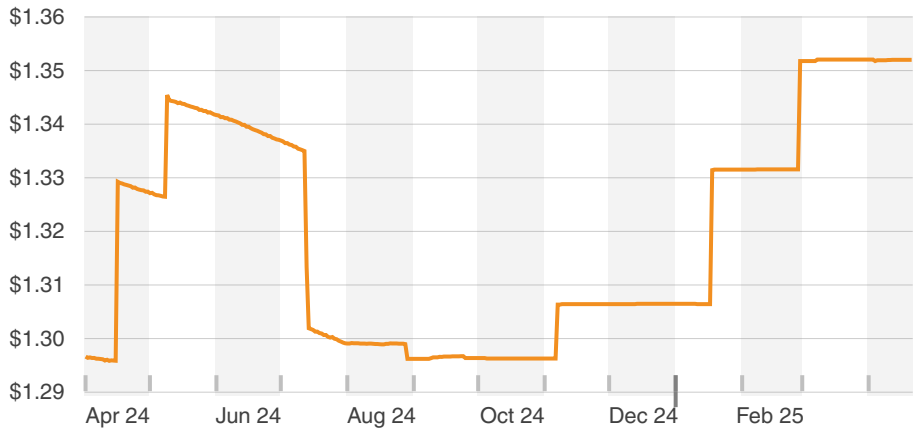
Market Effective Rent Per SF By Bedroom



Concession Rate



Daily Asking Rent Per SF



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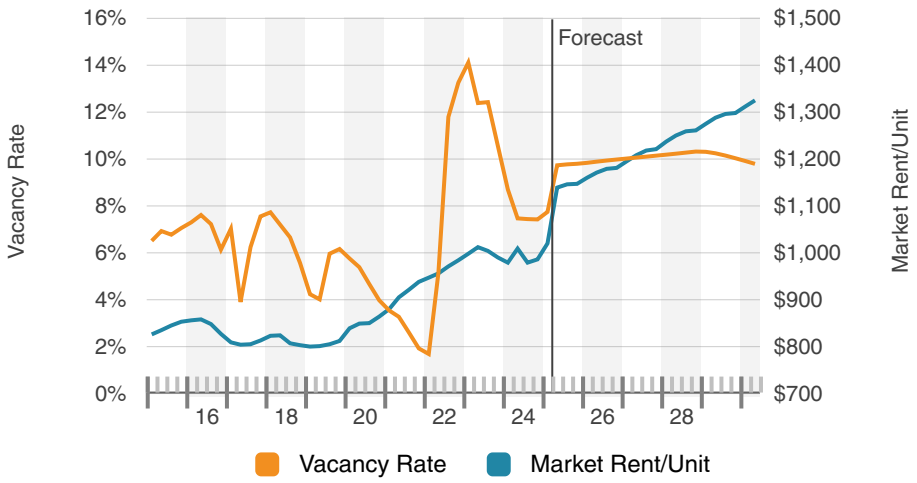
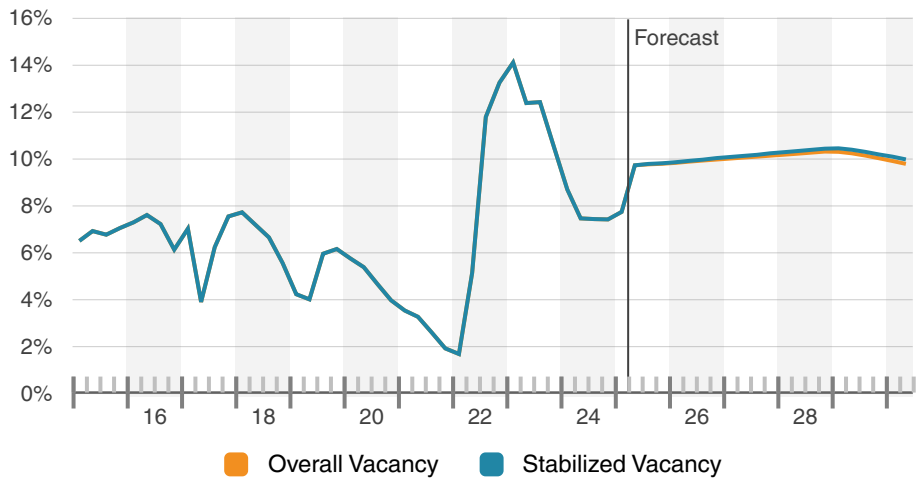
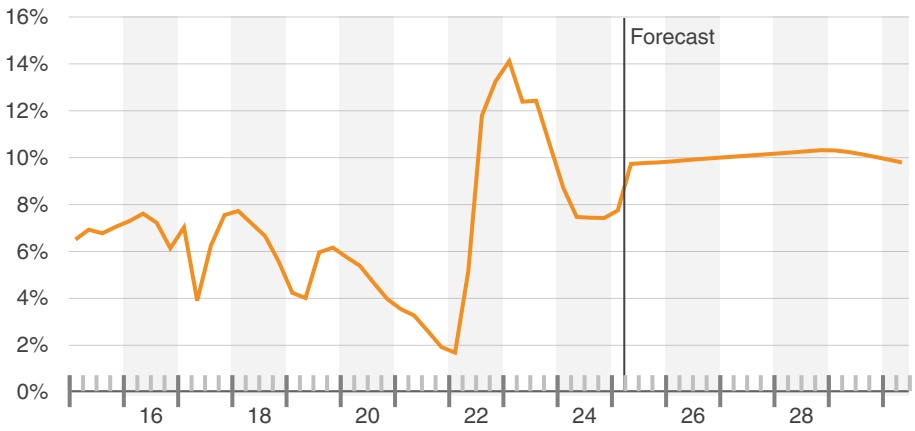
Vacancy & Market Asking Rent Per Unit



Overall & Stabilized Vacancy



Vacancy Rate



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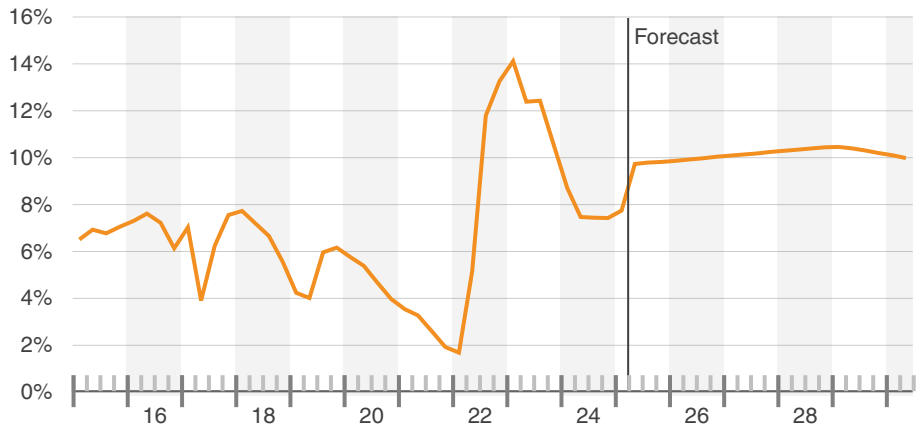

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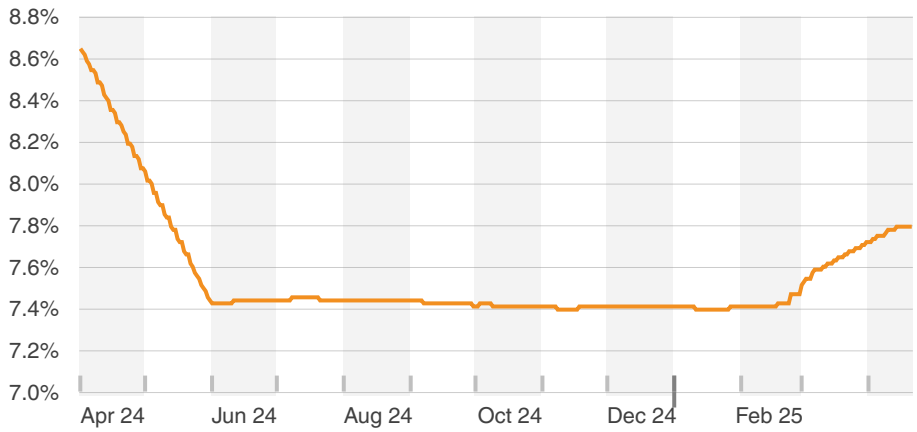
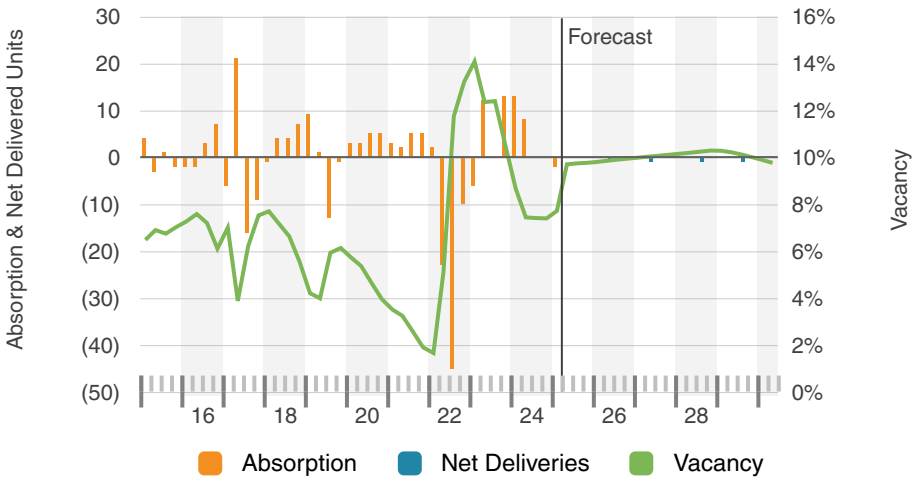
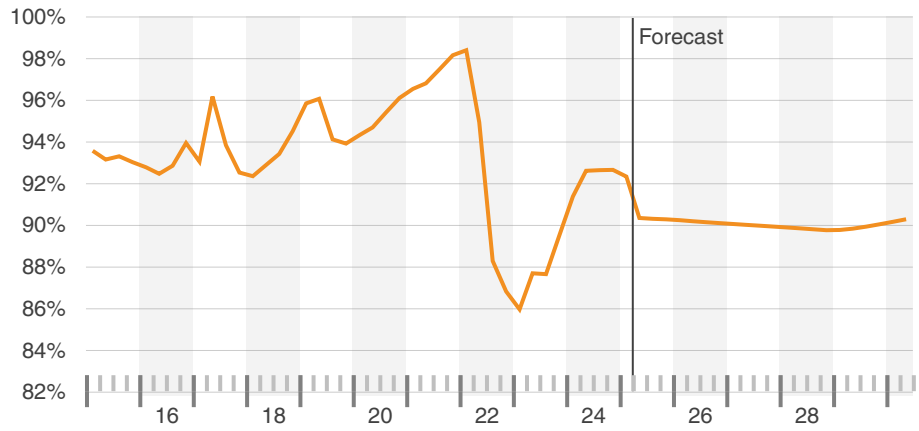
Daily Vacancy Rate



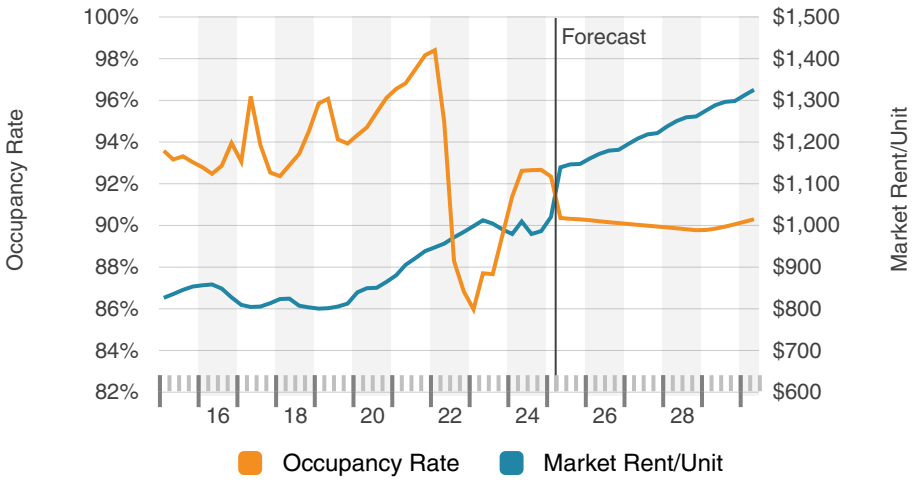
Absorption, Net Deliveries & Vacancy



Occupancy Rate



Occupancy & Market Rent Per Unit



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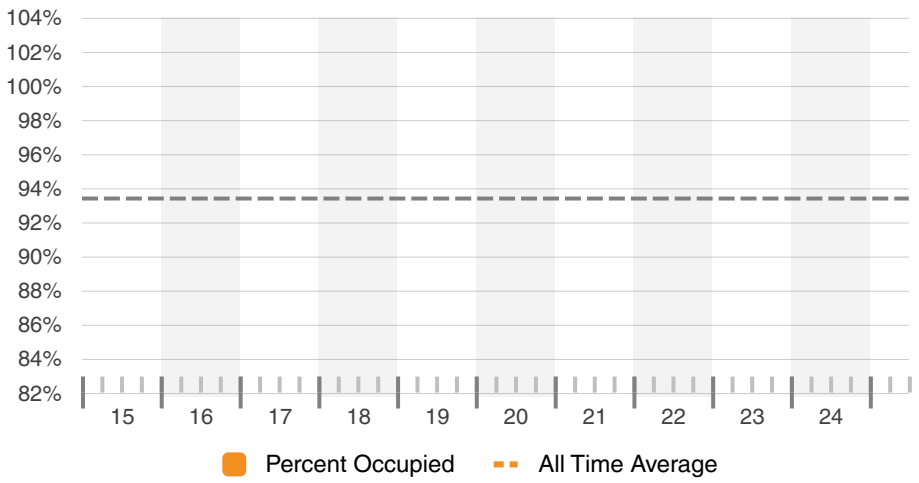
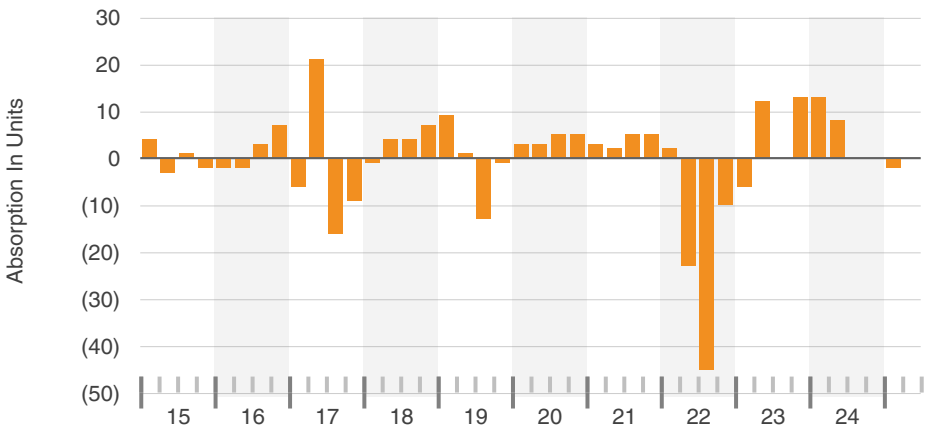
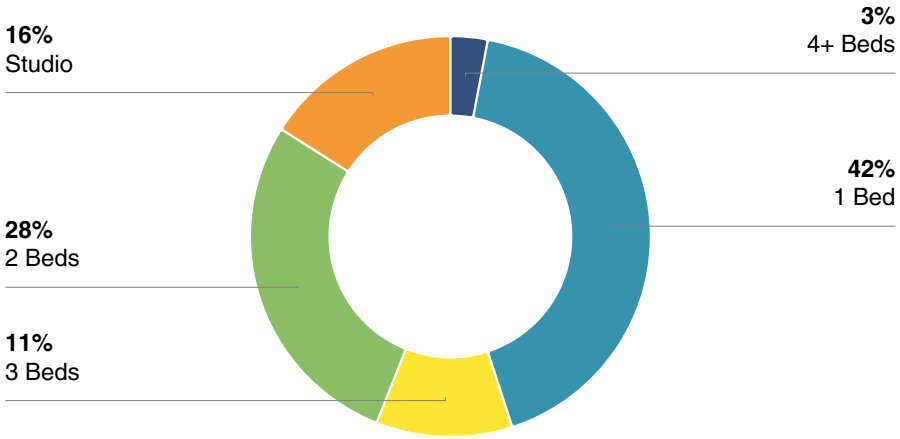
Occupancy At Delivery



Absorption Units



Total Units By Bedroom



Construction Starts

No Data Available

No data available for the past 10 years

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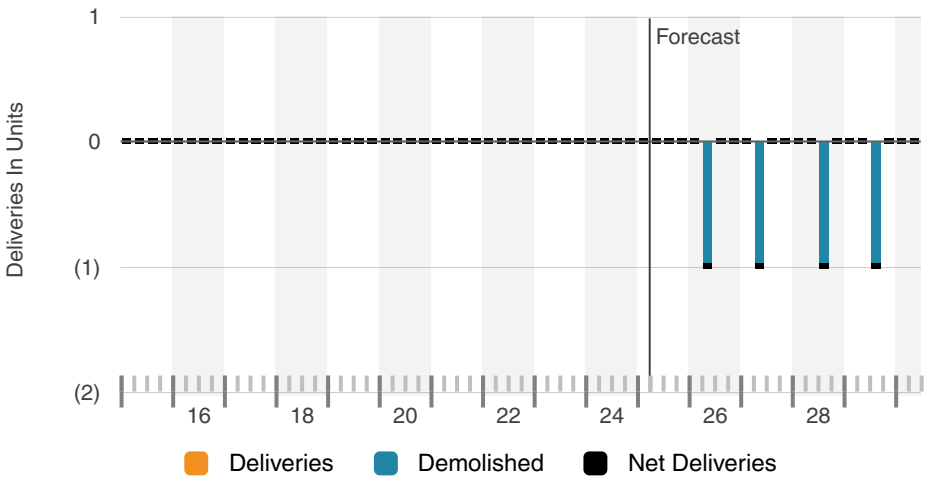
Under Construction

No Data Available

No data available for the past 10 years

Deliveries & Demolitions



Deliveries

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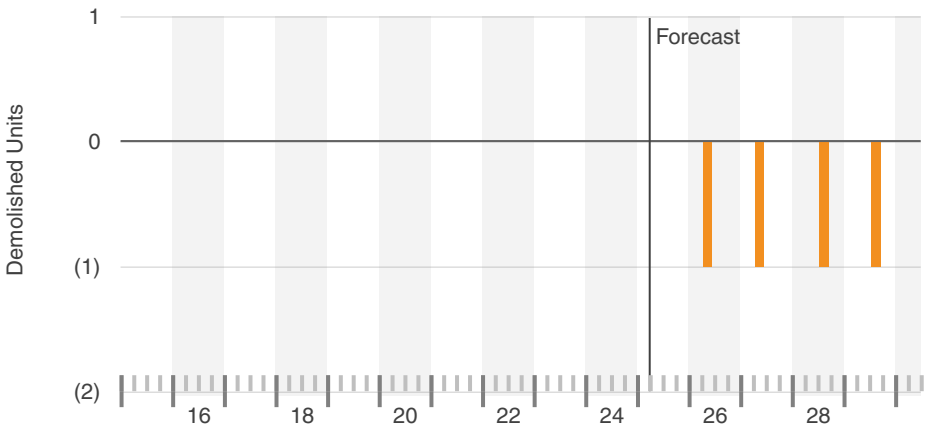
No data available for the past 10 years

Demolitions



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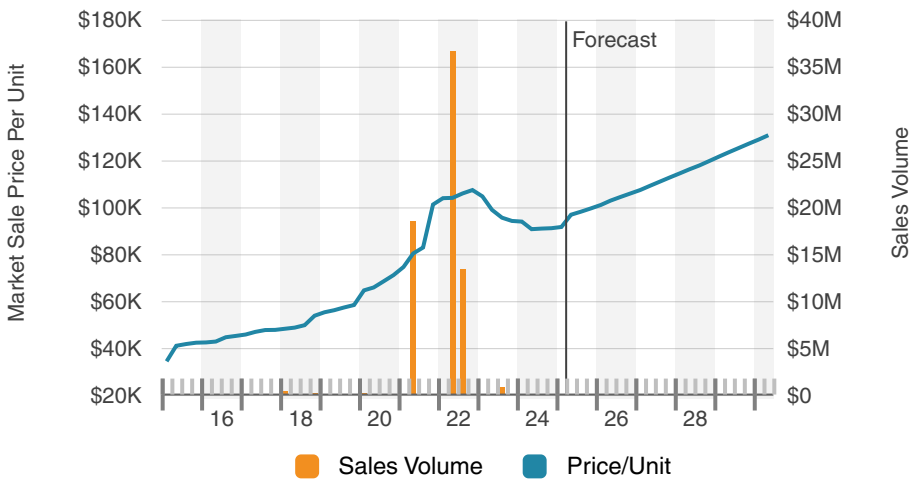
Sales Volume & Market Sale Price Per Unit



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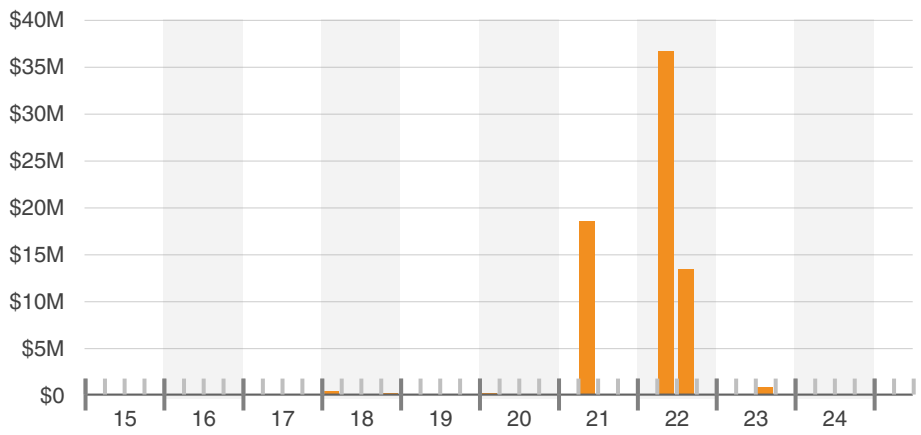
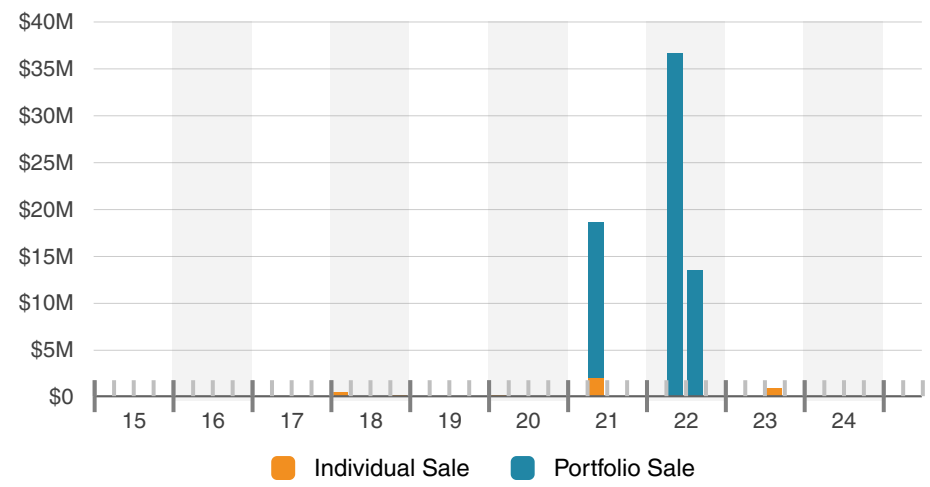


Sales Volume By Transaction Type



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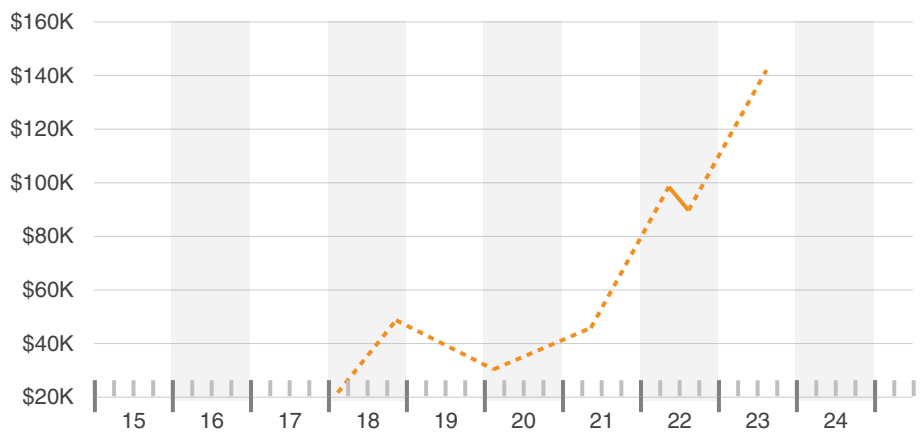

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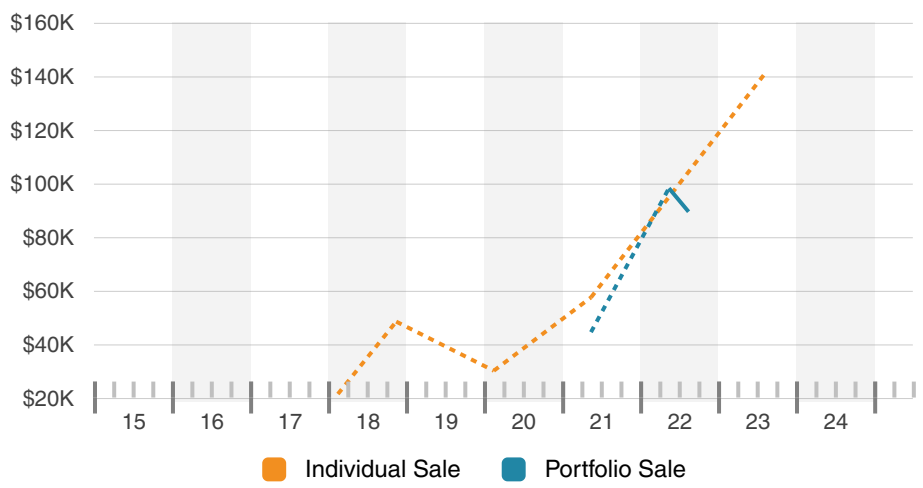
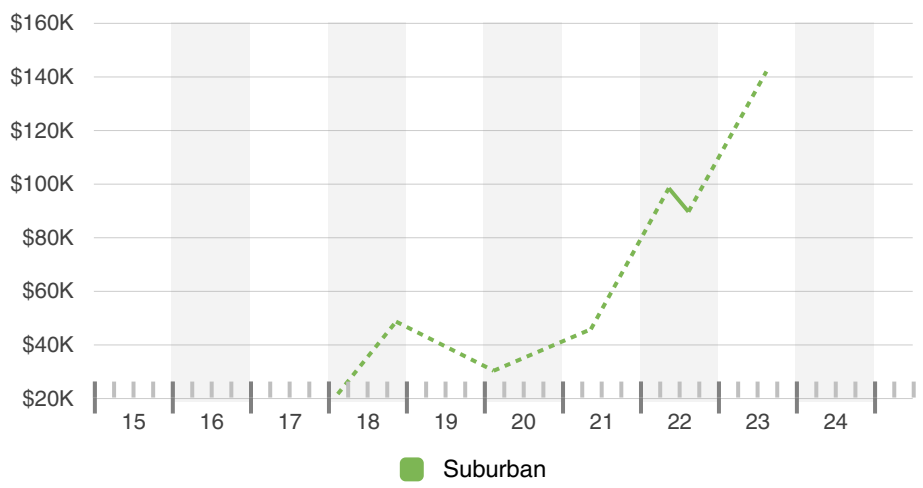
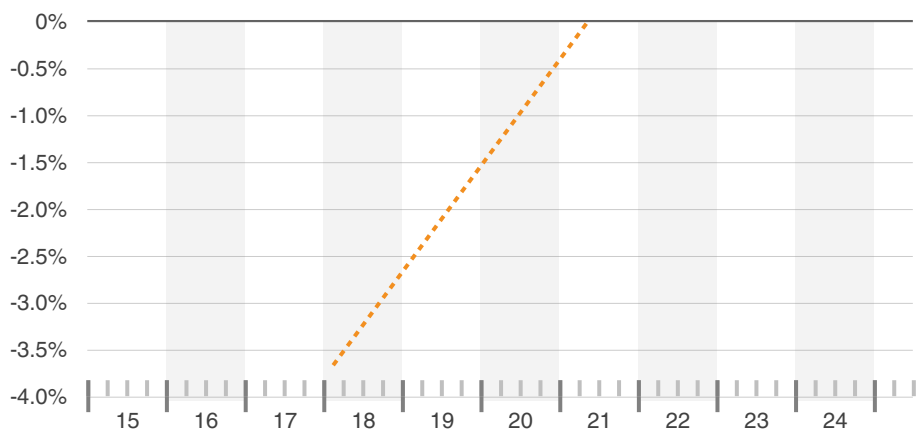
Sale Price Per Unit By Transaction Type



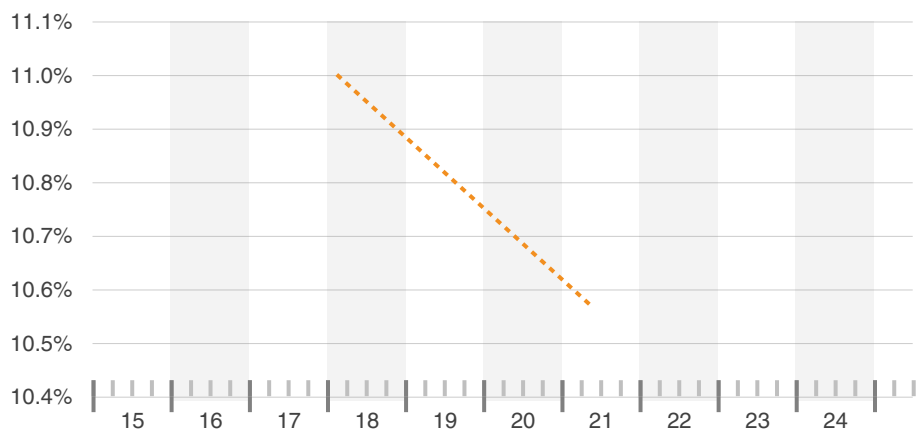
Sale Price Per Unit By Location Type



Sale To Asking Price Differential



Cap Rate



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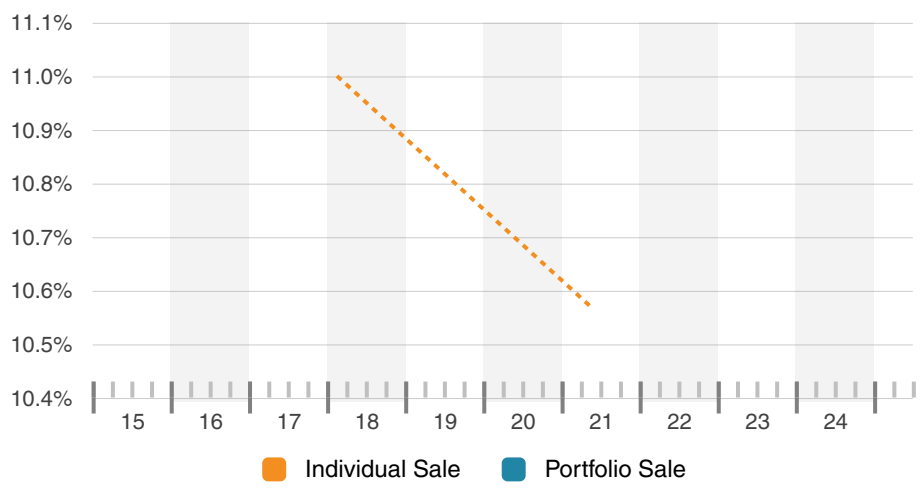
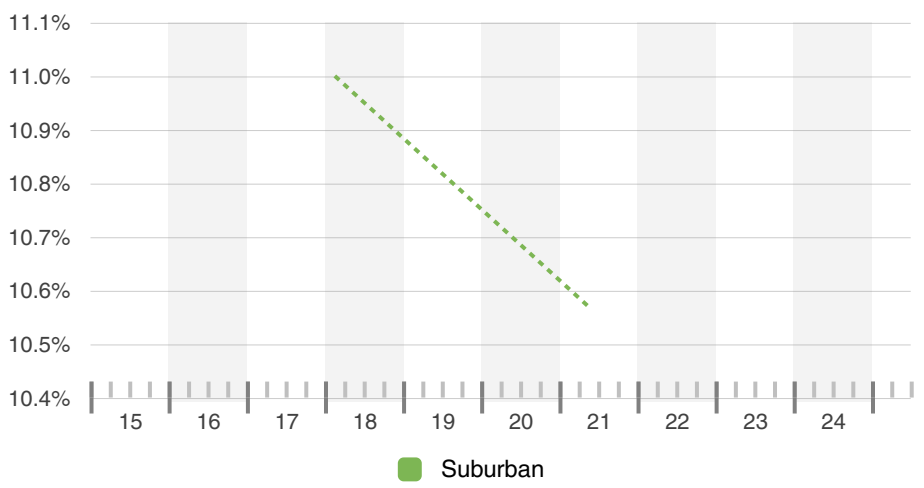
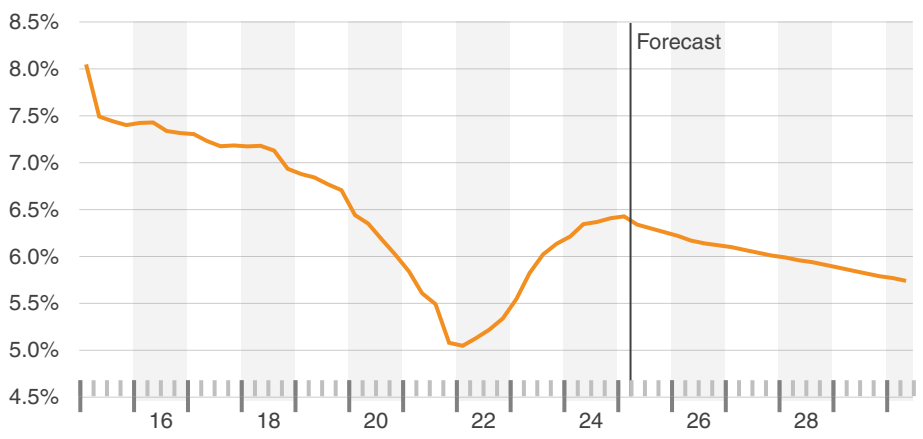
Cap Rate By Transaction Type



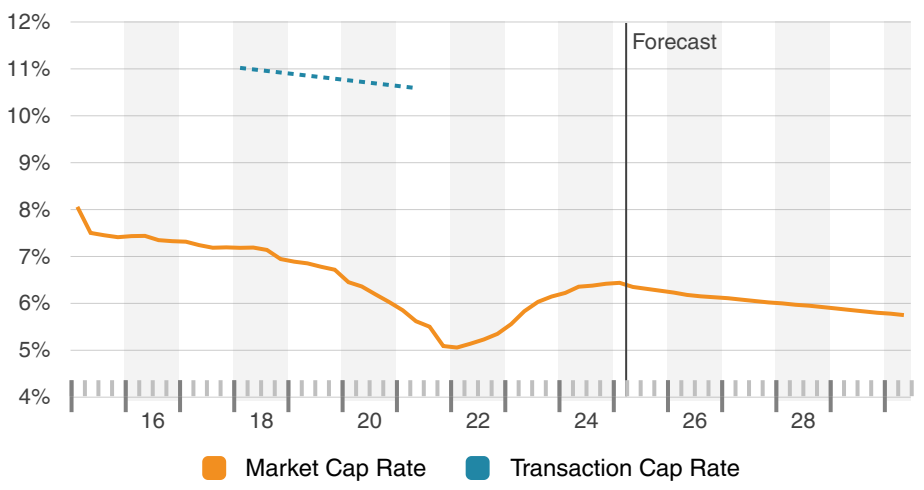
Cap Rate By Location Type



Market Cap Rate



Market Cap Rate & Transaction Cap Rate



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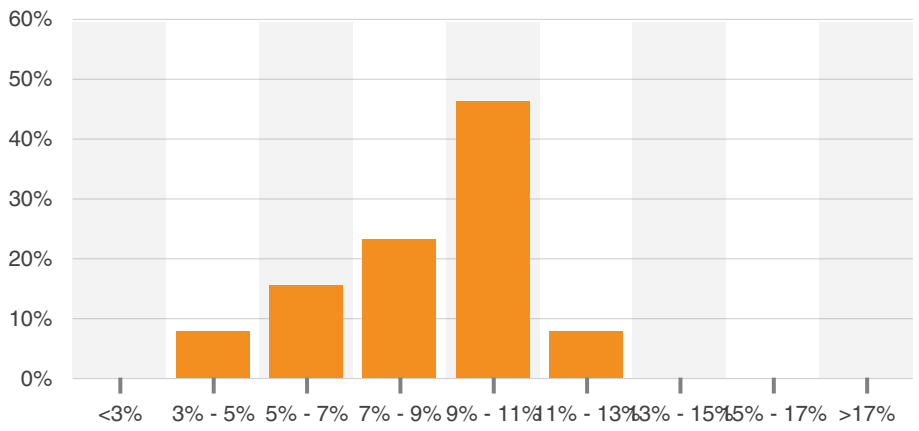
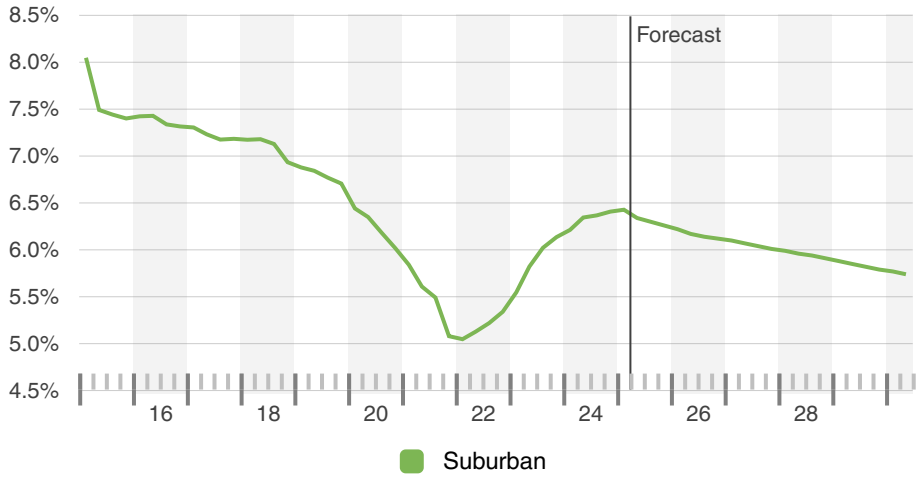
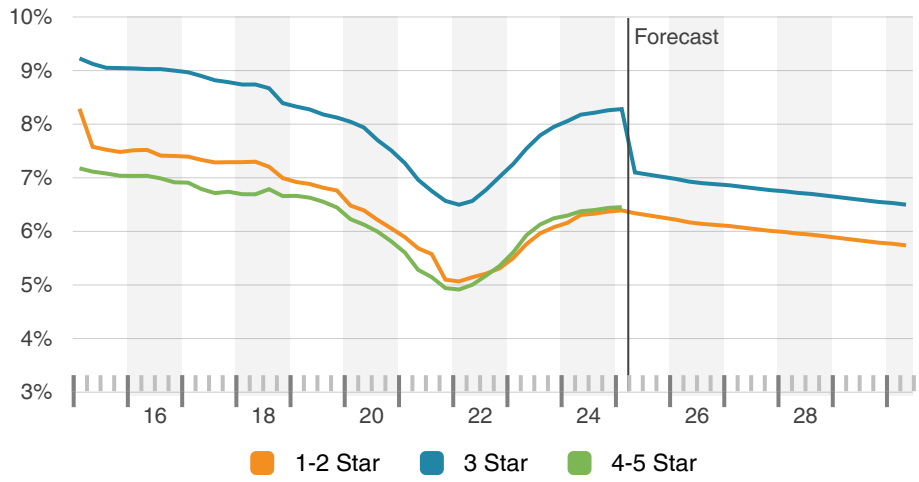
Market Cap Rate Distribution



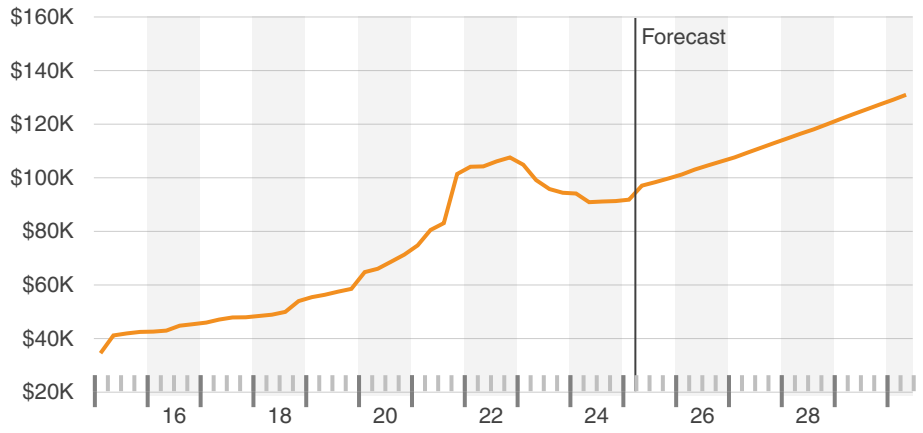
Market Cap Rate By Location Type



Market Cap Rate By Star Rating



Market Sale Price Per Unit



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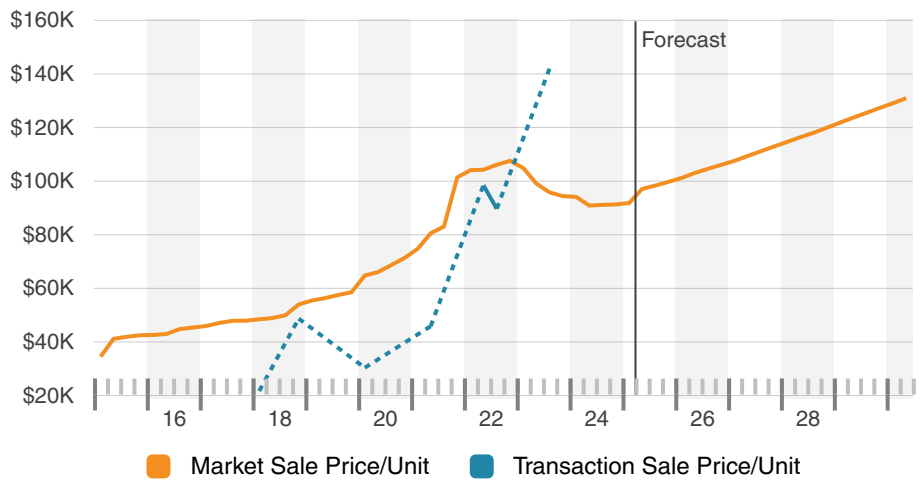
Market Sale Price & Transaction Sale Price Per Unit



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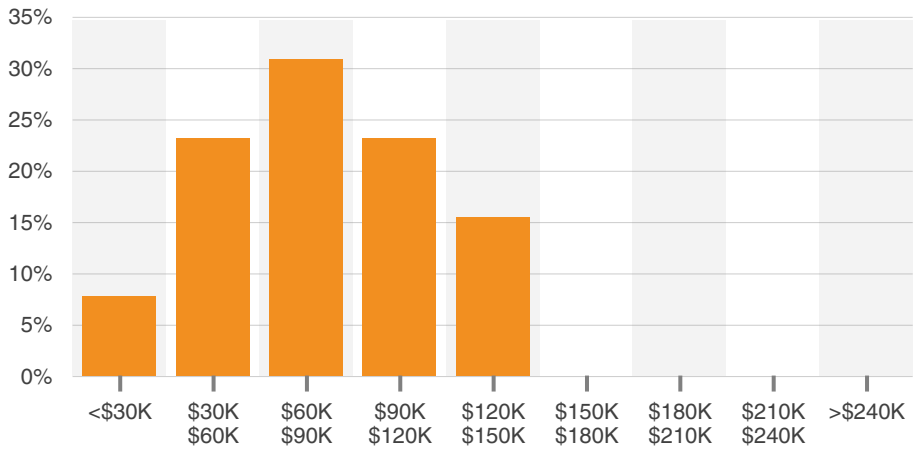
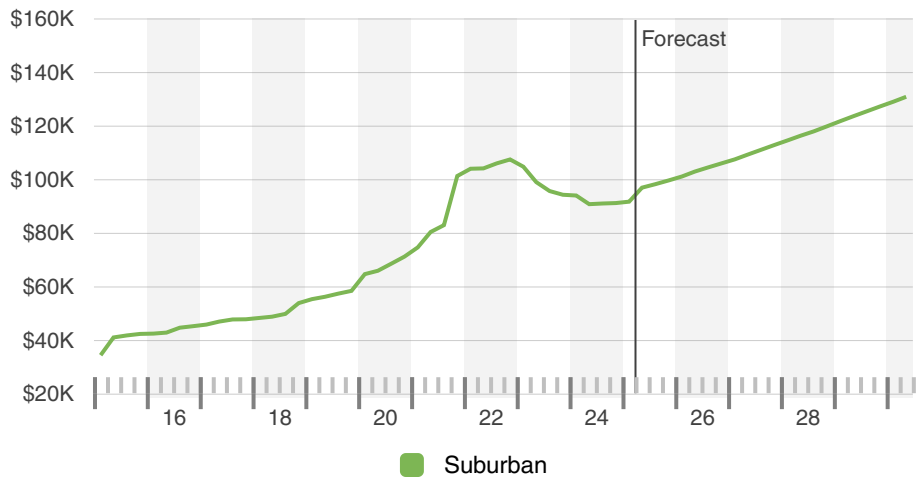
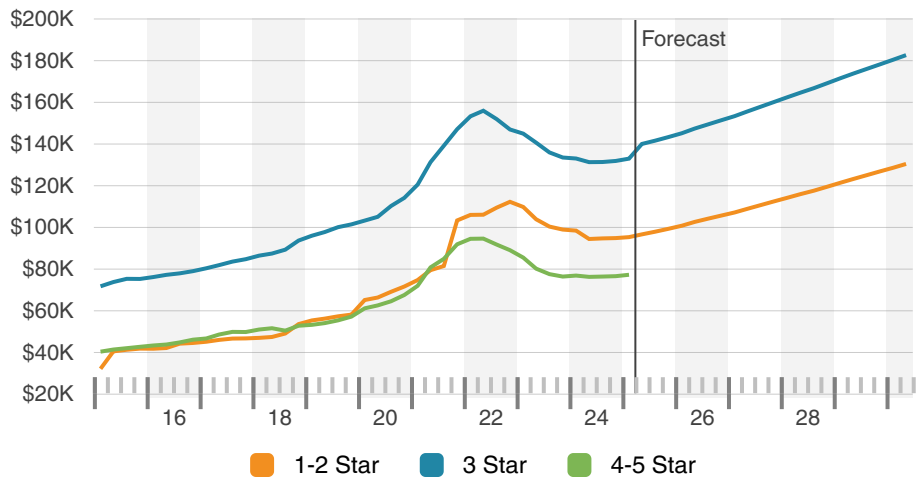


Market Sale Price Per Unit By Location Type



Market Sale Price Per Unit By Star Rating



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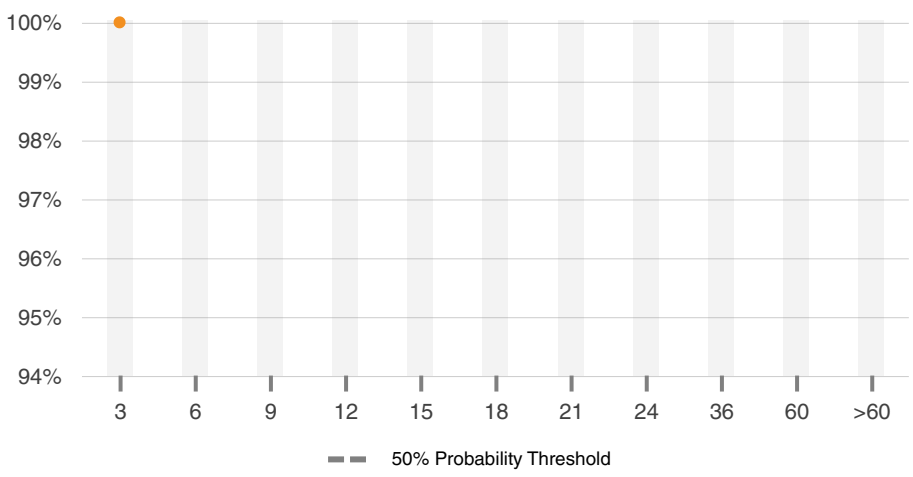
Probability Of Selling In Months



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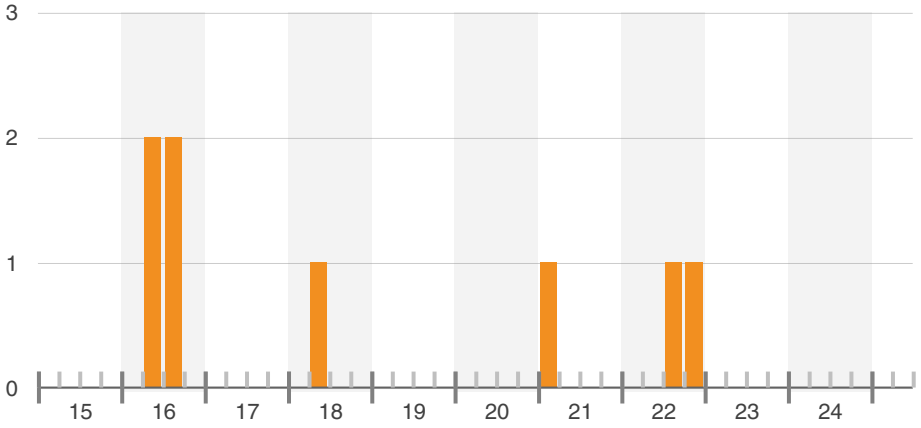
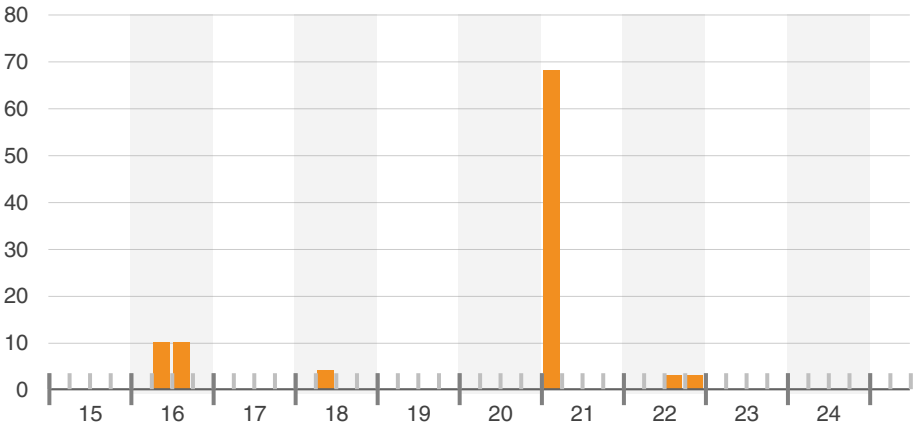
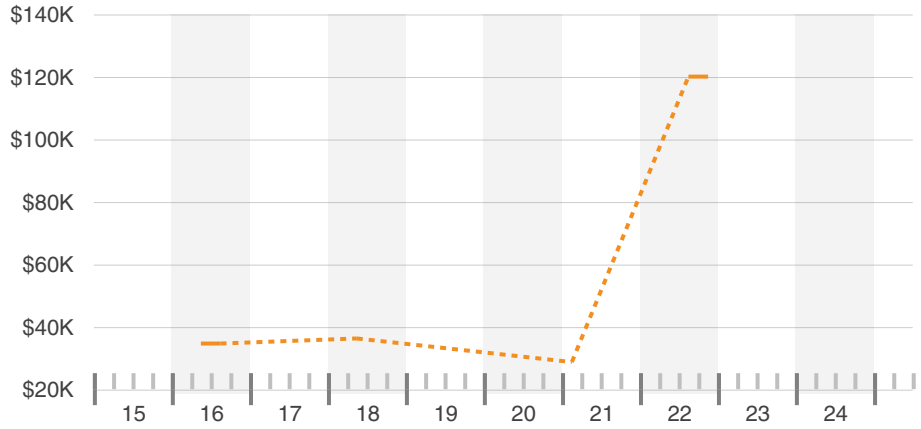


For Sale Total Units



For Sale Asking Price Per Unit



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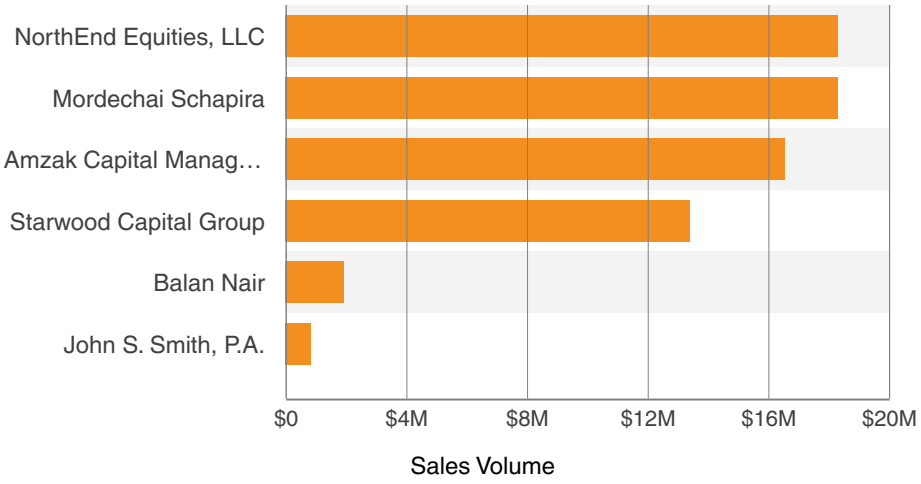
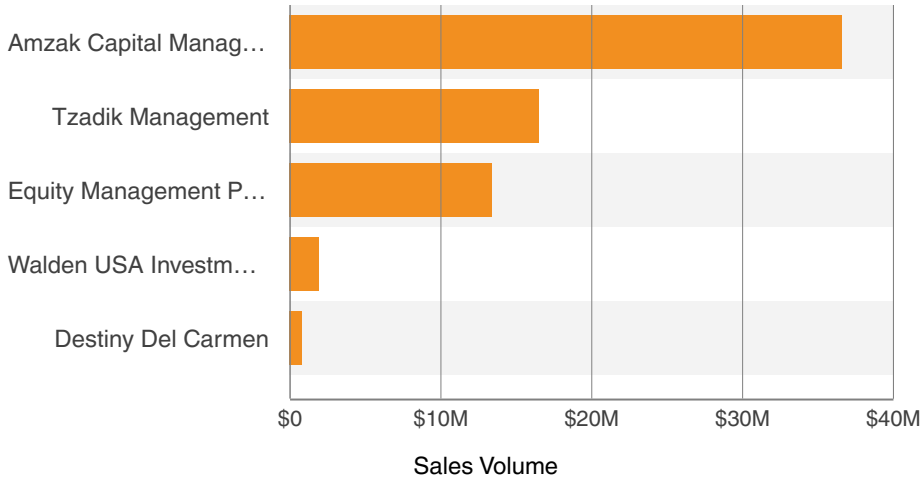
Search Analytics

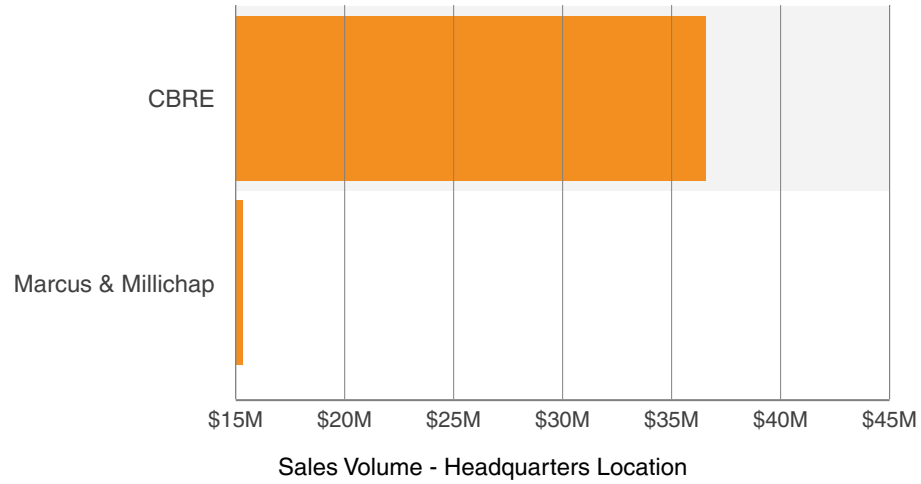
Top Buyers



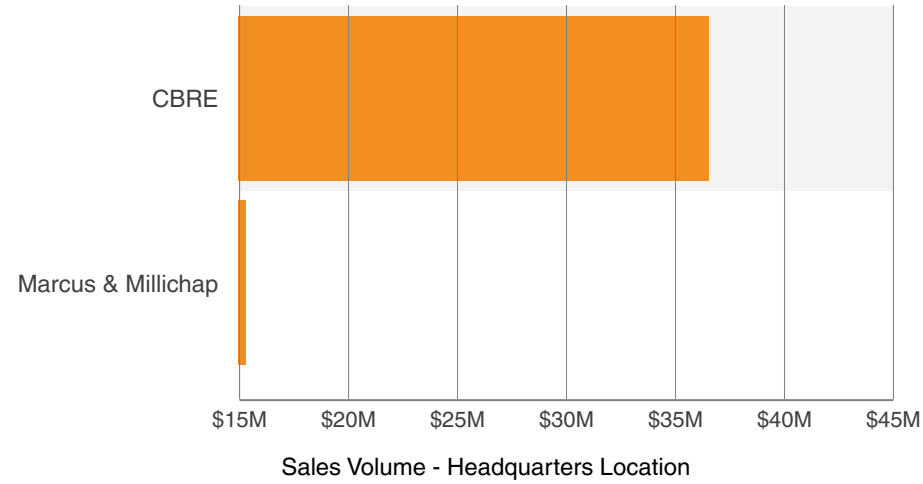
Top Sellers



Top Buyer Brokers



Top Seller Brokers



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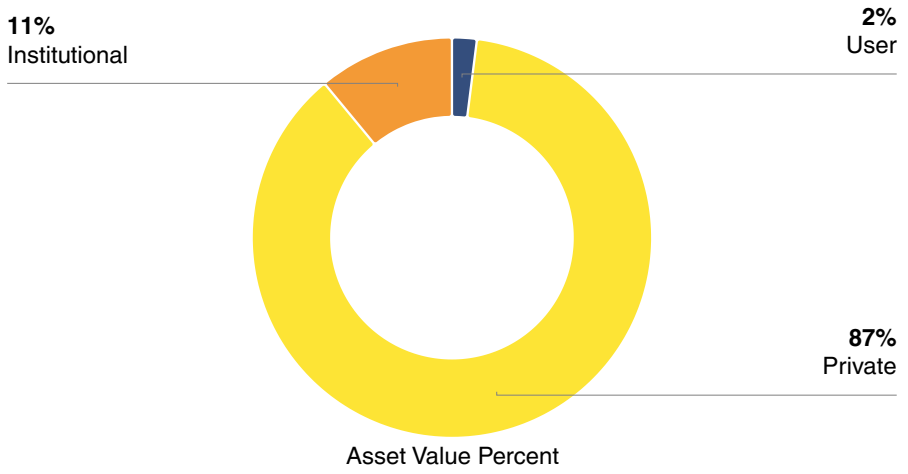
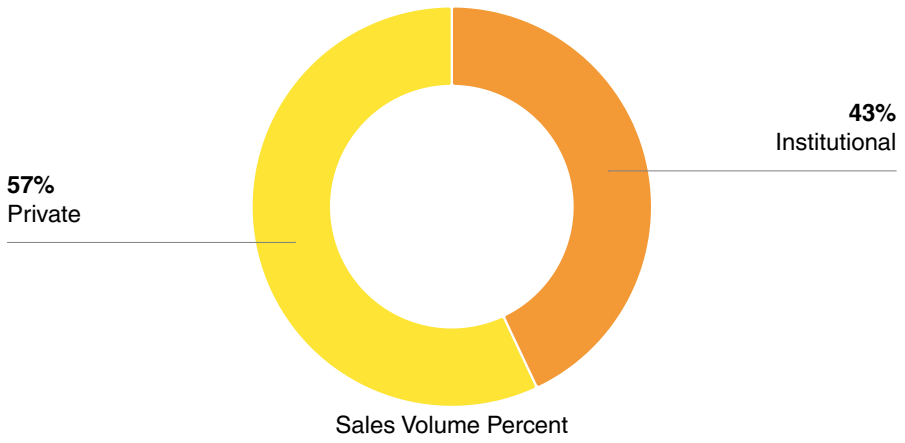
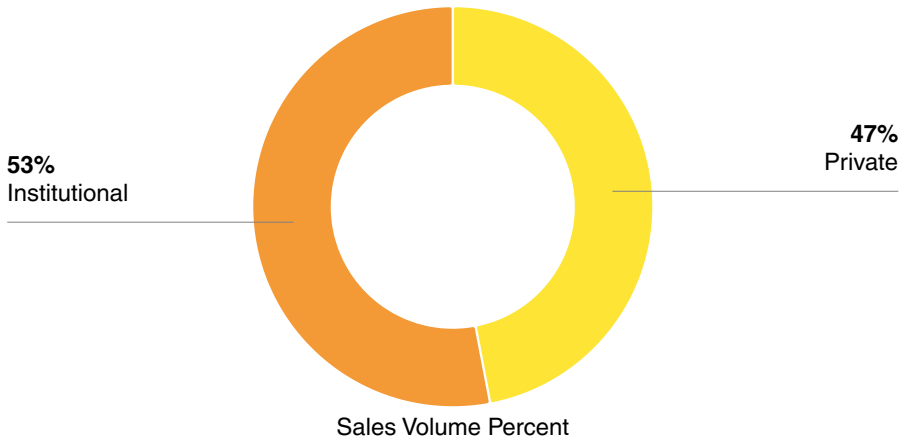
Asset Value By Owner Type



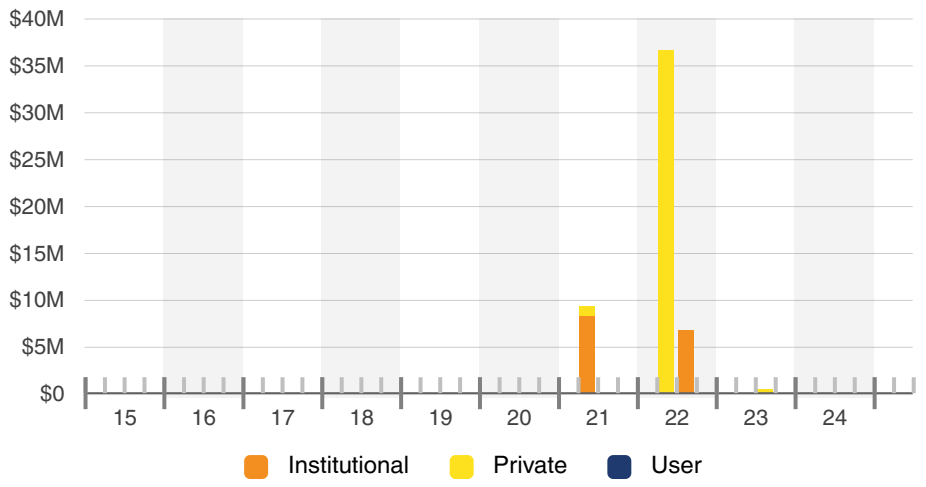
Sales By Buyer Type



Sales By Seller Type



Sales Volume By Buyer Type



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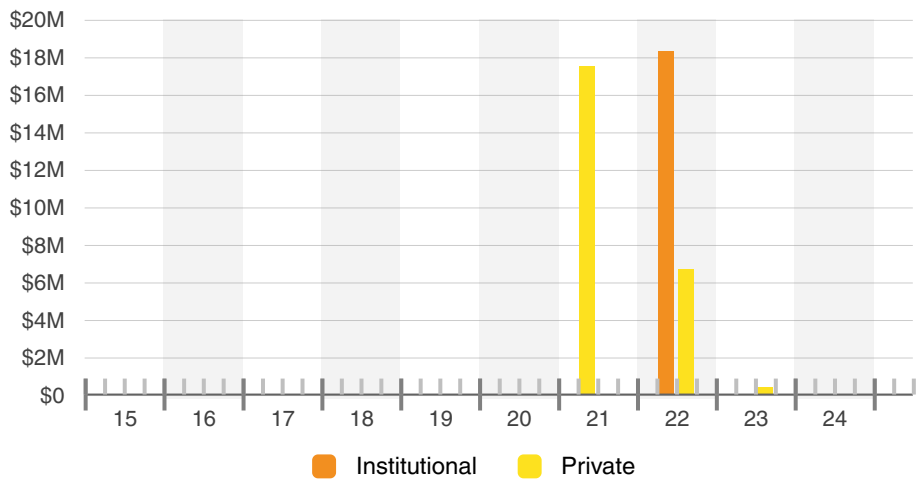
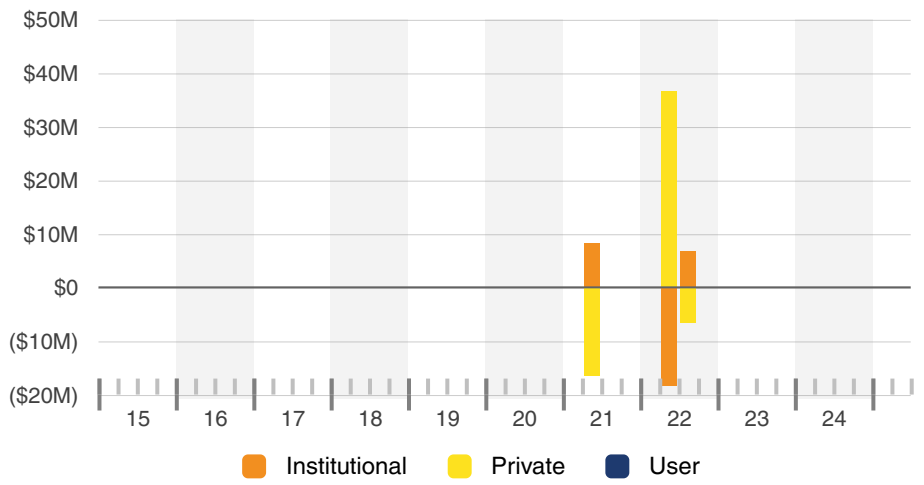
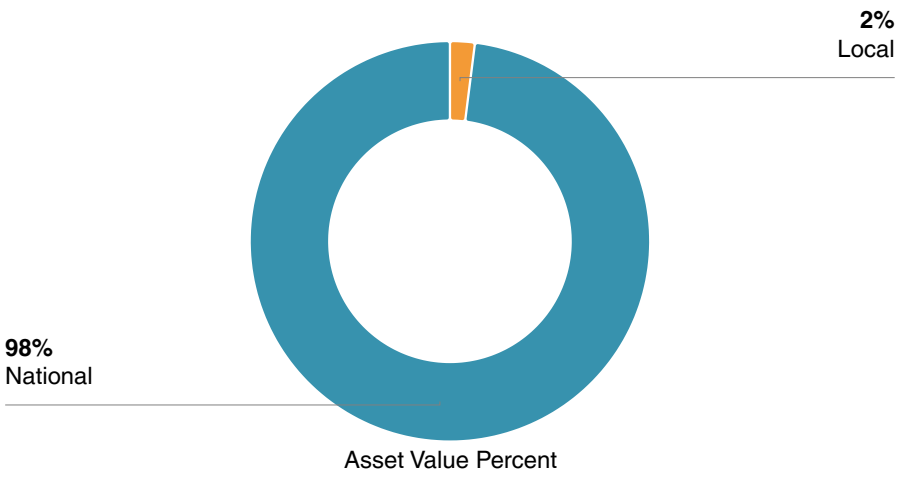
Sales Volume By Seller Type



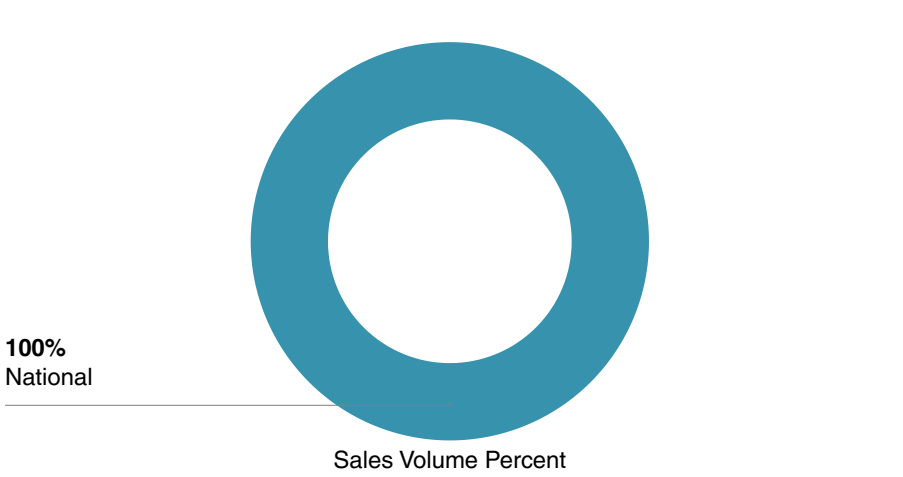
Net Buying & Selling By Owner Type



Asset Value By Owner Origin



Sales Volume By Buyer Origin



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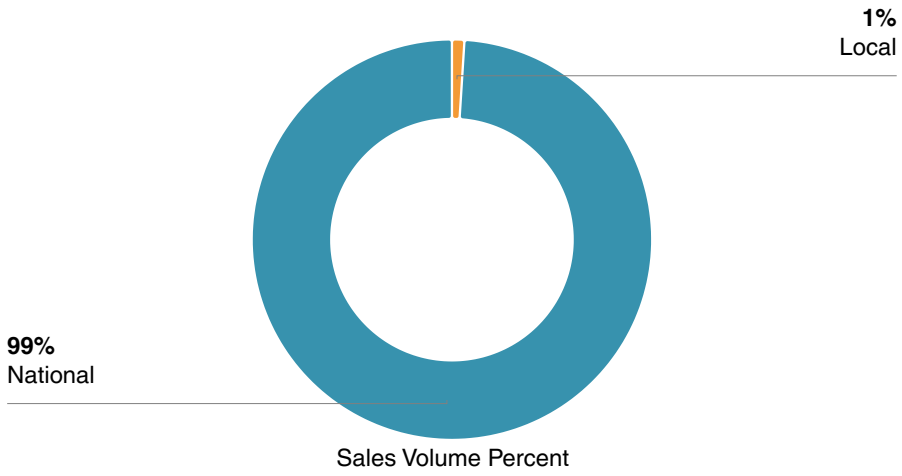
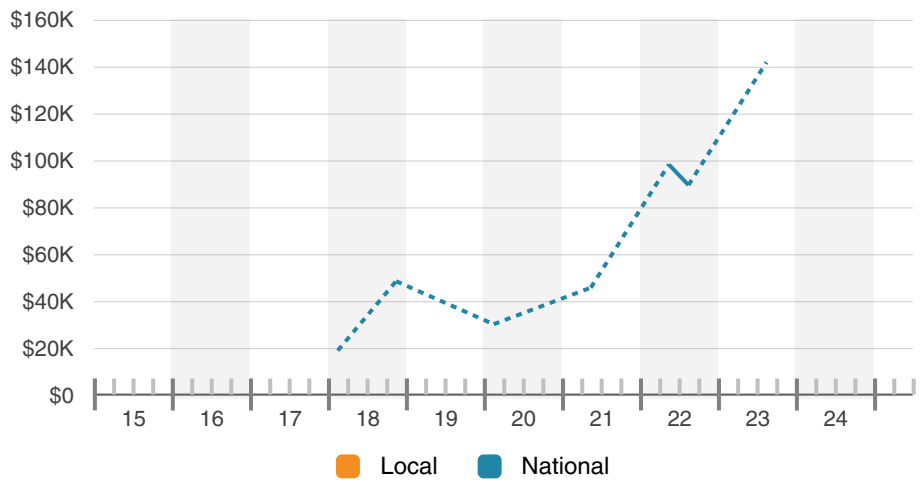
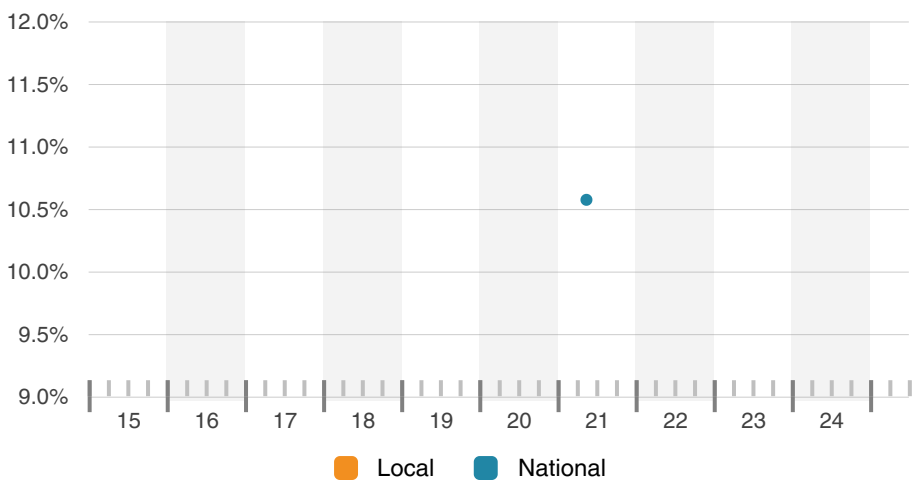
Sales Volume By Seller Origin



Average Price Per Unit By Buyer Origin



Average Cap Rate By Buyer Origin



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Report Criteria

- 13 Properties / 0 Spaces
- Custom Polygon
- Property Type: Multi-Family
- Exclude: Residential Condos
- Exclude: Co-Ops

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Memorial Boulevard Retail (4 21 25)

AYRES

INVENTORY SF	UNDER CONSTRUCTION SF	12 MO NET ABSORPTION SF	VACANCY RATE	MARKET ASKING RENT/SF	MARKET SALE PRICE/SF	MARKET CAP RATE
840K +0%	0 -	19.8K +155.1%	6.4% -2.4%	$16.20 +2.7%	$206 +2.2%	7.6% +0.1%
Prior Period 840K	Prior Period 0	Prior Period (36K)	Prior Period 8.8%	Prior Period $15.79	Prior Period $201	Prior Period 7.5%

Key Metrics

Availability	
Vacant SF	53.7K
Sublet SF	0
Availability Rate	7.2%
Available SF Total	60.9K
Available Asking Rent/SF	$18.28
Occupancy Rate	93.6%
Percent Leased Rate	93.6%

Inventory	
Existing Buildings	117
Under Construction Avg SF	-
12 Mo Demolished SF	0
12 Mo Occupancy % at Delivery	-
12 Mo Construction Starts SF	0
12 Mo Delivered SF	0
12 Mo Avg Delivered SF	-

Sales Past Year	
Asking Price Per SF	-
Sale to Asking Price Differential	-
Sales Volume	$2.8M
Properties Sold	5
Months to Sale	-
For Sale Listings	6
Total For Sale SF	40.5K

Demand	
12 Mo Net Absorp % of Inventory	2.4%
12 Mo Leased SF	4K
Months on Market	14.1
Months to Lease	-
Months Vacant	-
24 Mo Lease Renewal Rate	65.0%
Population Growth 5 Yrs	19.2%

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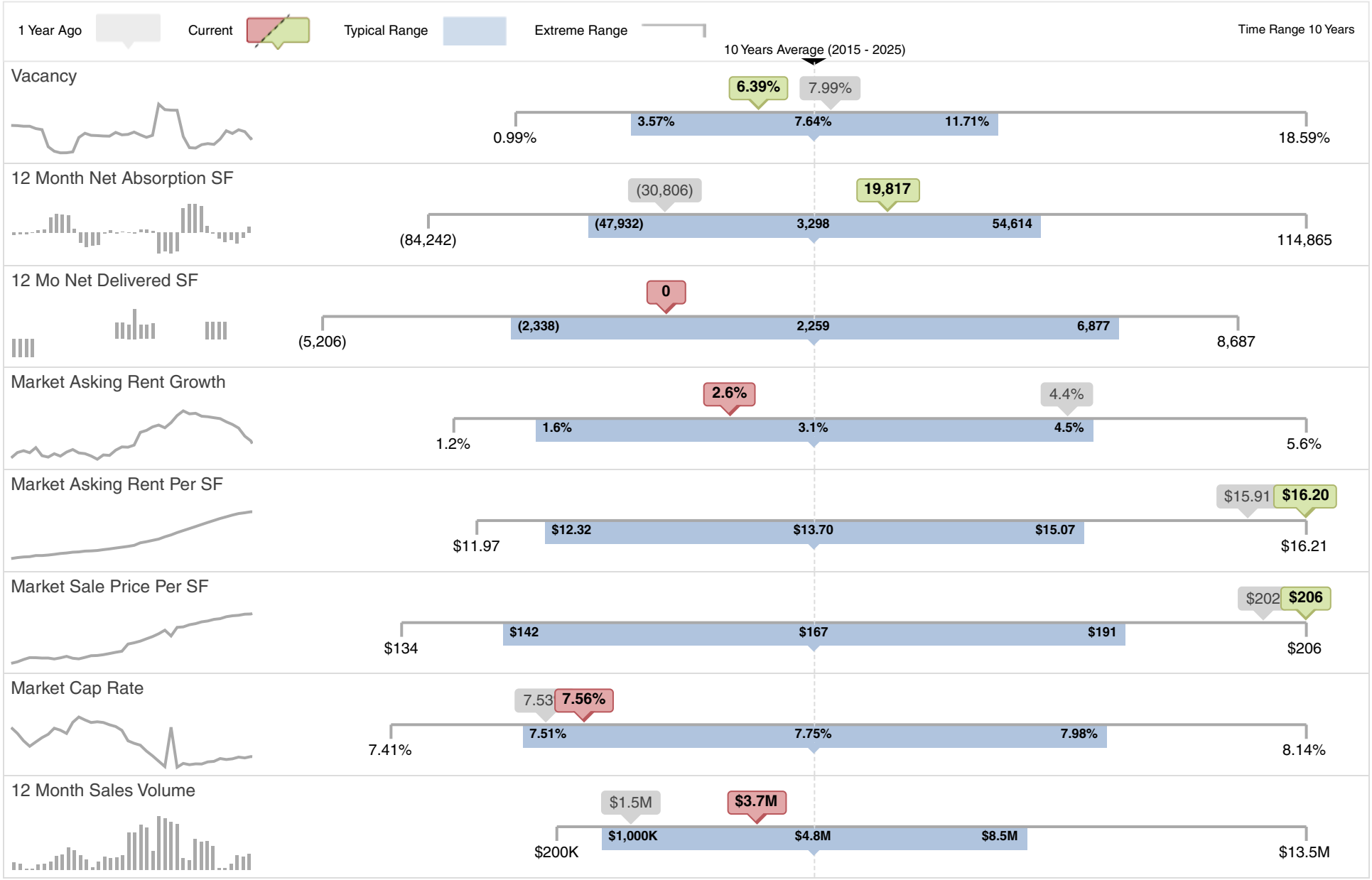
Memorial Boulevard Retail (4 21 25)

Key Performance Indicators



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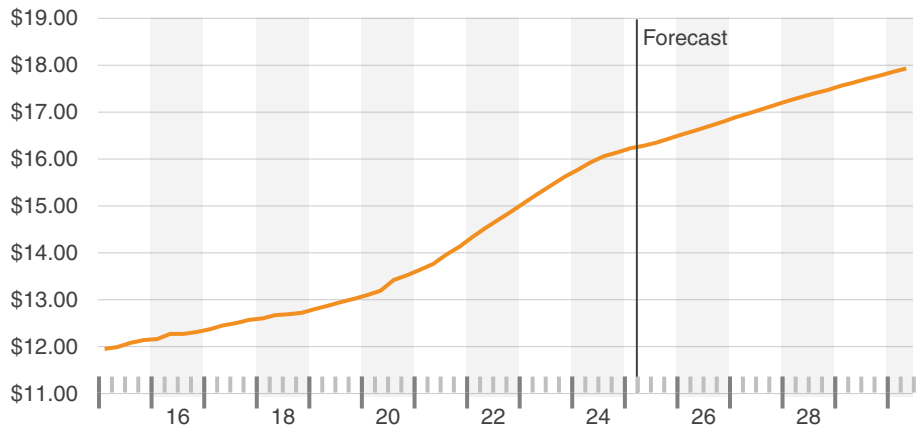
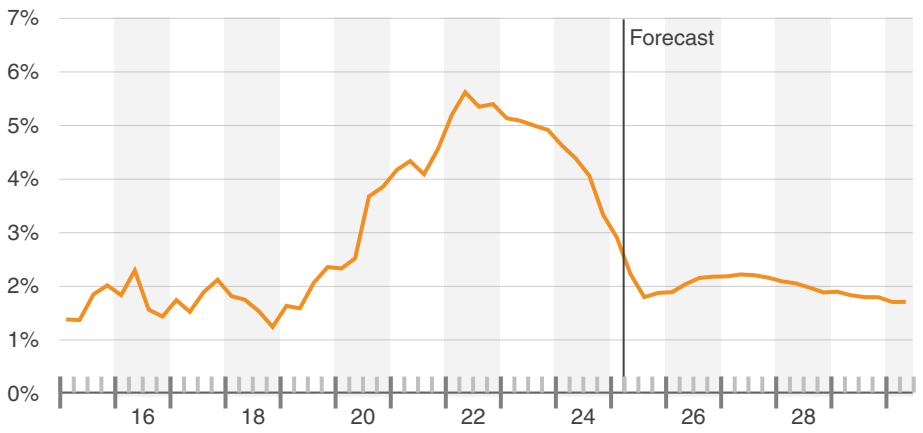
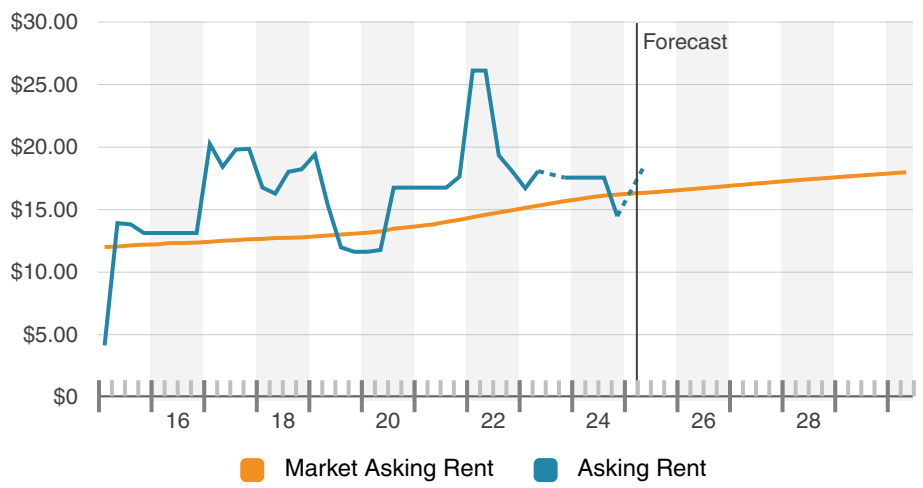
Market Asking Rent Per SF



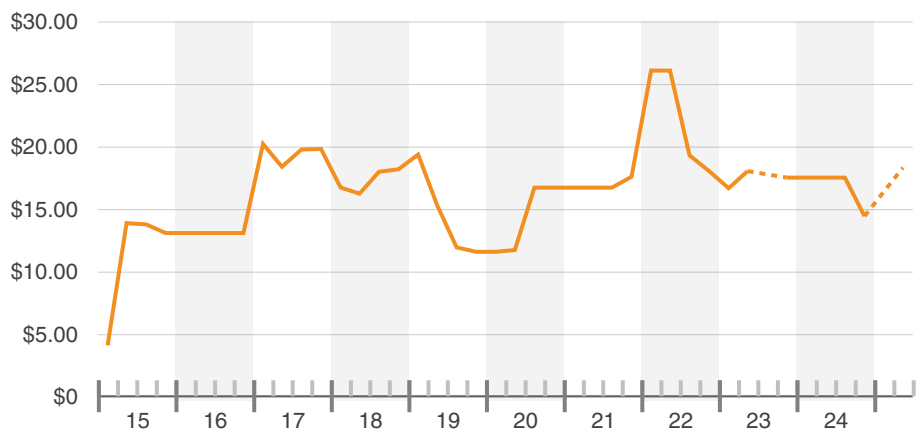
Market Asking Rent Growth (YOY)



Market Asking Rent & Asking Rent Per SF



Asking Rent Per SF



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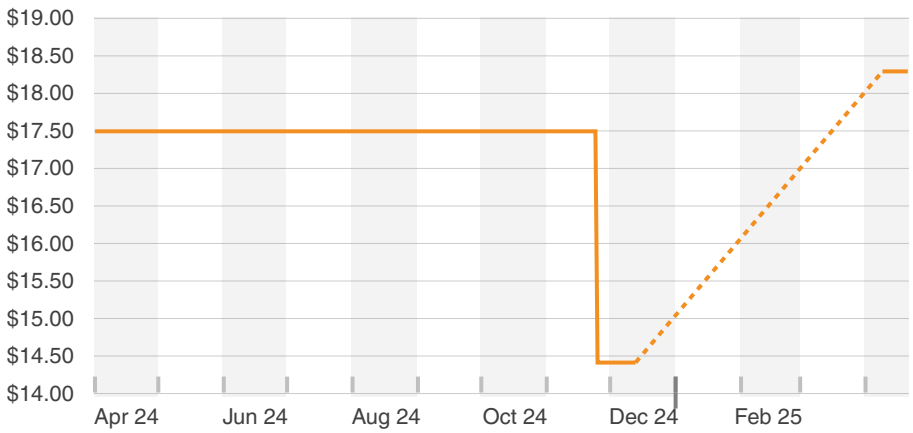
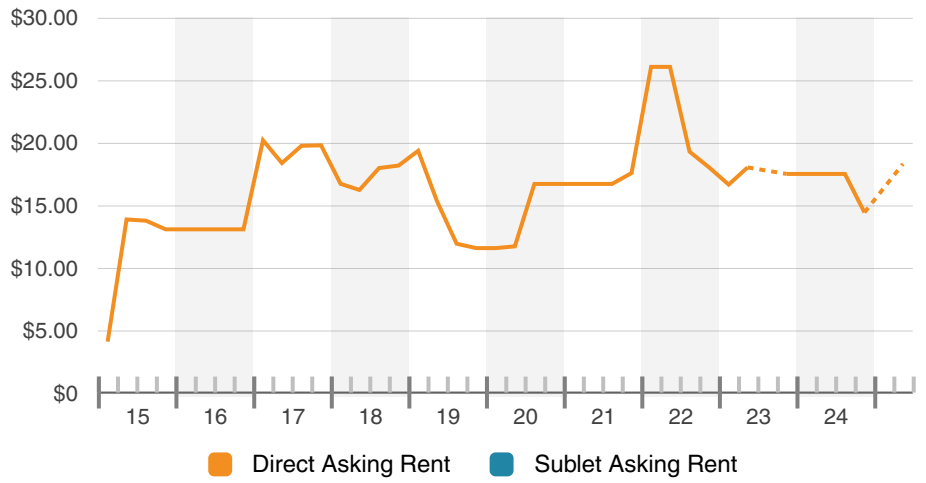
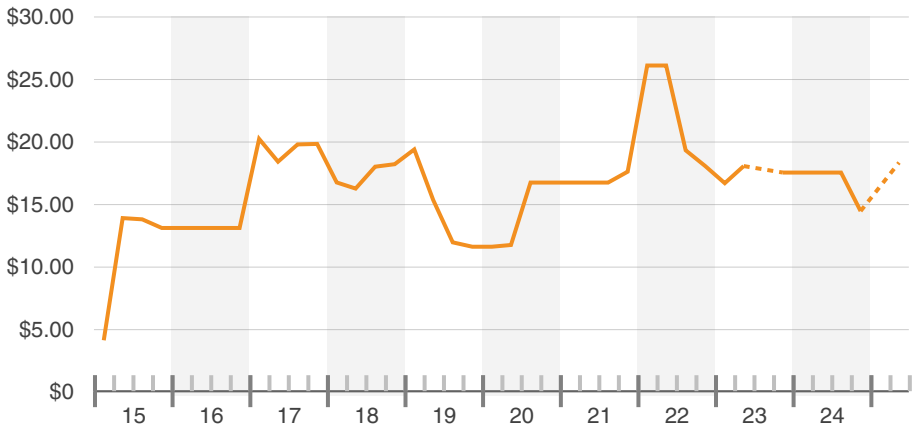
Daily Asking Rent Per SF



Direct & Sublet Rent Per SF



Direct Rent Per SF



Sublet Rent Per SF

No Data Available

No data available for the past 10 years

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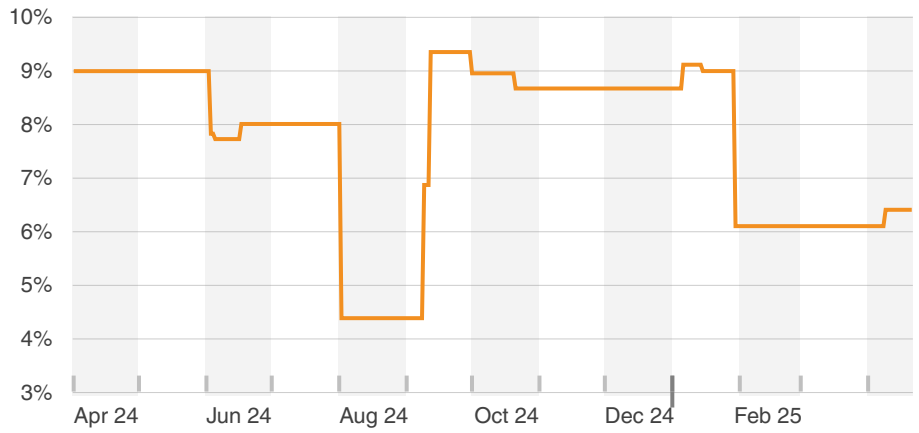
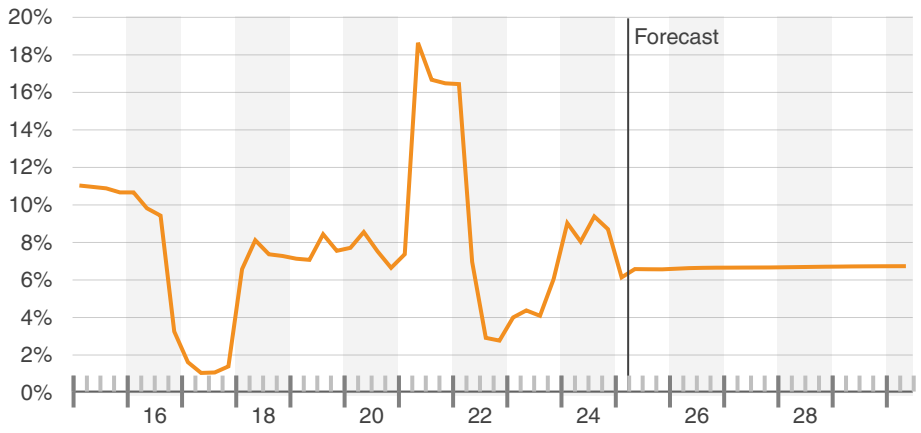
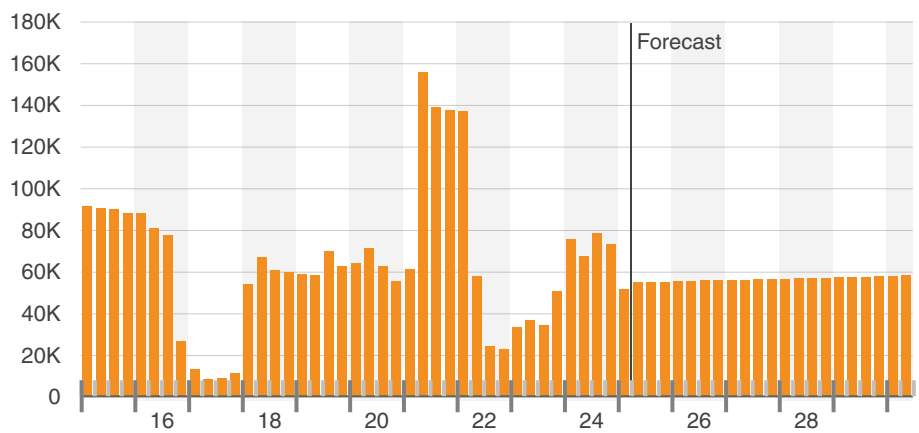
Daily Vacancy Rate



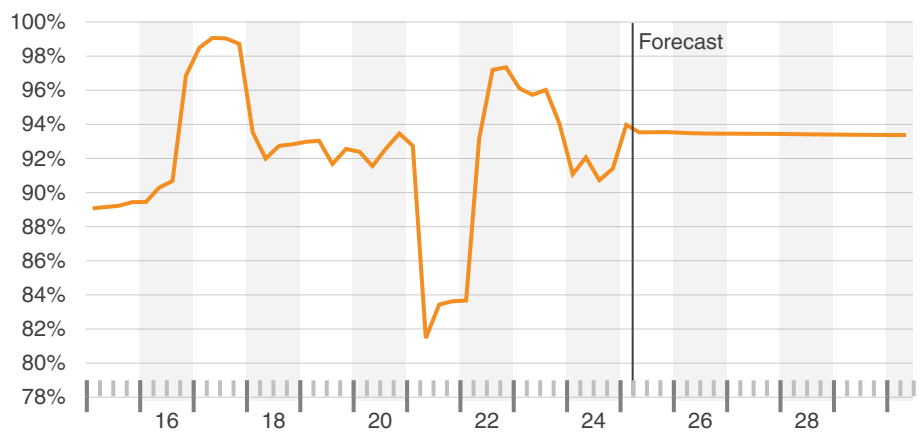
Vacancy Rate



Vacant SF



Occupancy Rate



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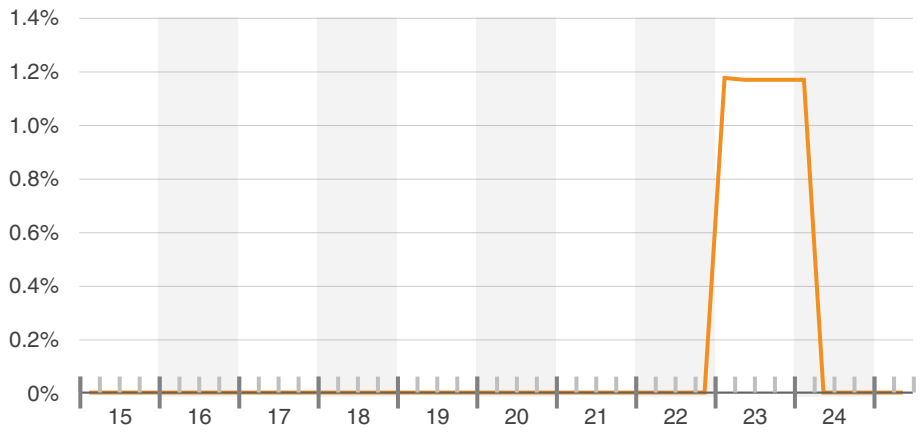
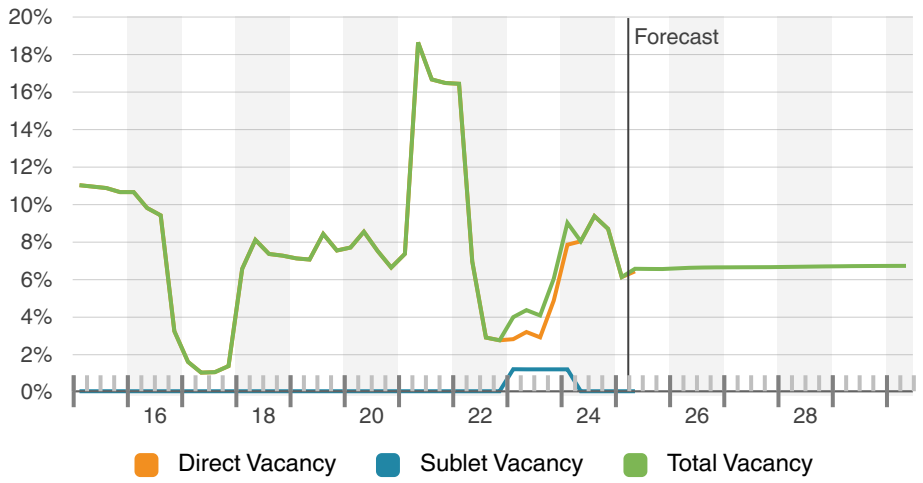
Sublet Vacancy Rate



Direct Vacancy Rate



Direct, Sublet & Total Vacancy Rate



Availability Rate



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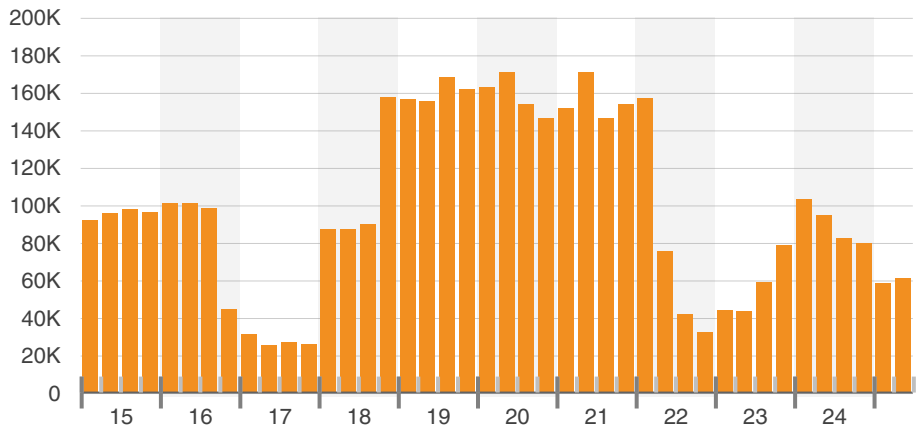
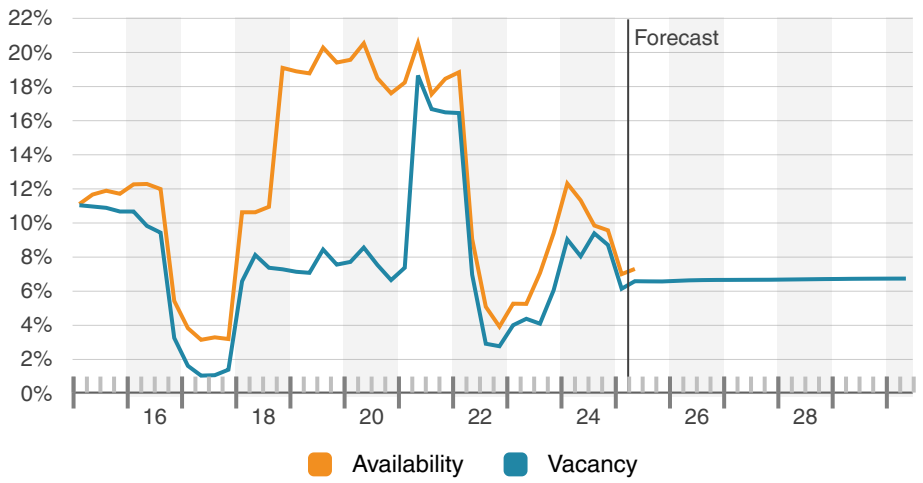
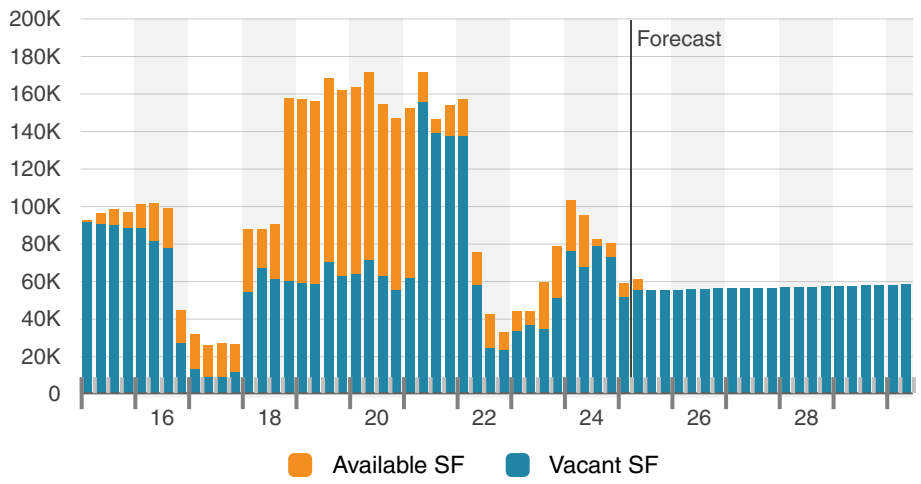
Available SF



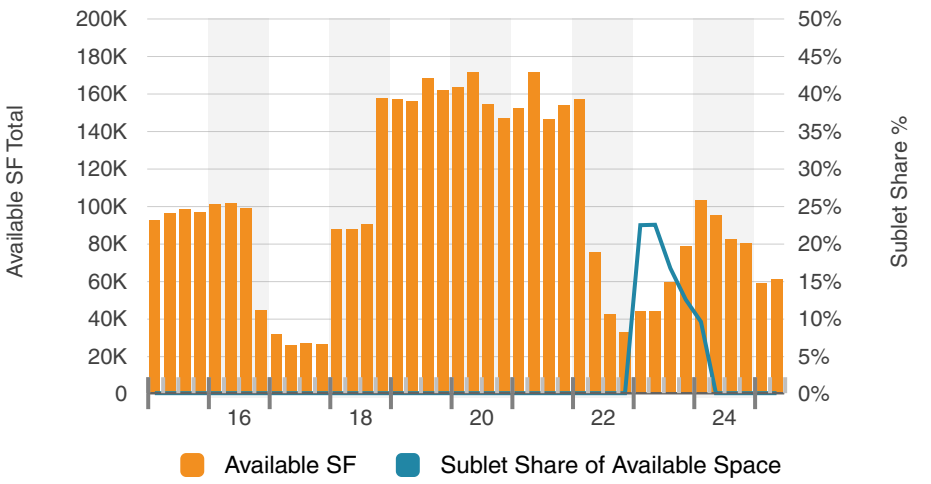
Availability & Vacancy Rate



Available & Vacant SF



Available SF Total & Sublet Share %



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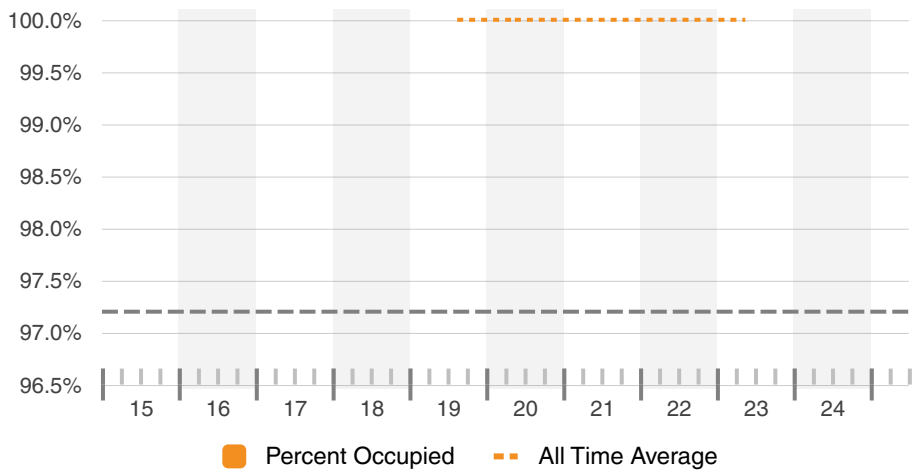
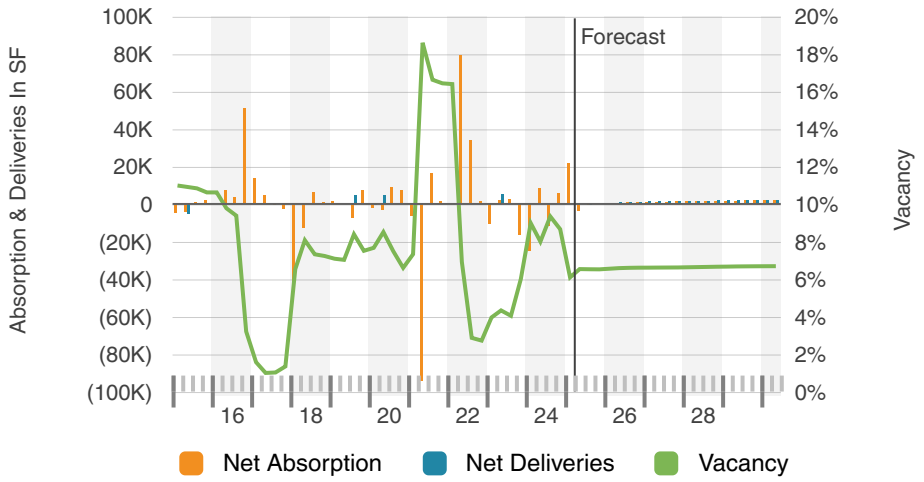
Memorial Boulevard Retail (4 21 25)

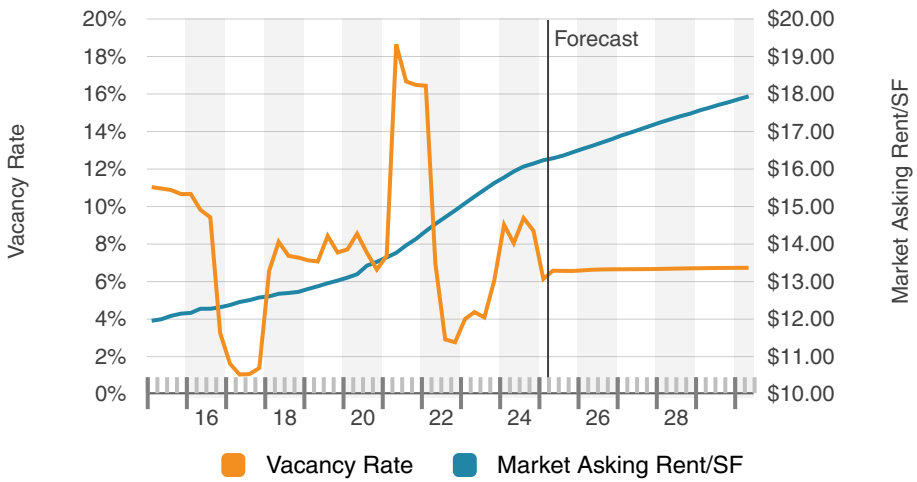
Occupancy At Delivery



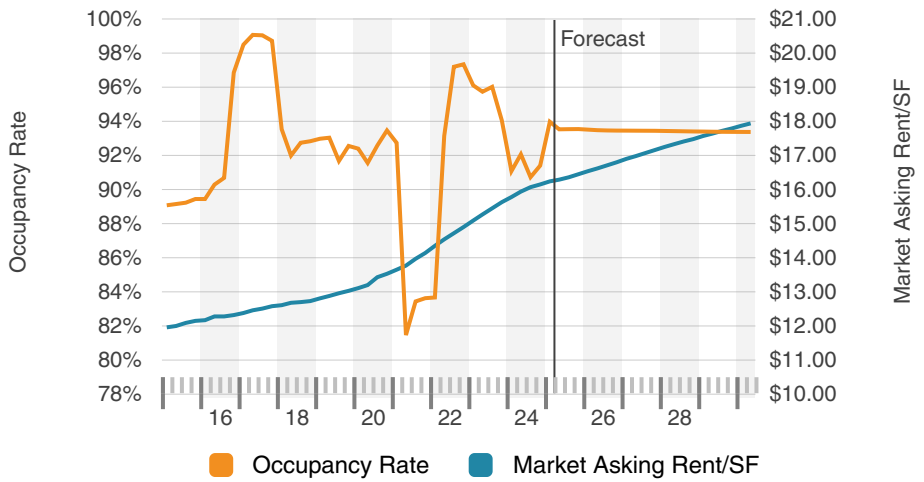
Net Absorption, Net Deliveries & Vacancy



Vacancy & Market Asking Rent Per SF



Occupancy & Market Asking Rent Per SF



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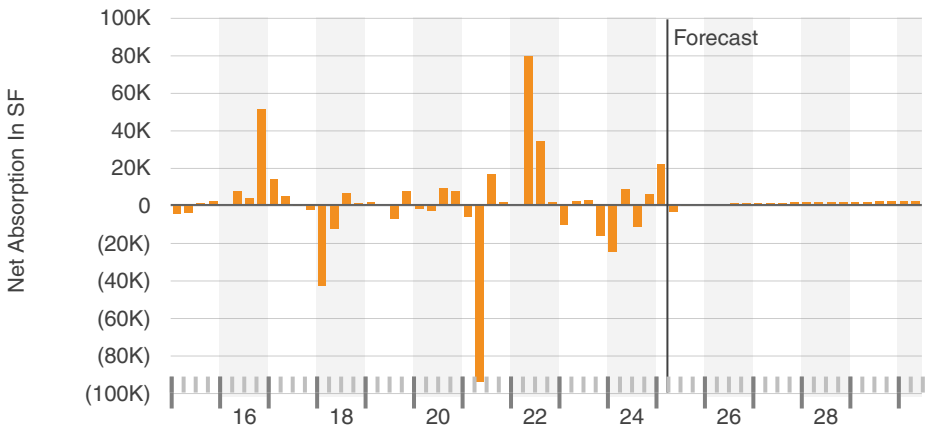
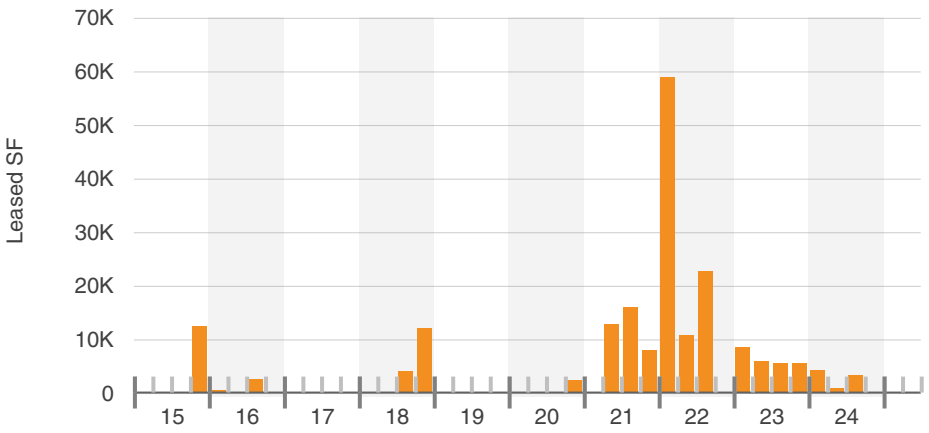
Memorial Boulevard Retail (4 21 25)

Net Absorption



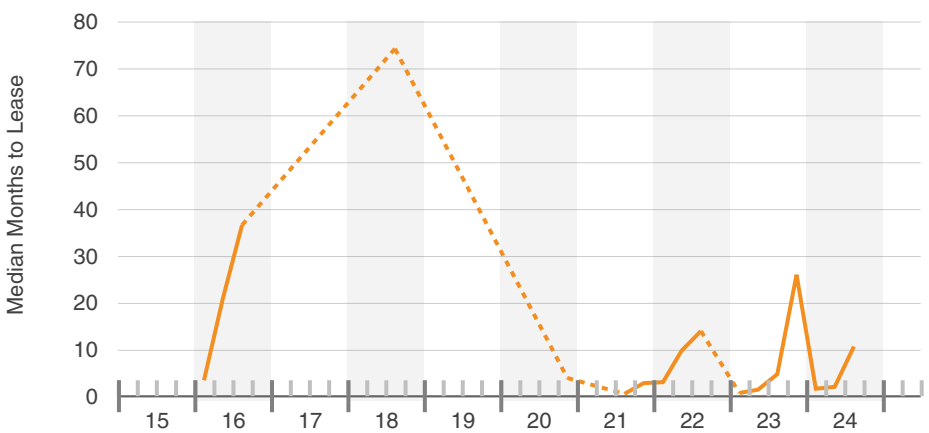
Leasing Activity



Months On Market



Months To Lease



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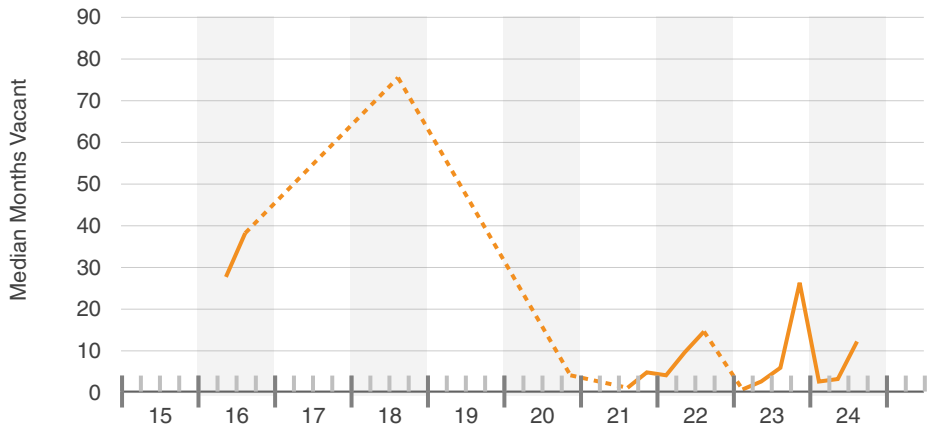
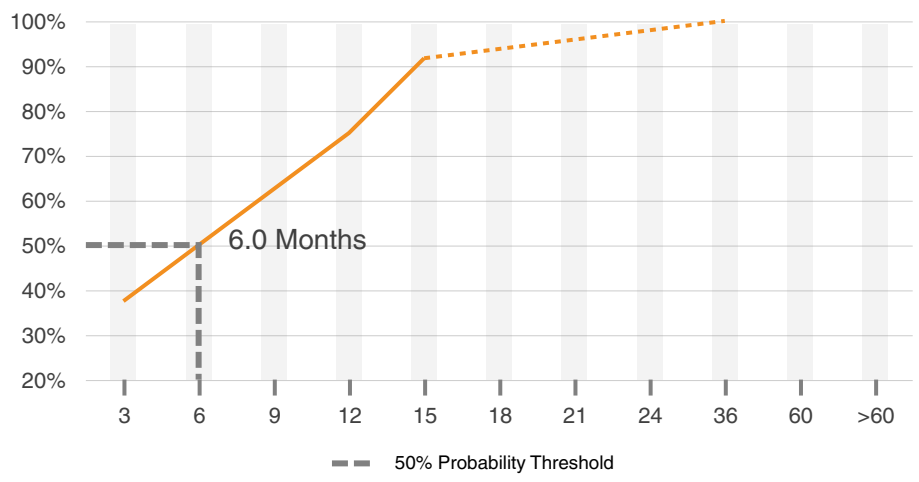
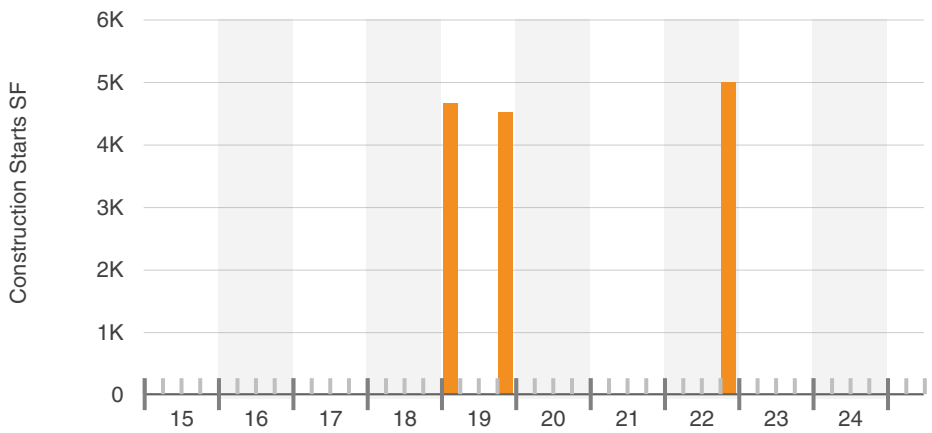
Months Vacant



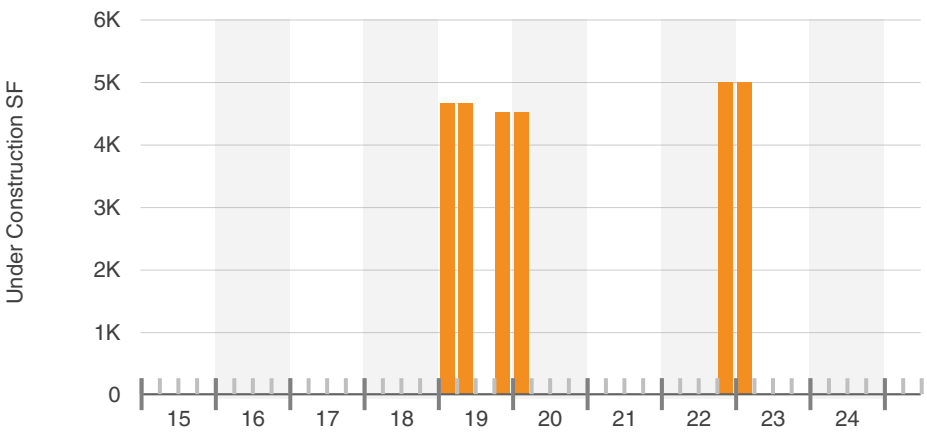
Probability Of Leasing In Months



Construction Starts



Under Construction



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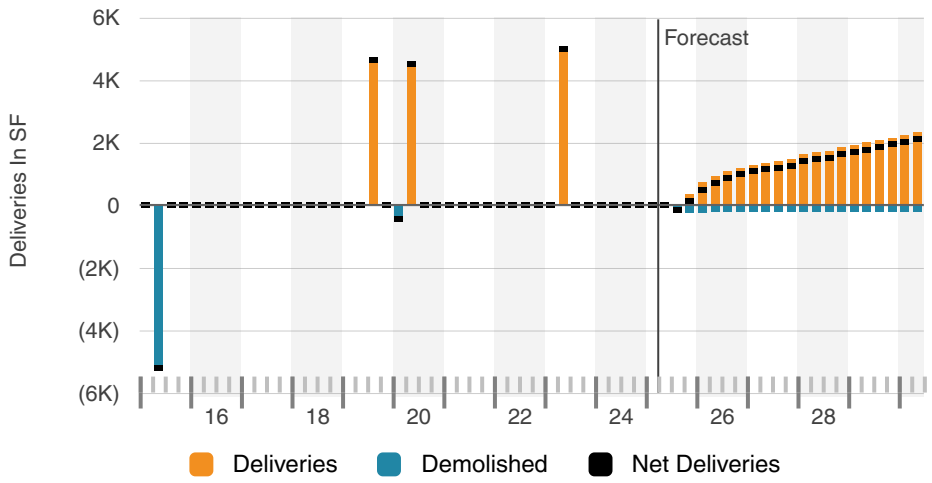
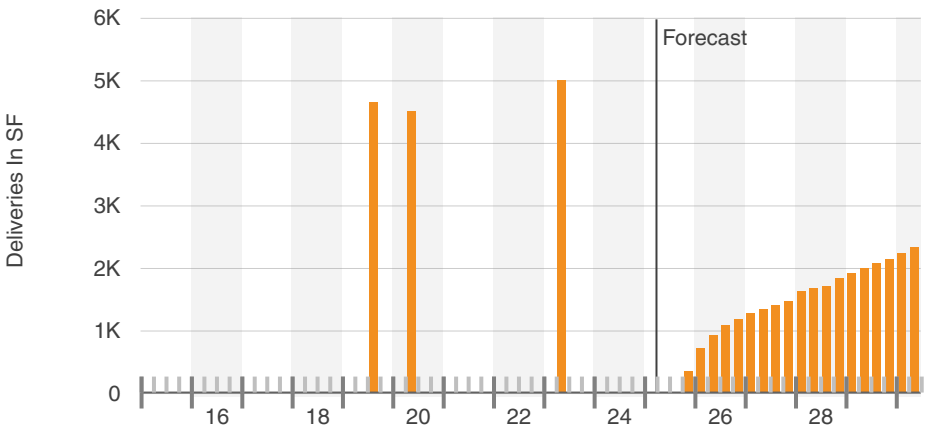
Memorial Boulevard Retail (4 21 25)

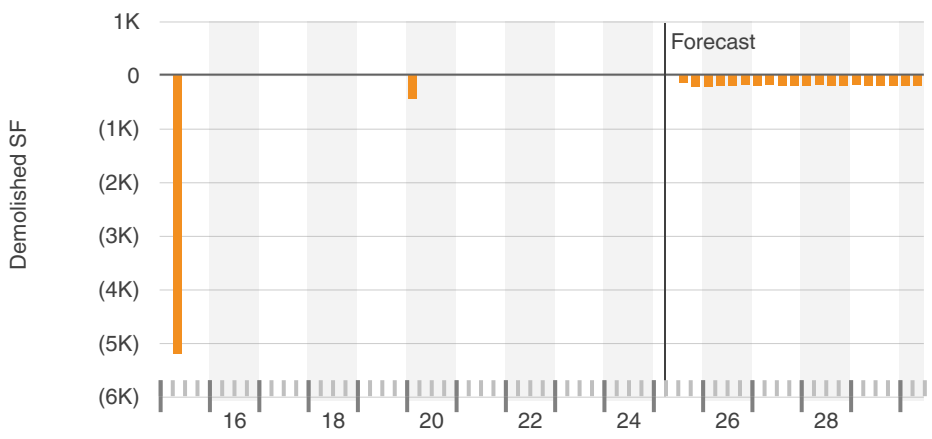
Deliveries & Demolitions



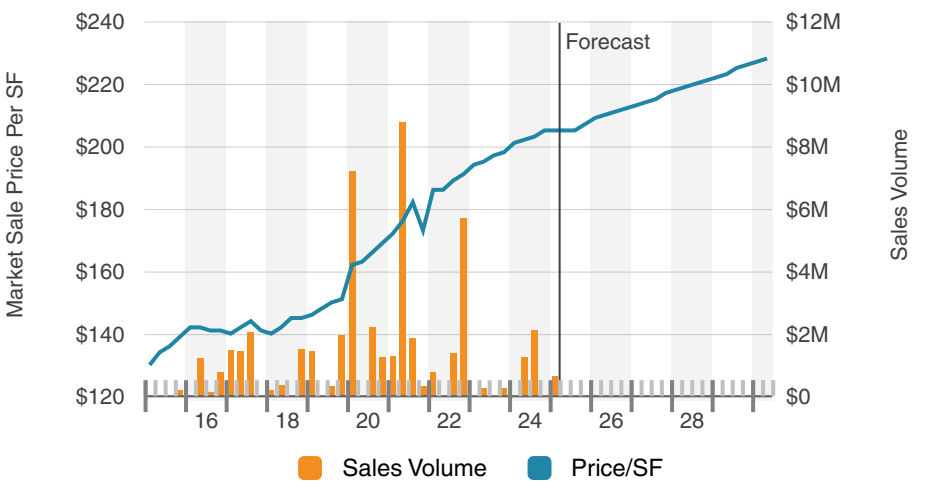
Deliveries



Demolitions



Sales Volume & Market Sale Price Per SF



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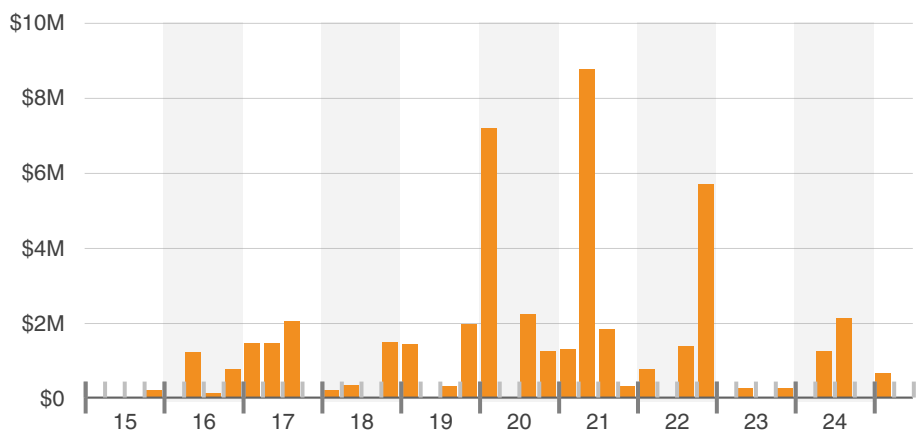
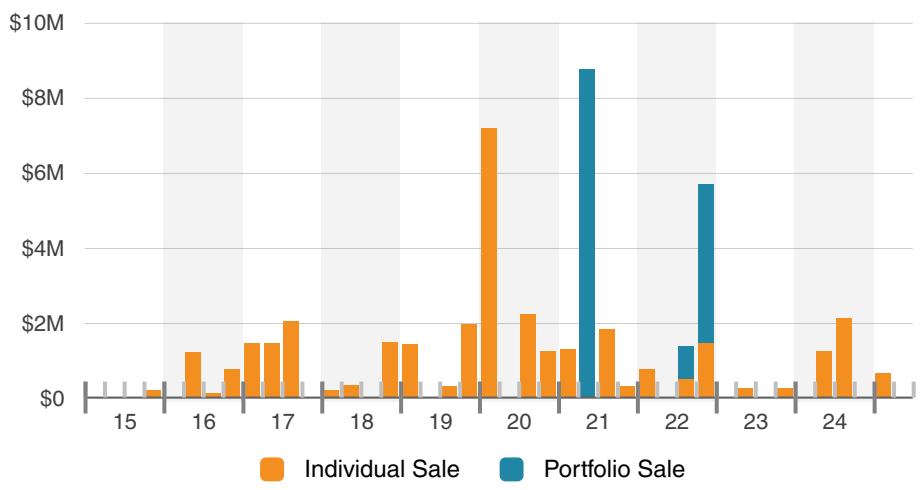
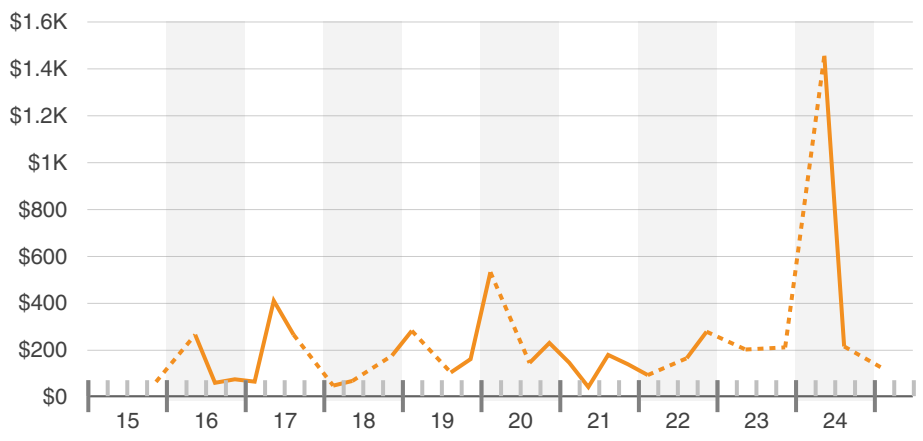
Sales Volume



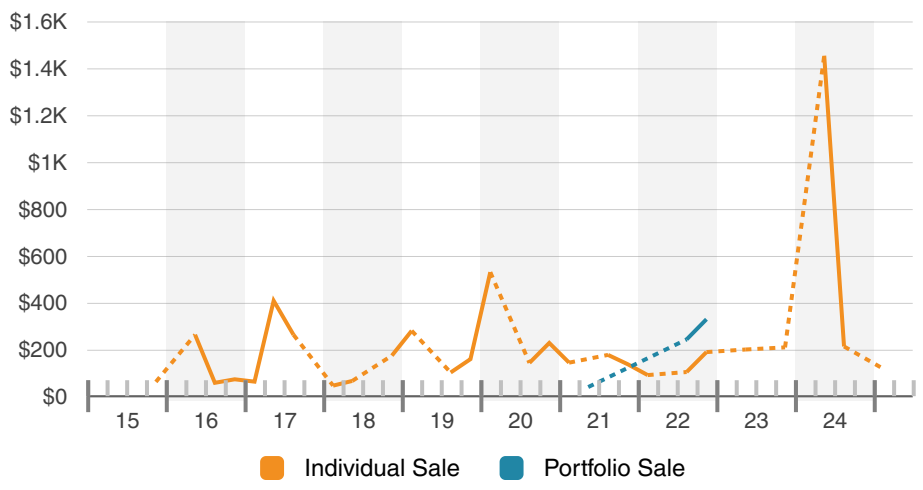
Sales Volume By Transaction Type



Sale Price Per SF



Sale Price Per SF By Transaction Type



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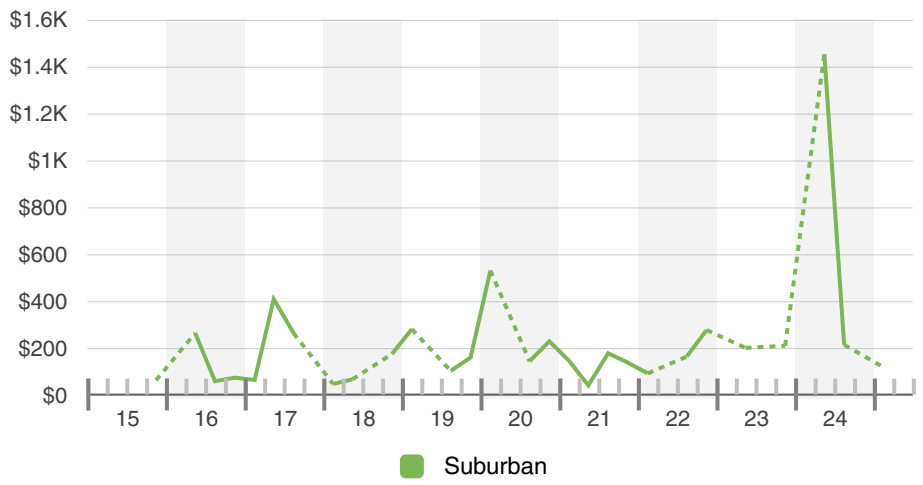
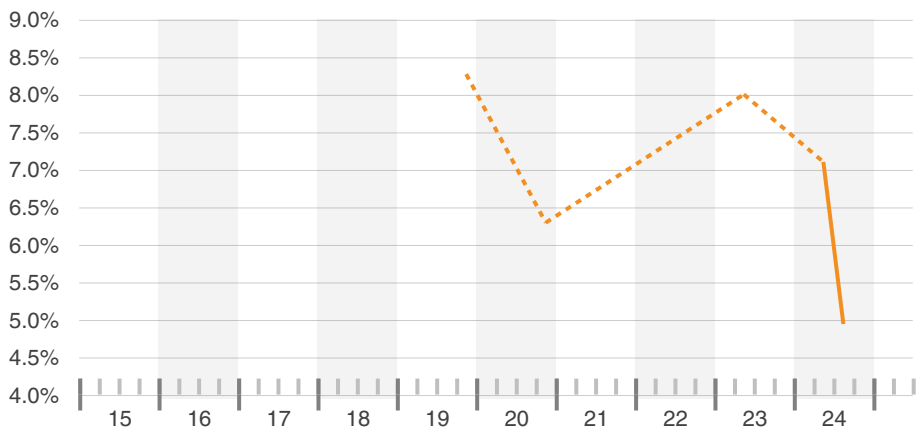
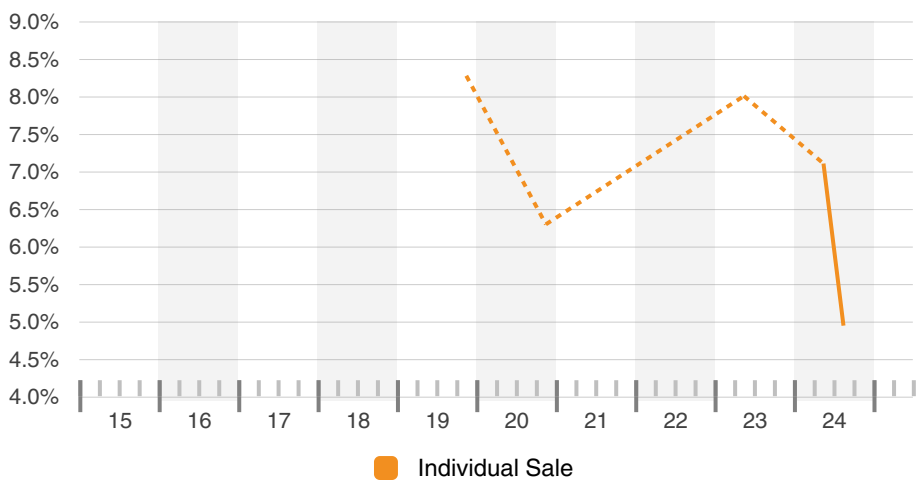
Sale Price Per SF By Location Type



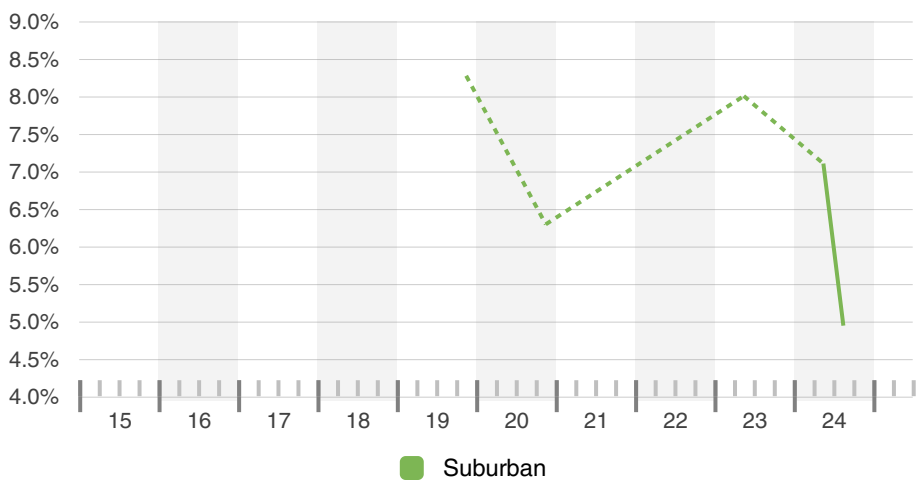
Cap Rate



Cap Rate By Transaction Type



Cap Rate By Location Type



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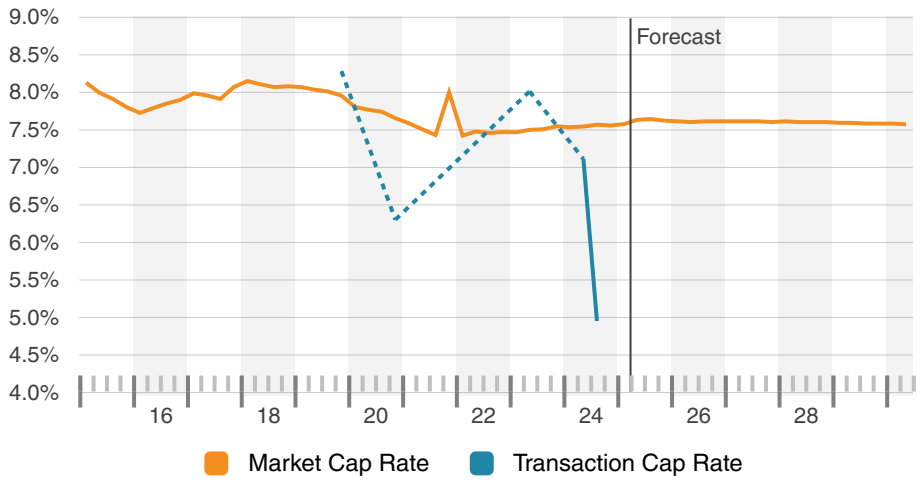
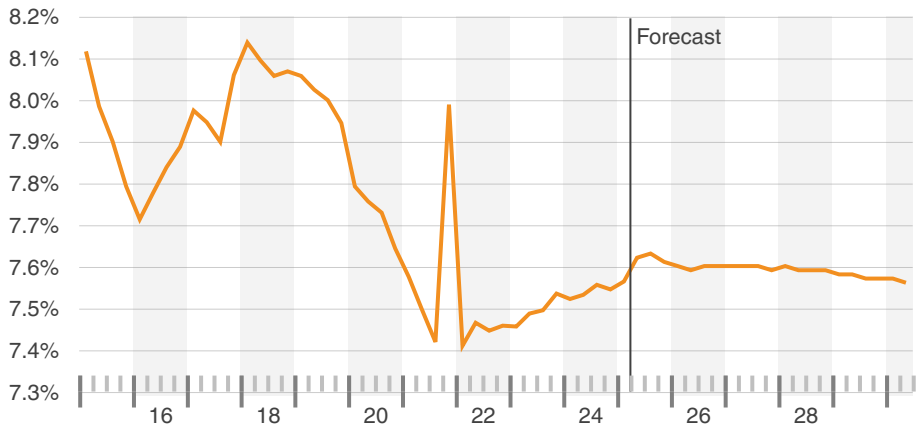
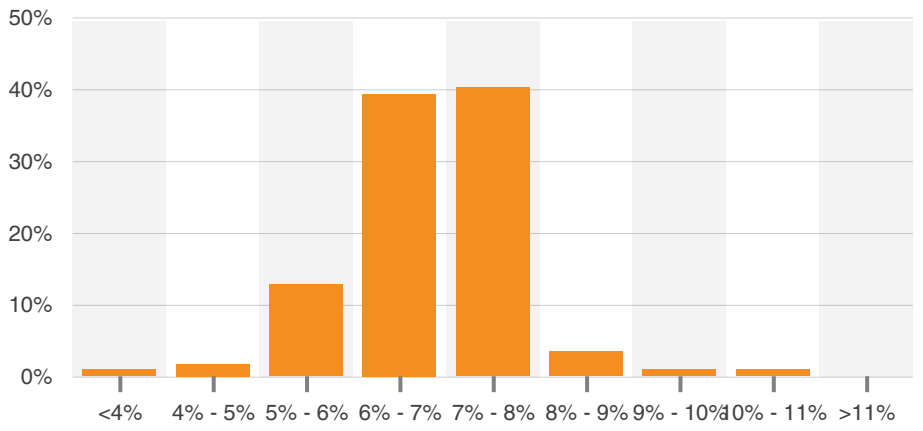
Market Cap Rate & Transaction Cap Rate



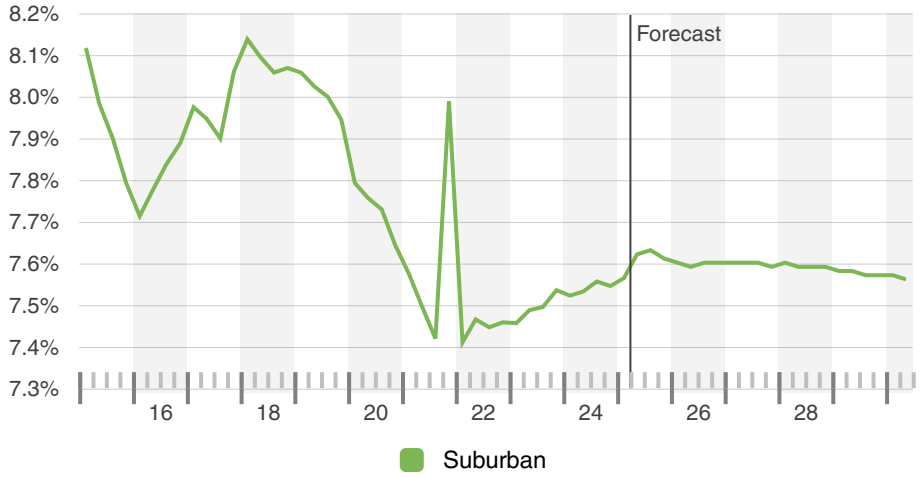
Market Cap Rate



Market Cap Rate Distribution



Market Cap Rate By Location Type



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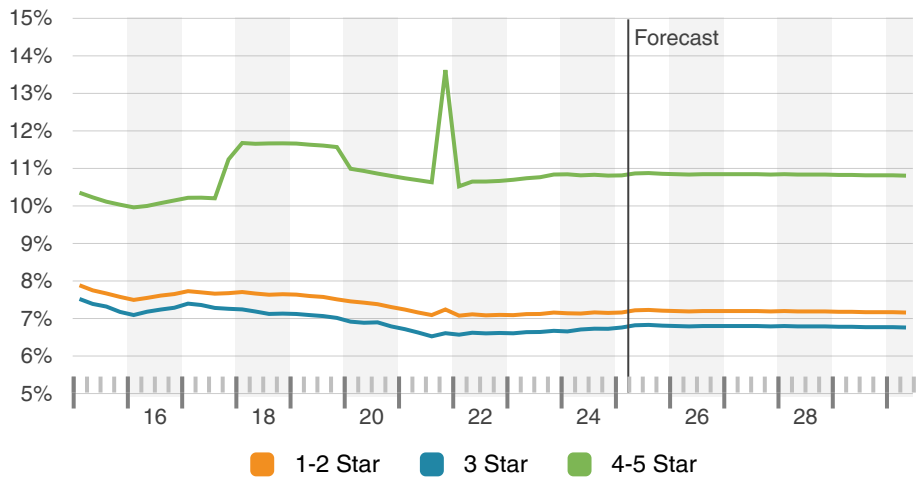
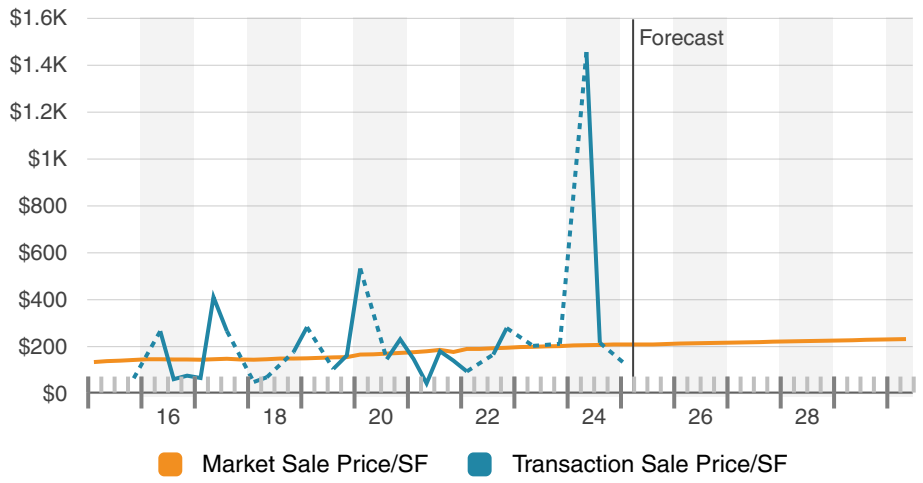
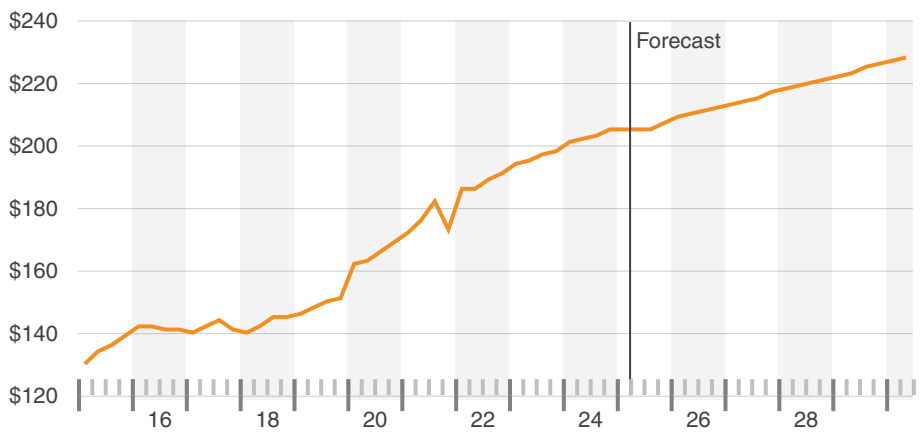
Market Cap Rate By Star Rating



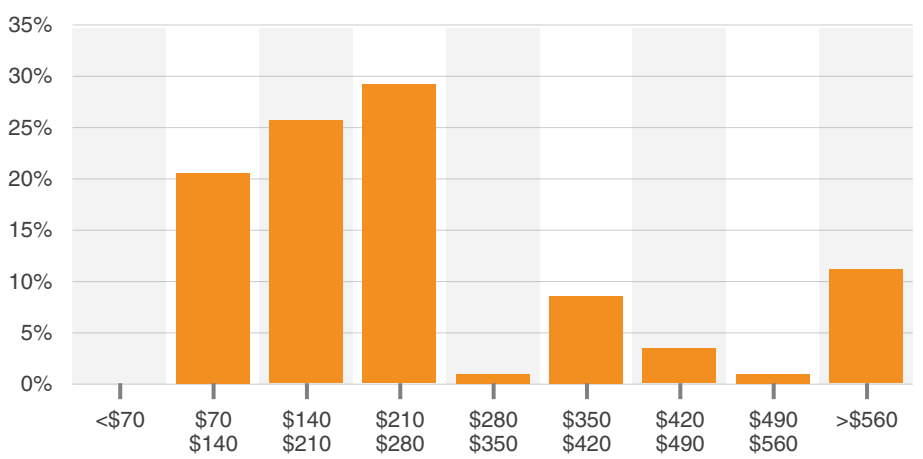
Market Sale Price & Transaction Sale Price Per SF



Market Sale Price Per SF



Market Sale Price Per SF Distribution



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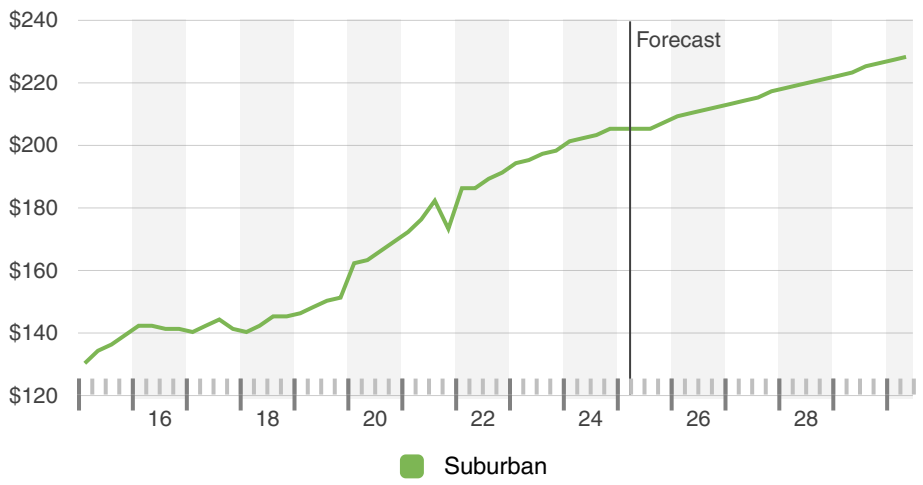
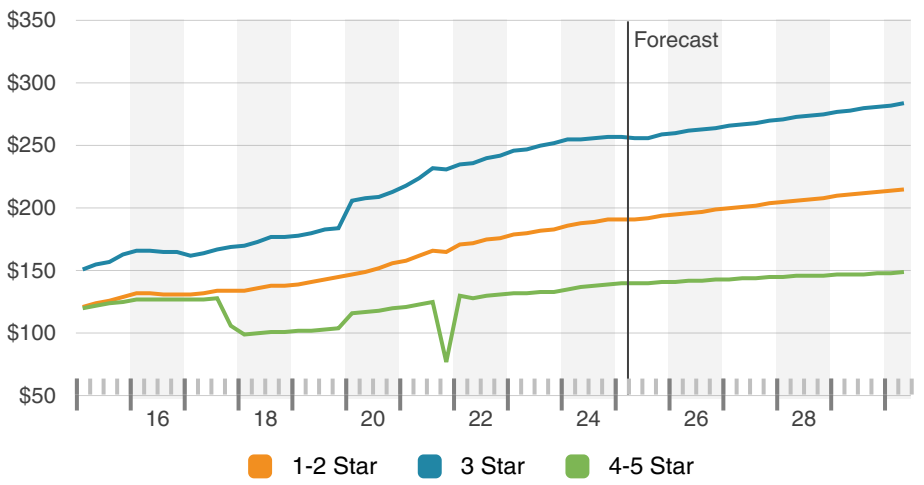
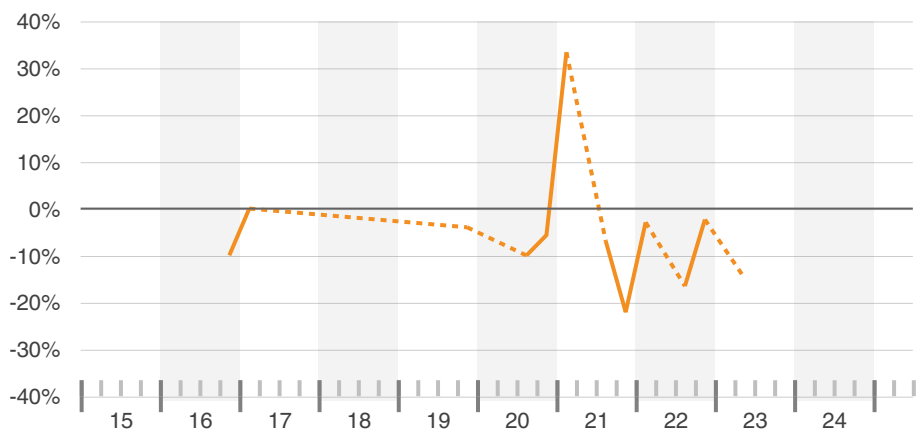
Market Sale Price Per SF By Location Type



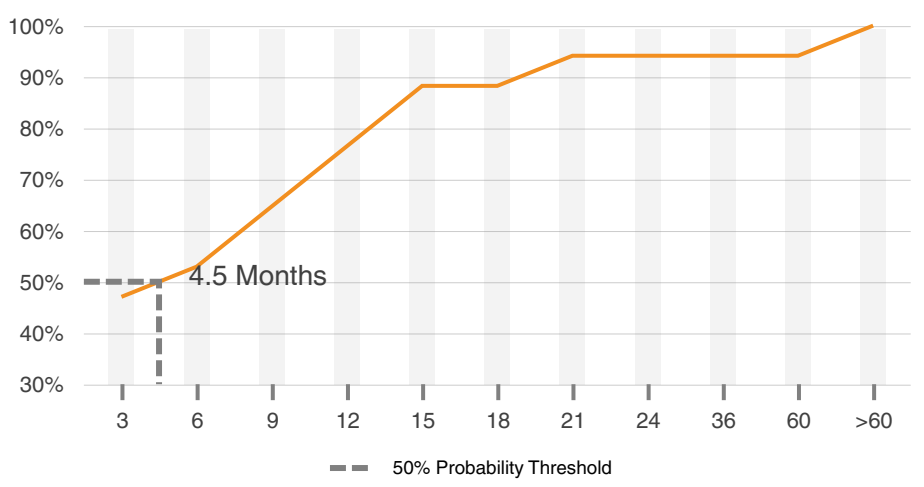
Market Sale Price Per SF By Star Rating



Sale To Asking Price Differential



Probability Of Selling In Months



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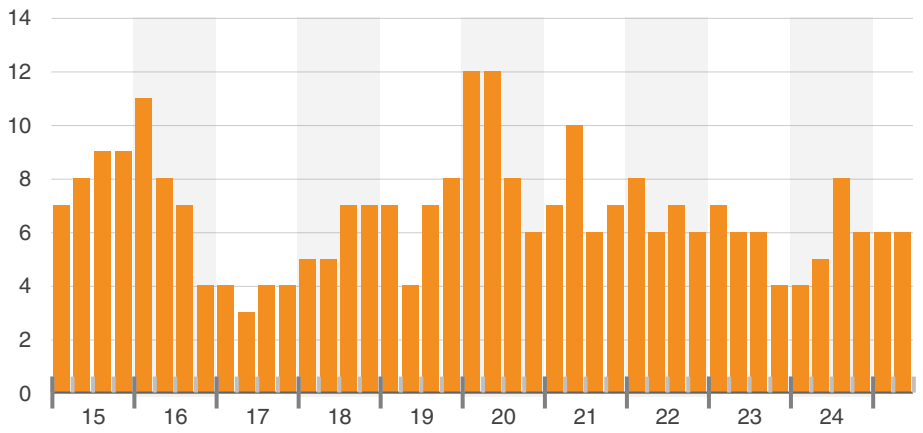
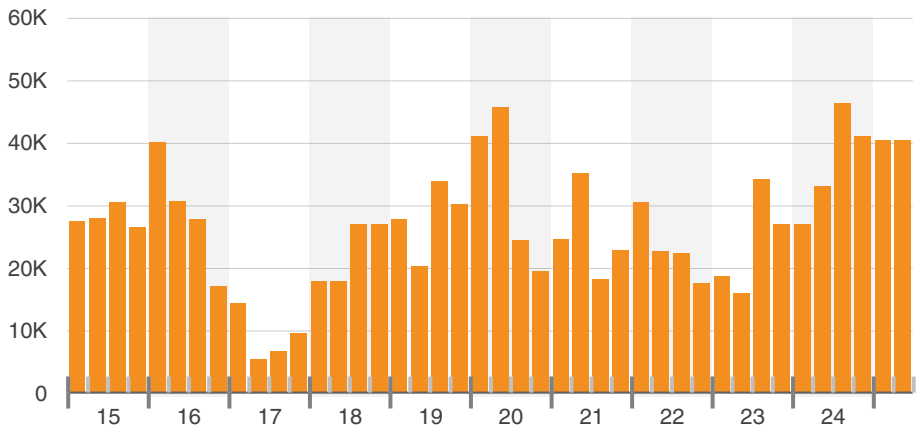
For Sale Total Listings



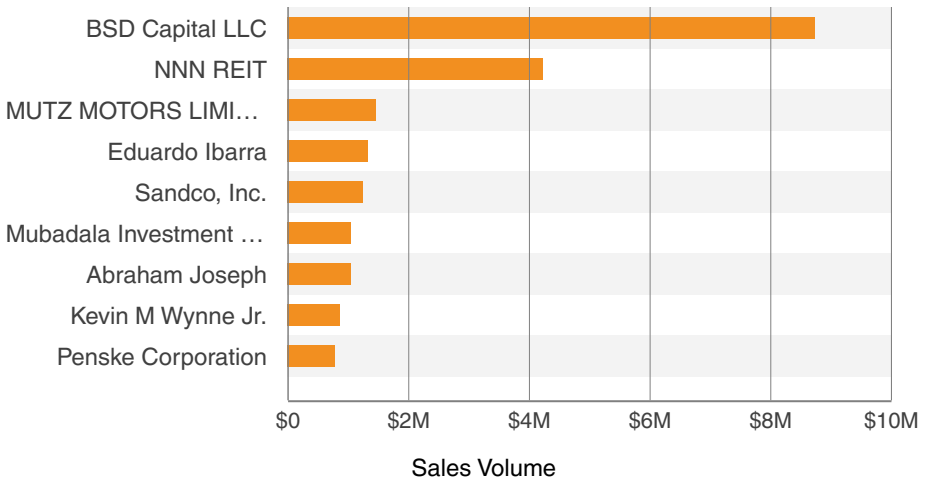
For Sale Total SF



For Sale Asking Price Per SF



Top Buyers



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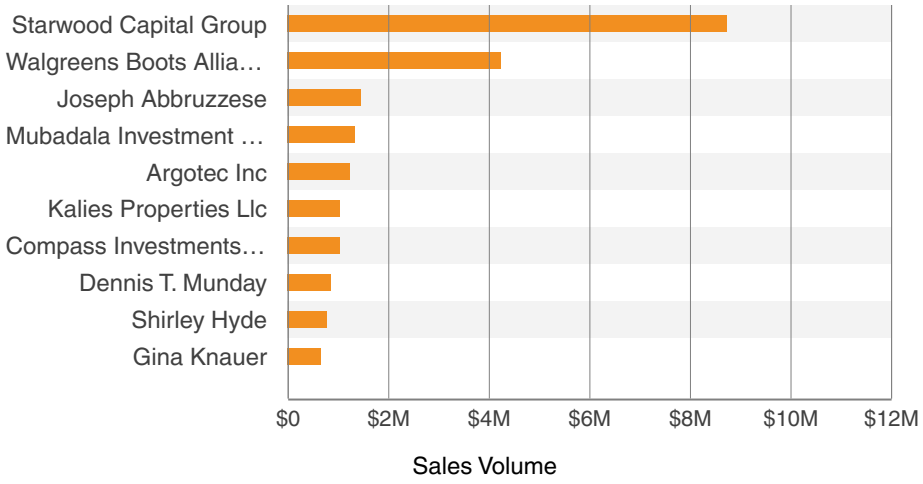
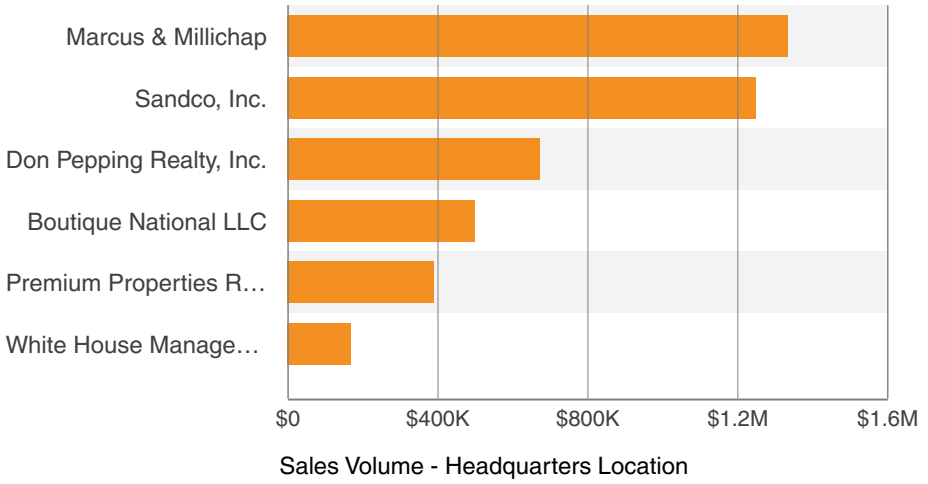
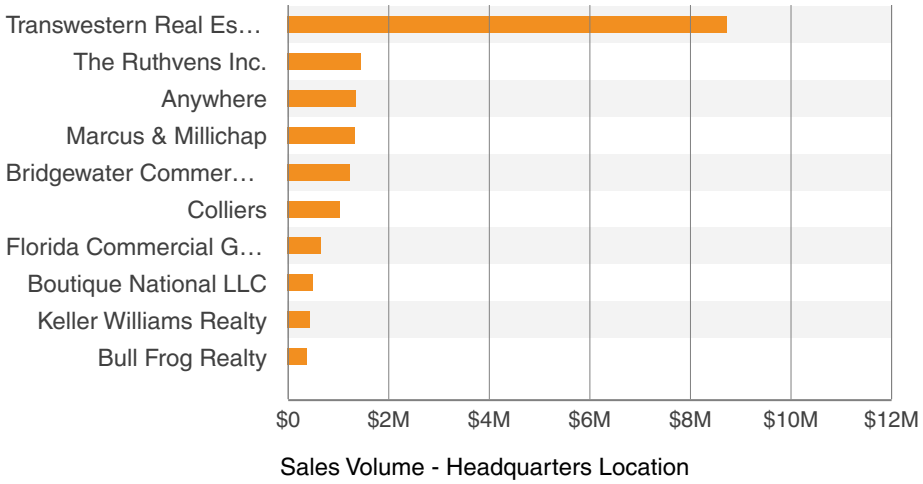
Top Sellers



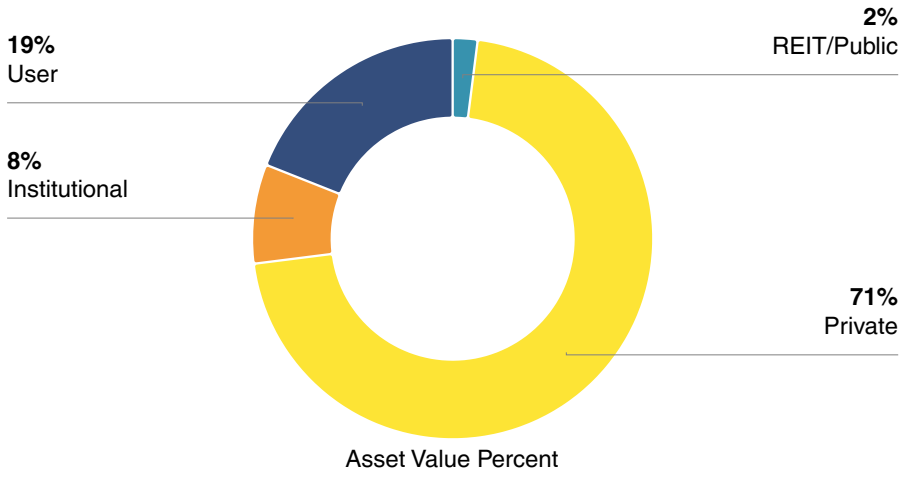
Top Buyer Brokers



Top Seller Brokers



Asset Value By Owner Type



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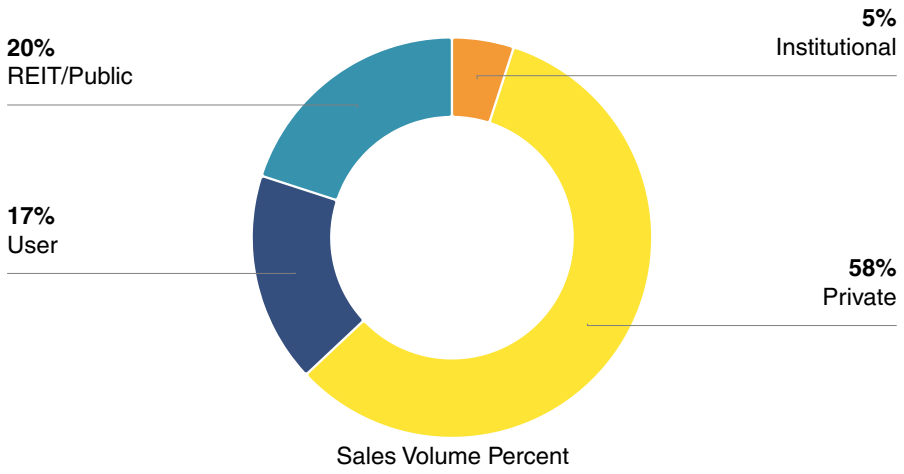
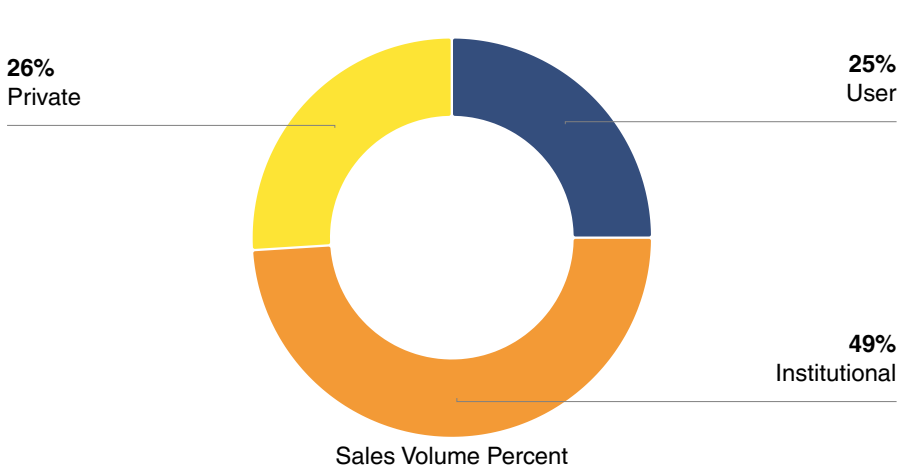
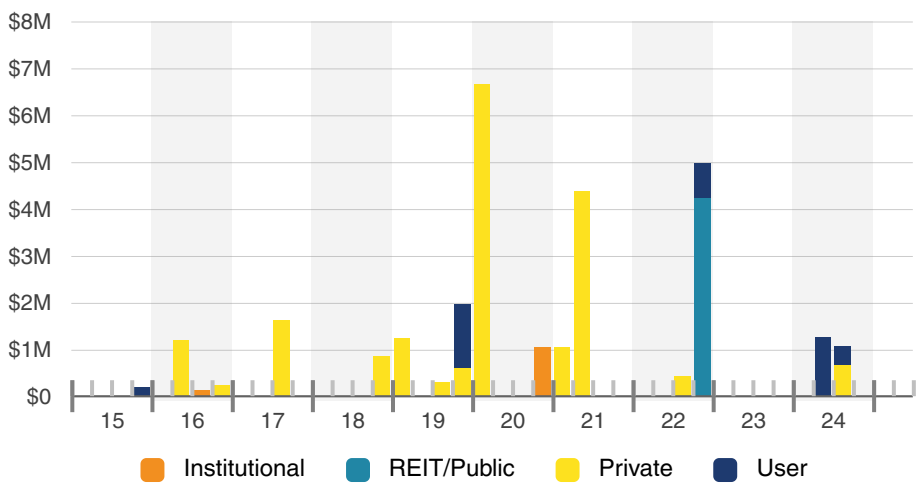
Sales By Buyer Type



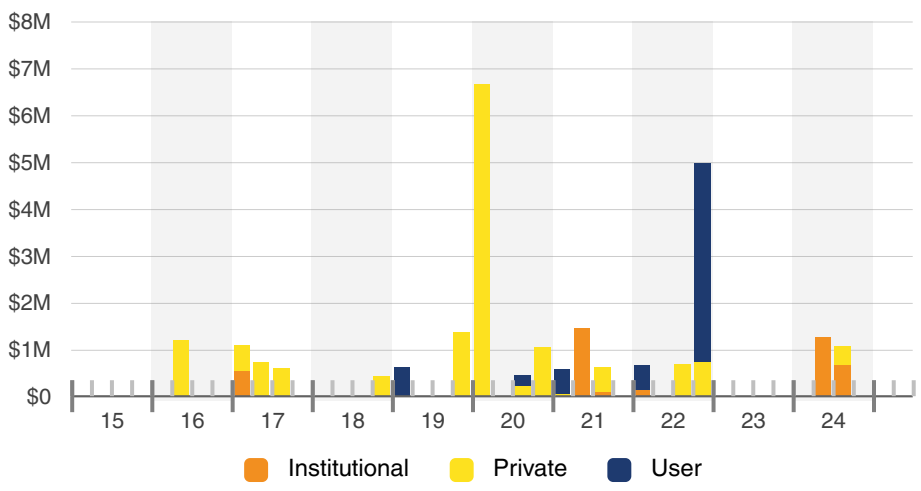
Sales By Seller Type



Sales Volume By Buyer Type



Sales Volume By Seller Type



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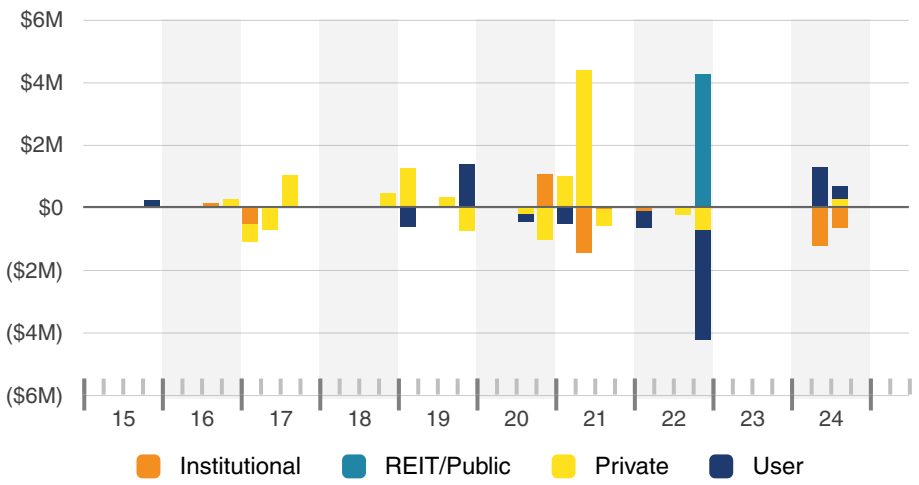
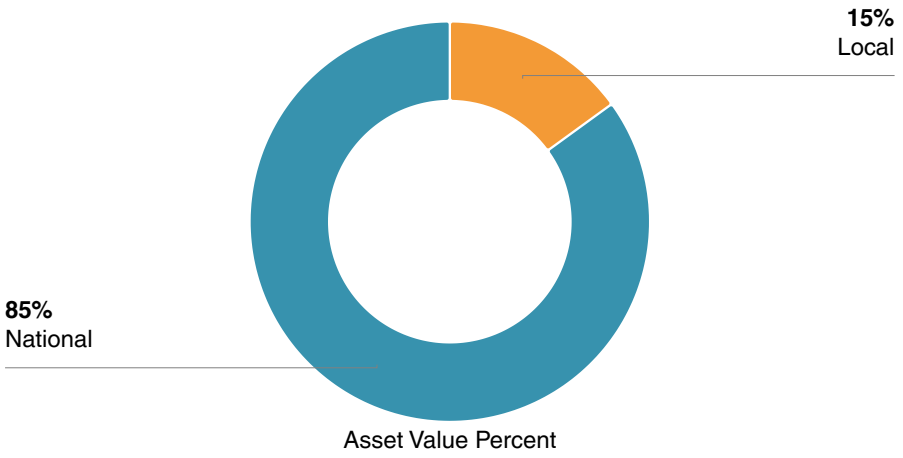
Memorial Boulevard Retail (4 21 25)

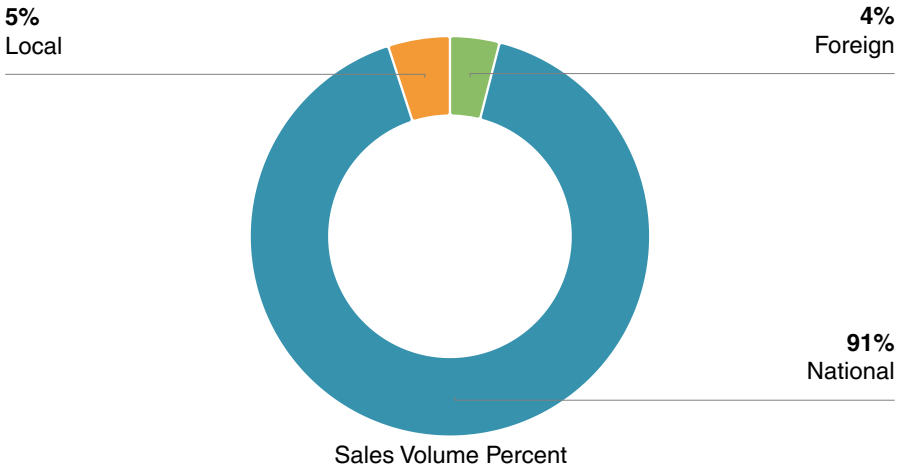
Net Buying & Selling By Owner Type



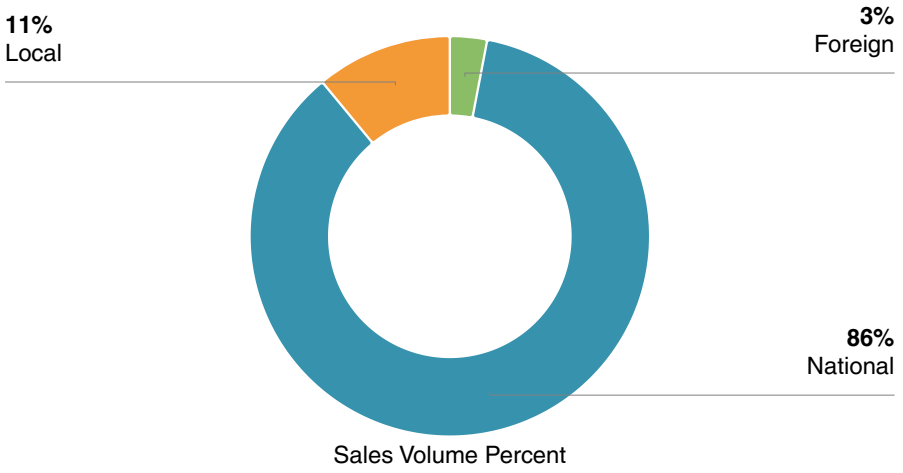
Asset Value By Owner Origin



Sales Volume By Buyer Origin



Sales Volume By Seller Origin



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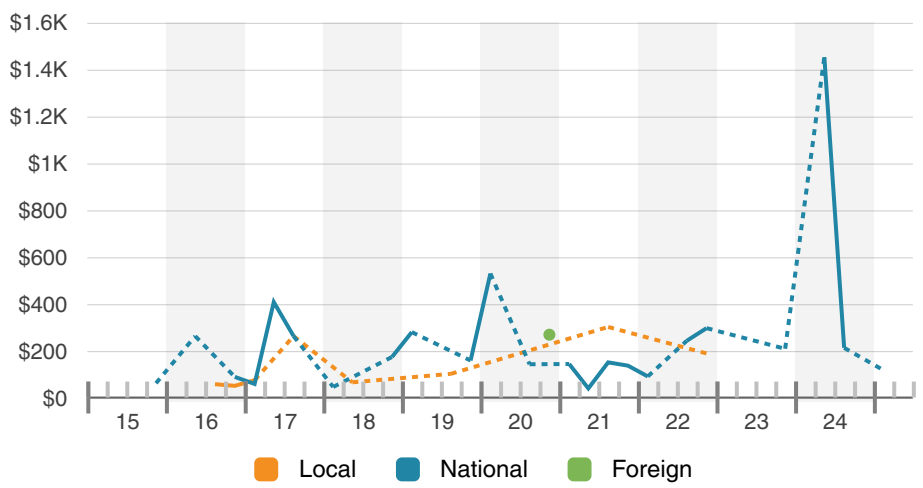
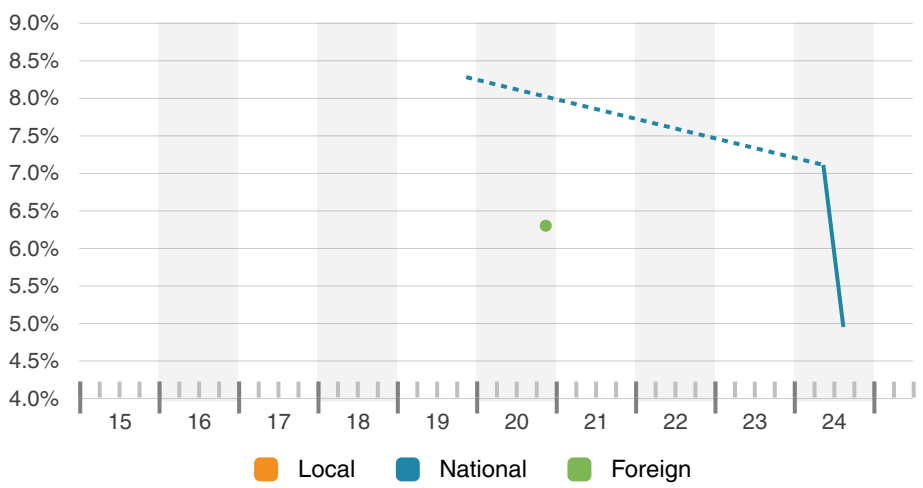
Search Analytics

Average Price Per SF By Buyer Origin



Average Cap Rate By Buyer Origin



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Report Criteria

- 124 Properties / 9 Spaces
- Custom Polygon
- Property Type: Retail

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Memorial Boulevard - Office (4 21 25)

AYRES

INVENTORY SF	UNDER CONSTRUCTION SF	12 MO NET ABSORPTION SF	VACANCY RATE	MARKET ASKING RENT/SF	MARKET SALE PRICE/SF	MARKET CAP RATE
202K +0%	0 -	(10.8K) -2,312.1%	5.4% +5.4%	$23.25 +2.6%	$133 +1.3%	9.8% +0.2%
Prior Period 202K	Prior Period 0	Prior Period 490	Prior Period 0%	Prior Period $22.65	Prior Period $131	Prior Period 9.6%

Key Metrics

Availability	
Vacant SF	10.8K
Sublet SF	0
Availability Rate	5.4%
Available SF Total	10.8K
Available Asking Rent/SF	$22.00
Occupancy Rate	94.6%
Percent Leased Rate	94.6%

Inventory	
Existing Buildings	34
Under Construction Avg SF	-
12 Mo Demolished SF	0
12 Mo Occupancy % at Delivery	-
12 Mo Construction Starts SF	0
12 Mo Delivered SF	0
12 Mo Avg Delivered SF	-

Sales Past Year	
Asking Price Per SF	-
Sale to Asking Price Differential	-
Sales Volume	$0
Properties Sold	0
Months to Sale	-
For Sale Listings	1
Total For Sale SF	2K

Demand	
12 Mo Net Absorp % of Inventory	-5.4%
12 Mo Leased SF	0
Months on Market	2.6
Months to Lease	-
Months Vacant	-
24 Mo Lease Renewal Rate	85.4%
Population Growth 5 Yrs	19.1%

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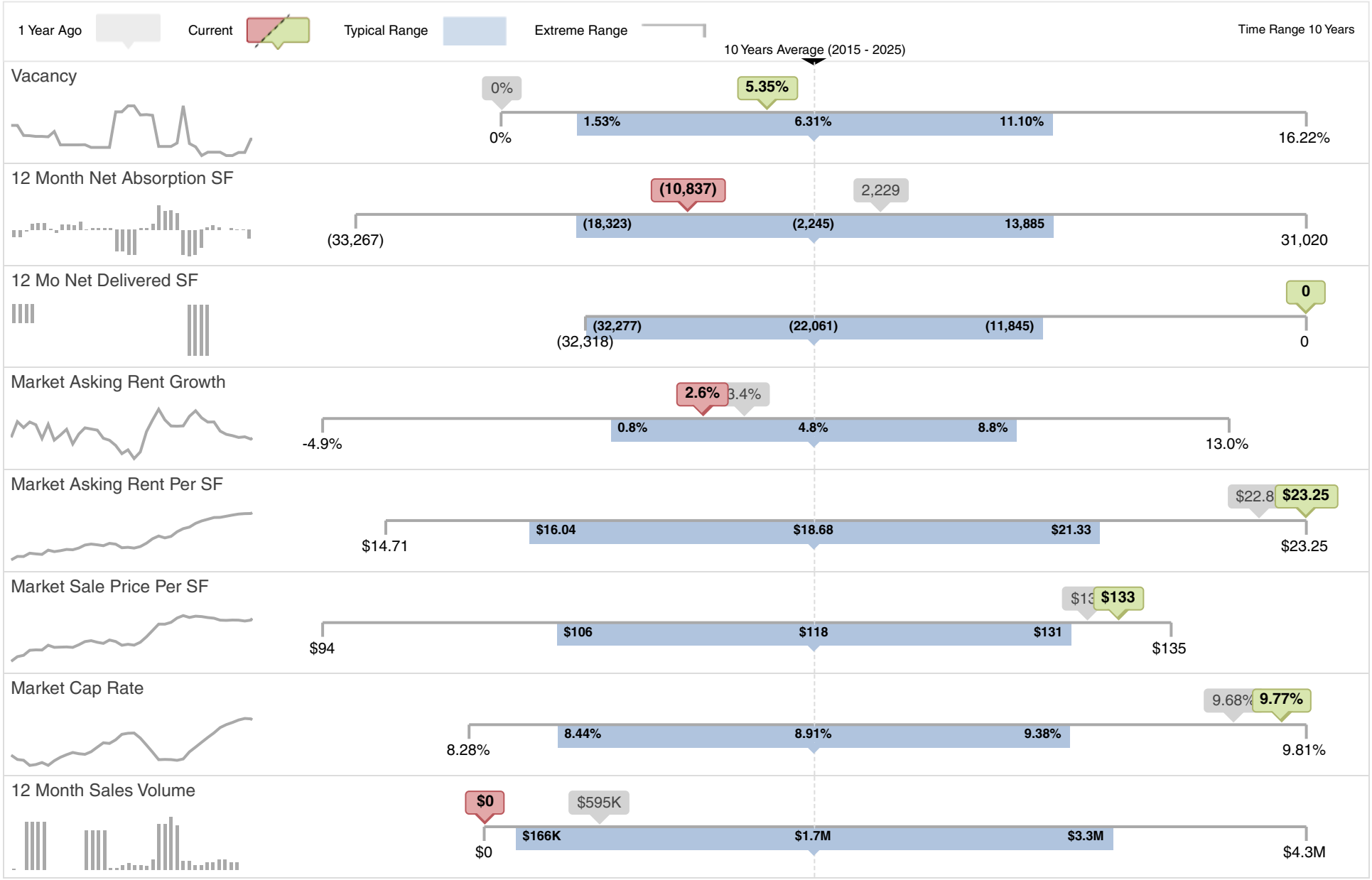
Memorial Boulevard - Office (4 21 25)

Key Performance Indicators



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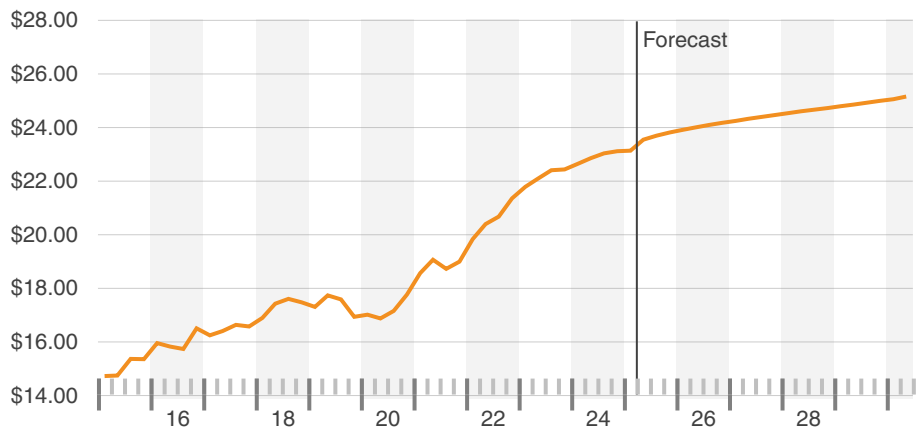
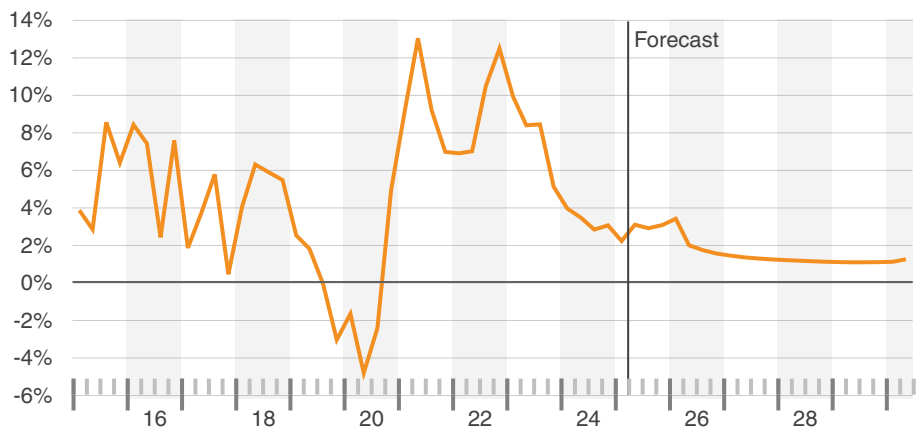
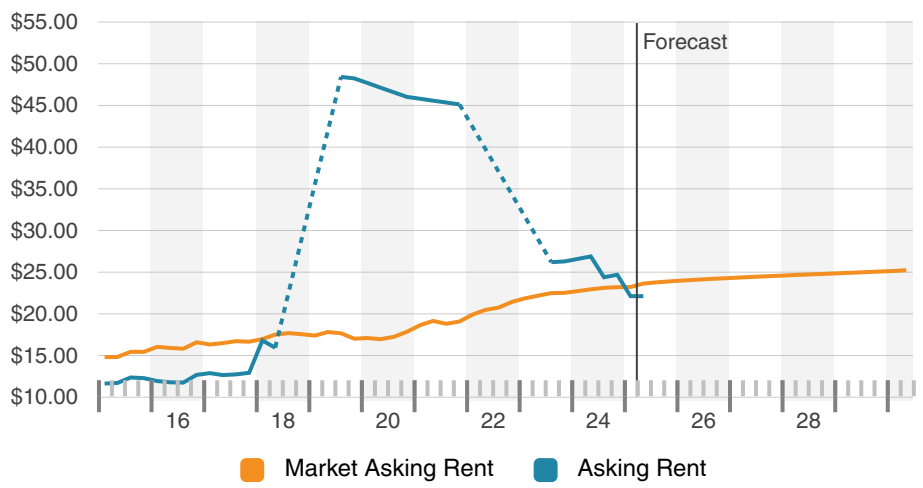
Market Asking Rent Per SF



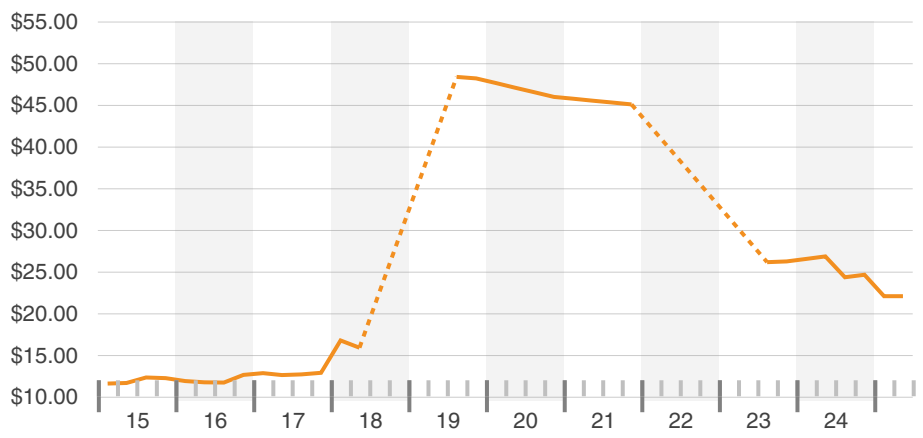
Market Asking Rent Growth (YOY)



Market Asking Rent & Asking Rent Per SF



Asking Rent Per SF



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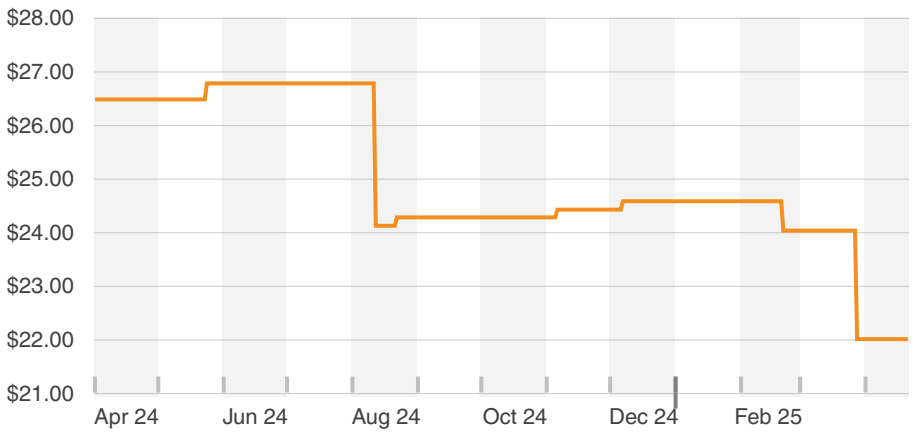
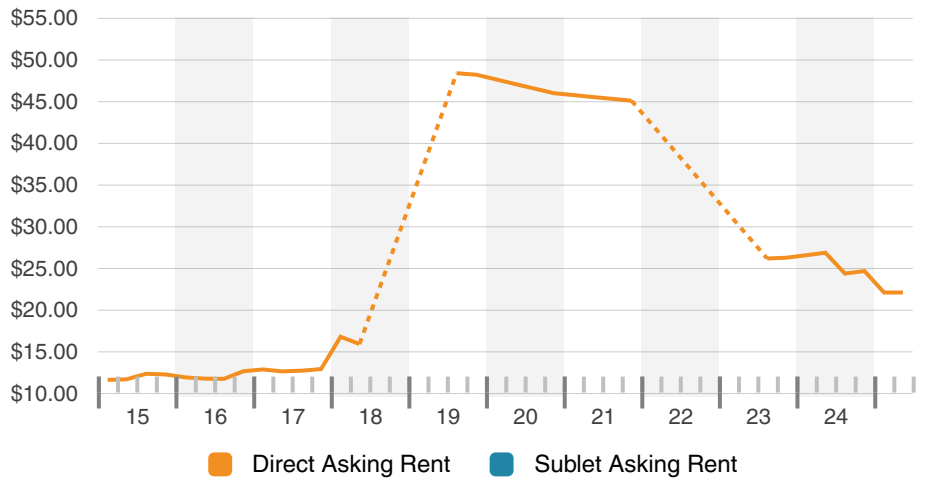
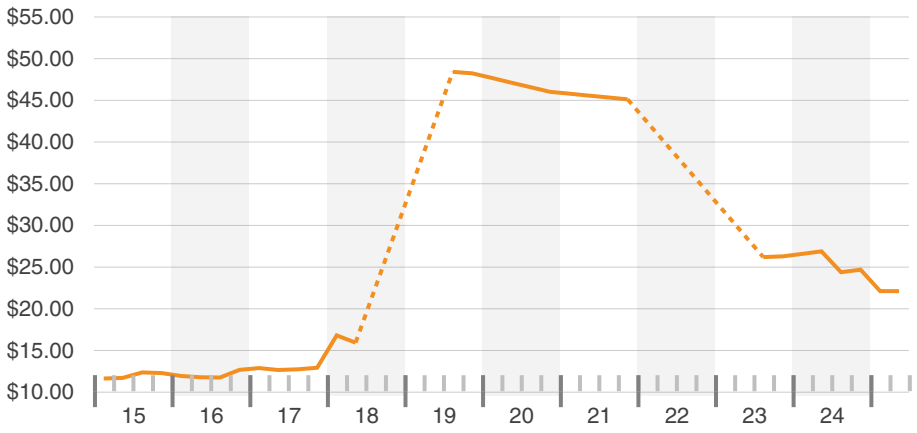
Daily Asking Rent Per SF



Direct & Sublet Rent Per SF



Direct Rent Per SF



Sublet Rent Per SF

No Data Available

No data available for the past 10 years

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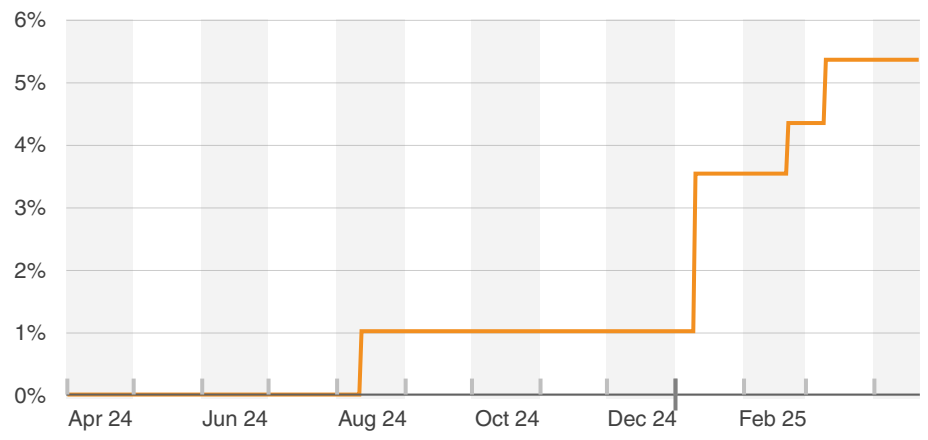
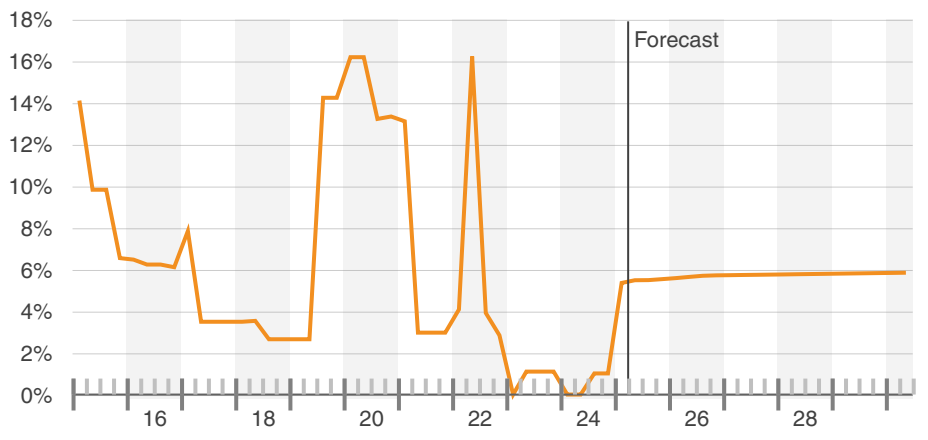
Memorial Boulevard - Office (4 21 25)

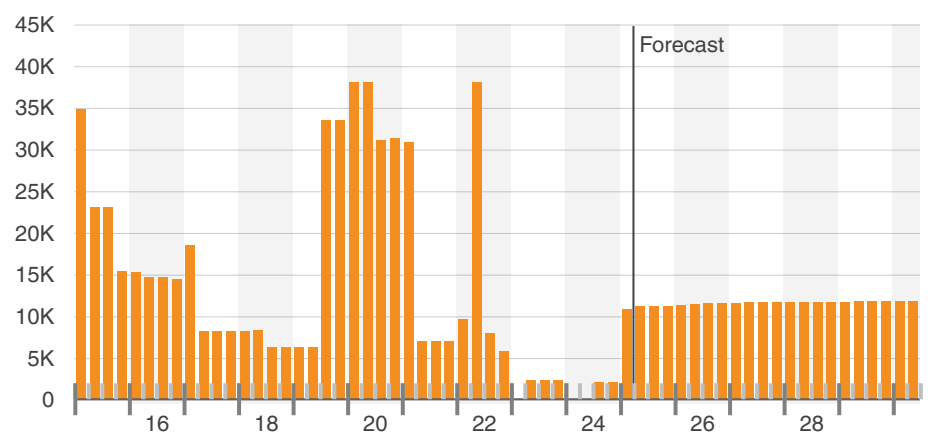
Daily Vacancy Rate



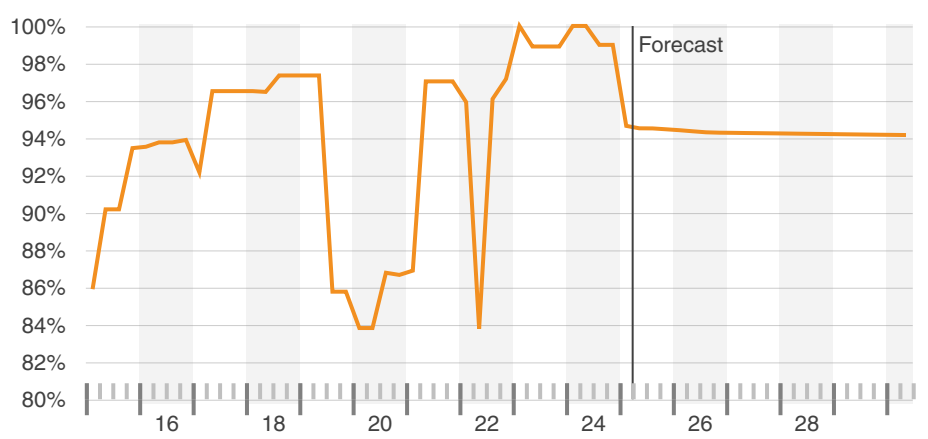
Vacancy Rate



Vacant SF



Occupancy Rate



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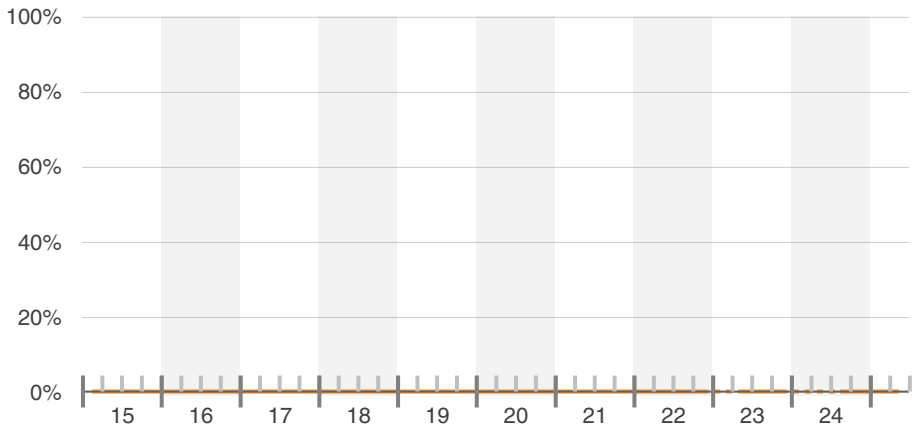
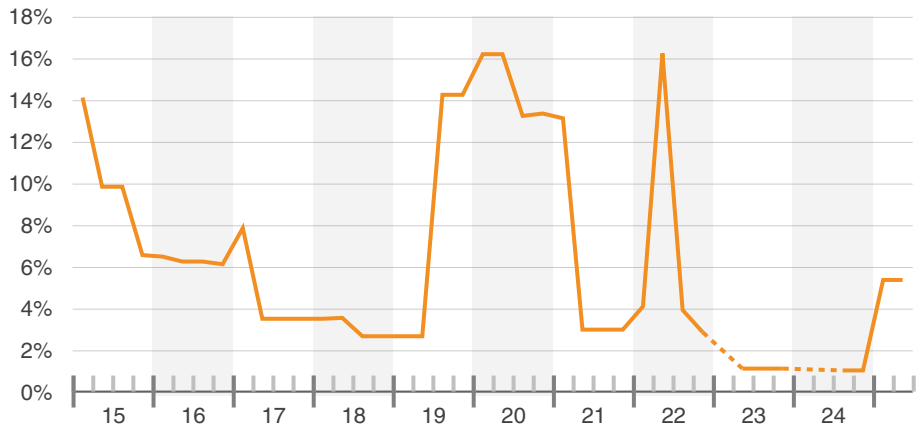
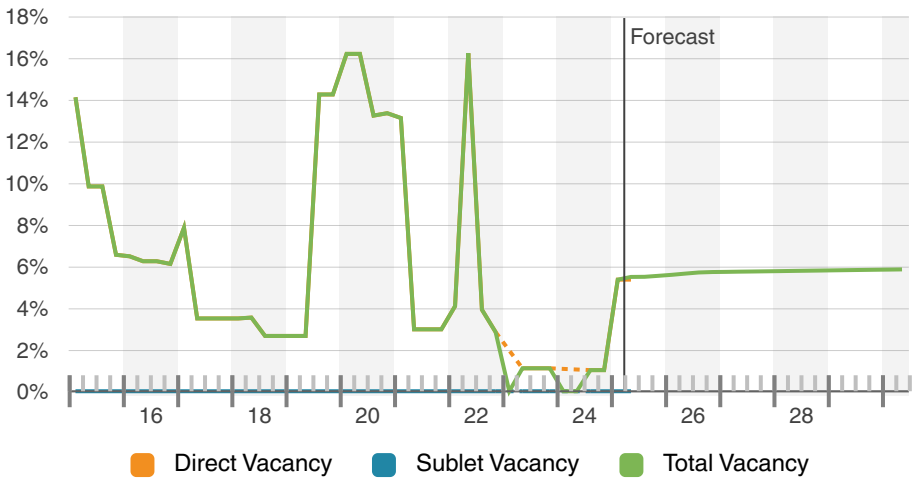
Sublet Vacancy Rate



Direct Vacancy Rate



Direct, Sublet & Total Vacancy Rate



Availability Rate



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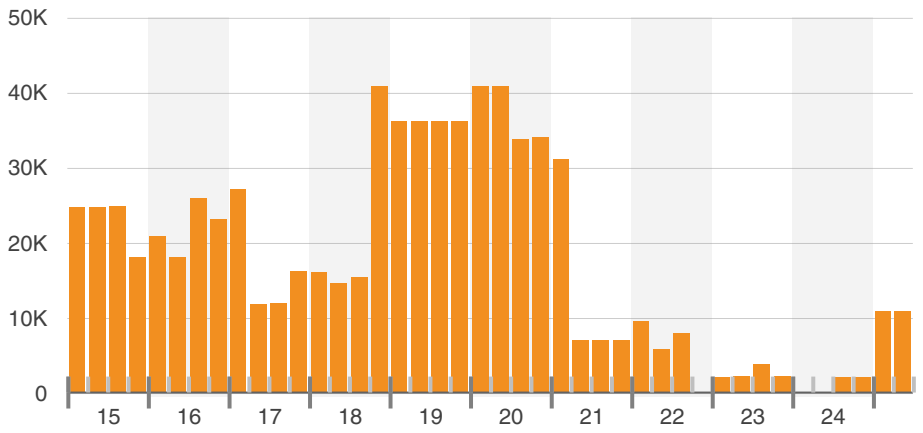
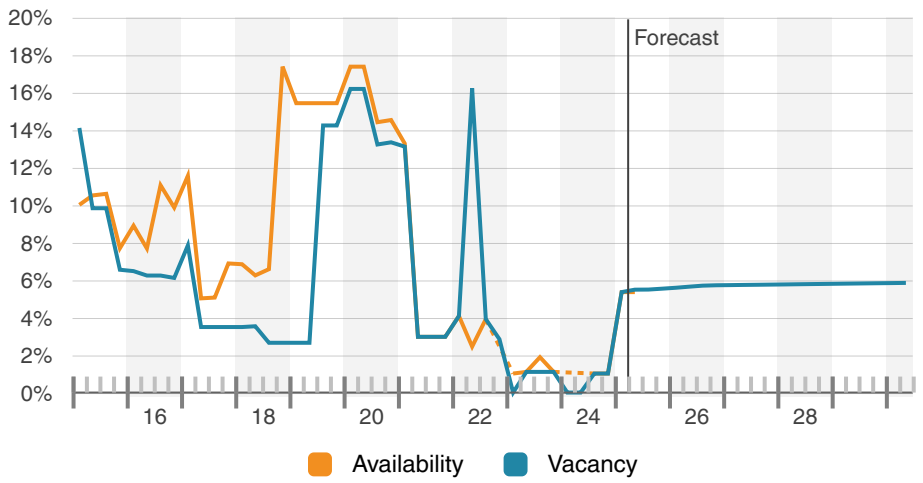
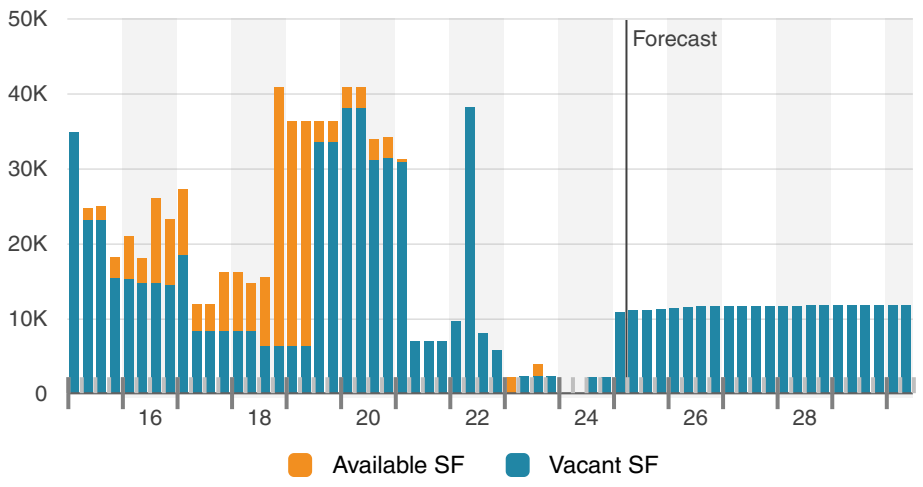
Available SF



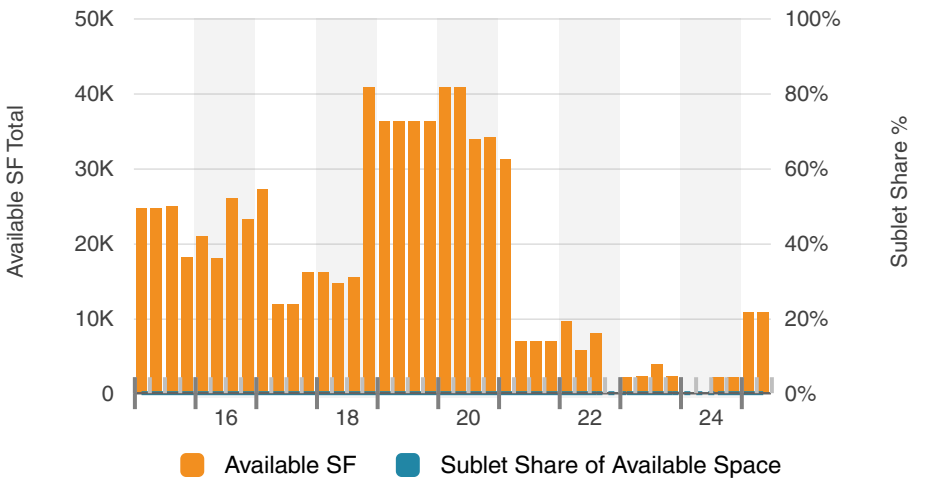
Availability & Vacancy Rate



Available & Vacant SF



Available SF Total & Sublet Share %



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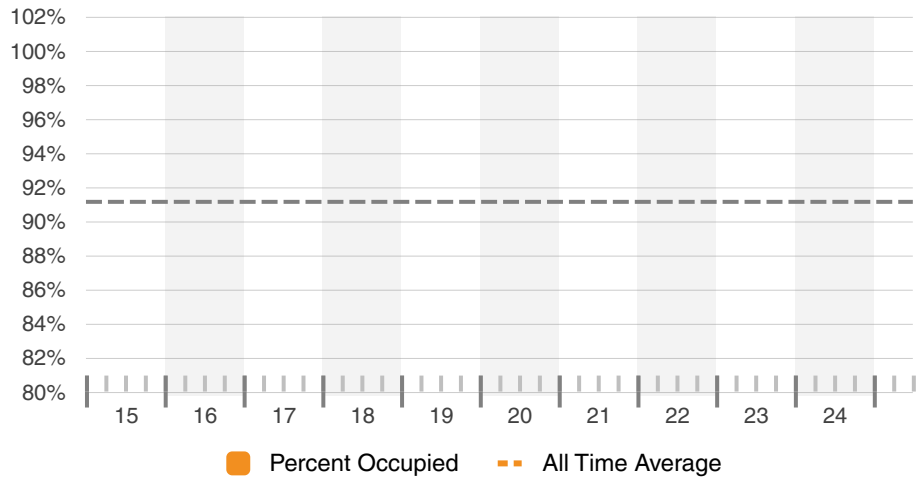
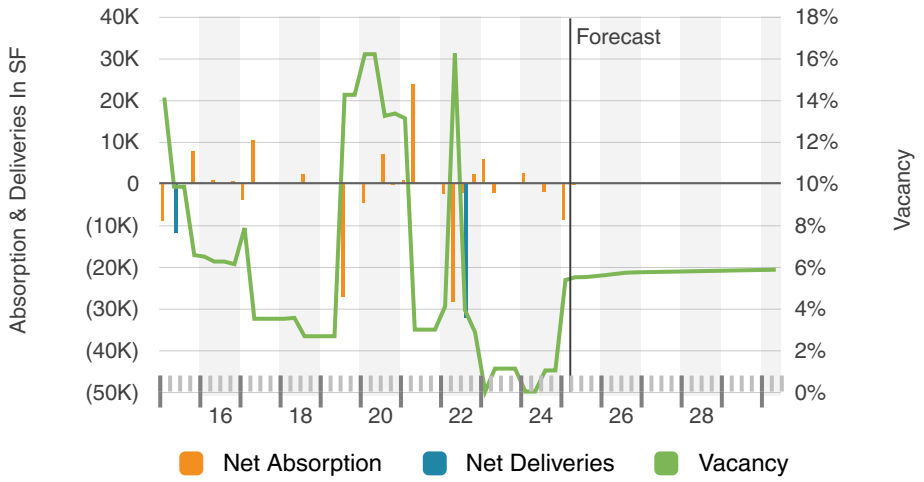
Memorial Boulevard - Office (4 21 25)

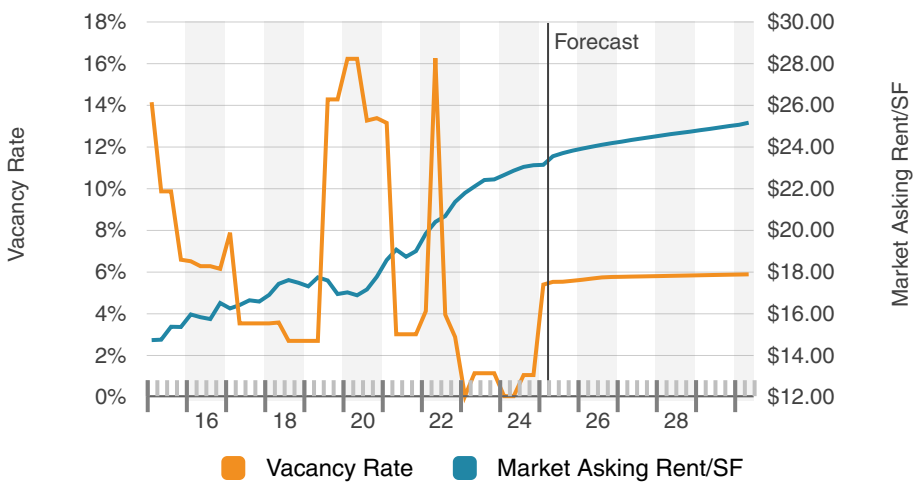
Occupancy At Delivery



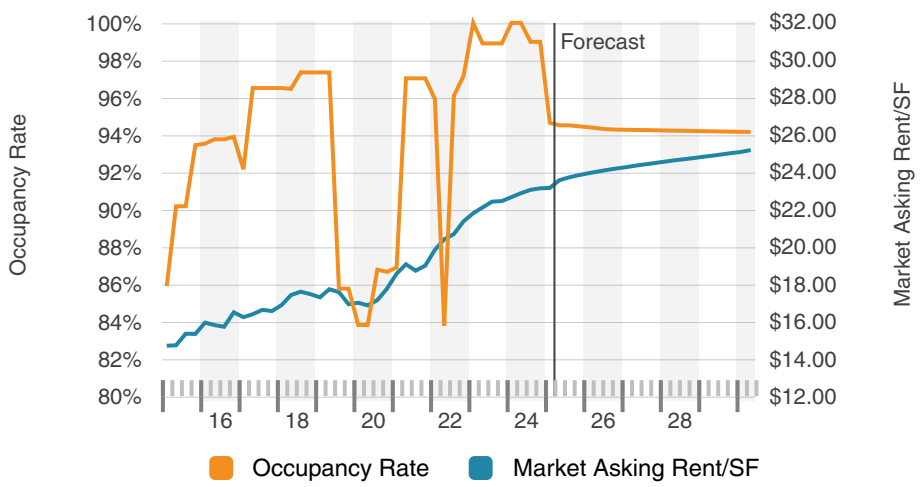
Net Absorption, Net Deliveries & Vacancy



Vacancy & Market Asking Rent Per SF



Occupancy & Market Asking Rent Per SF



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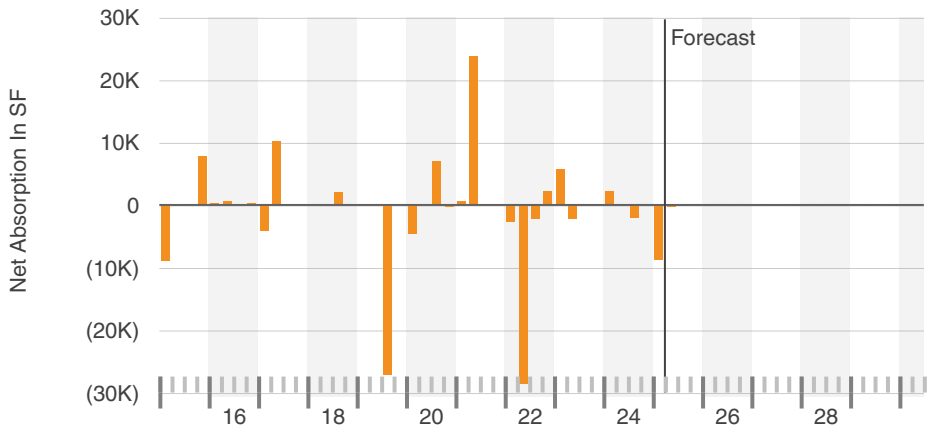
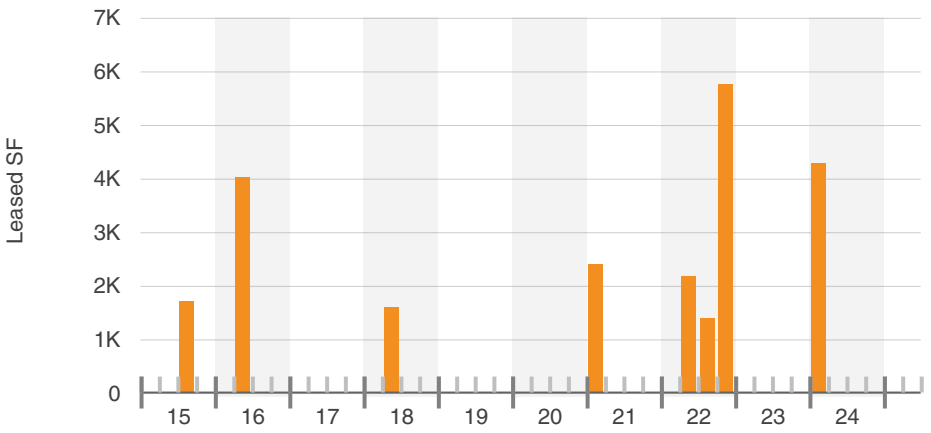
Search Analytics

Net Absorption



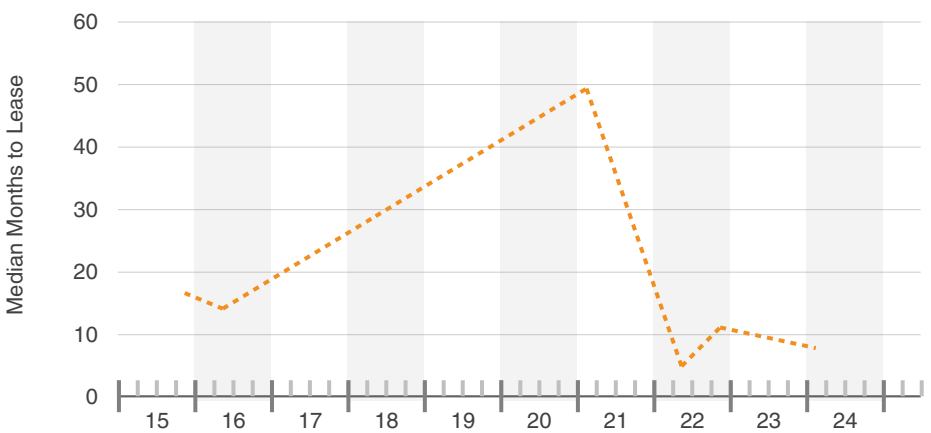
Leasing Activity



Months On Market



Months To Lease



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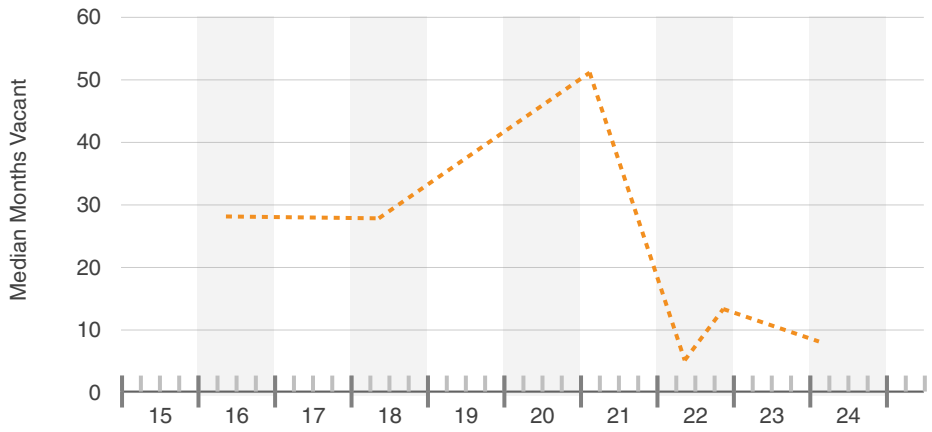
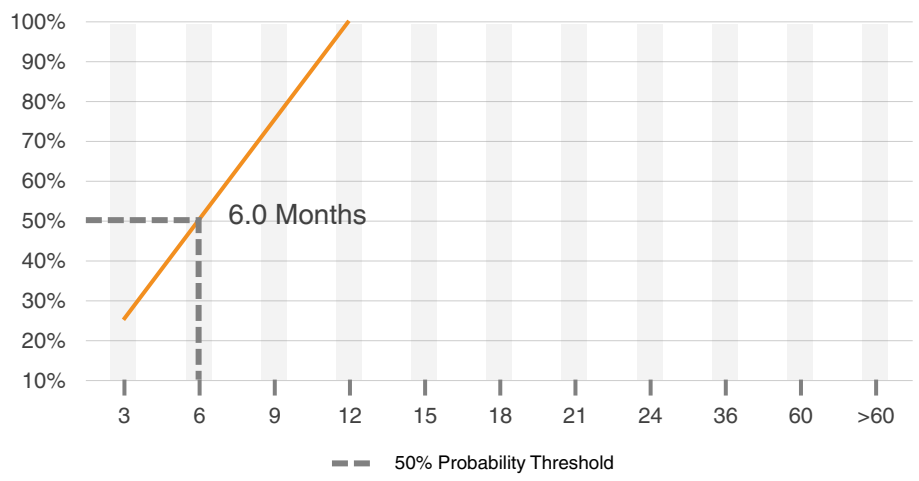
Search Analytics

Months Vacant



Probability Of Leasing In Months



Construction Starts

No Data Available

No data available for the past 10 years

Under Construction

No Data Available

No data available for the past 10 years

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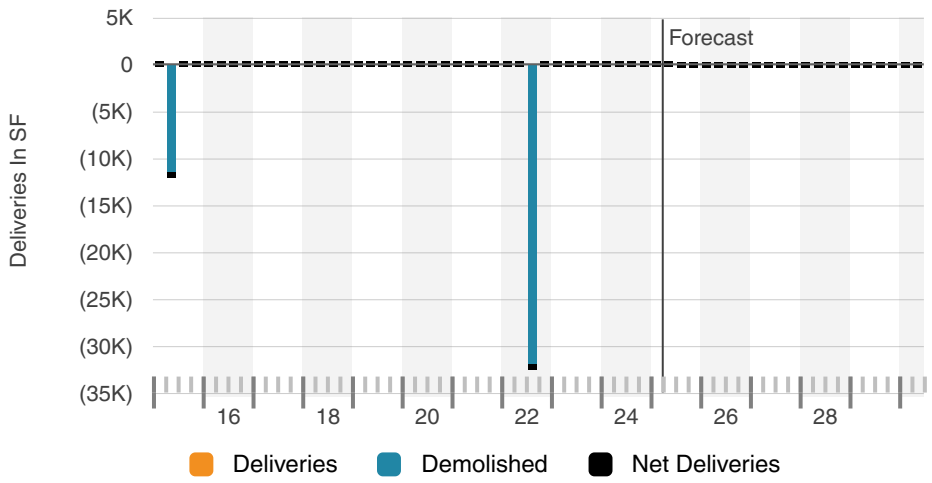
Search Analytics

Deliveries & Demolitions

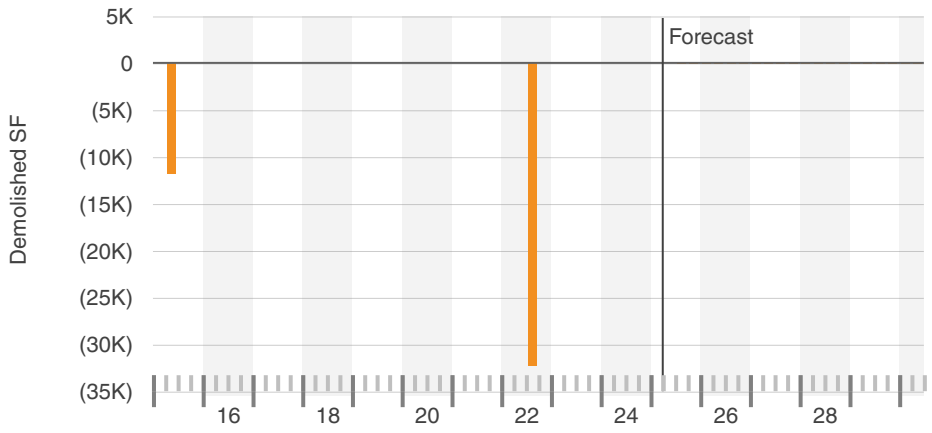


Deliveries

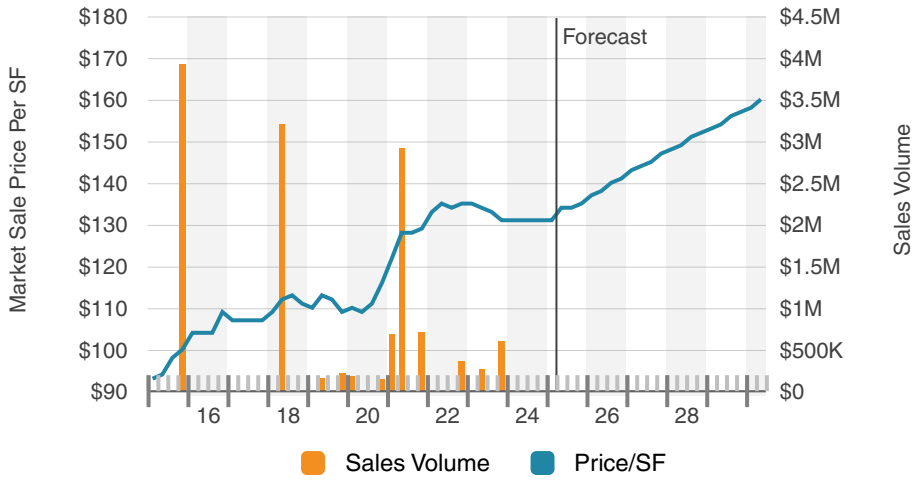
No Data Available

No data available for the past 10 years

Demolitions



Sales Volume & Market Sale Price Per SF



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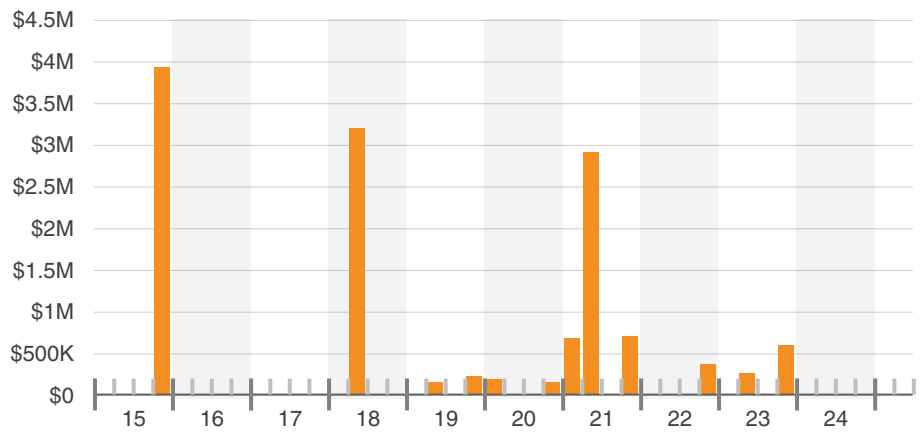
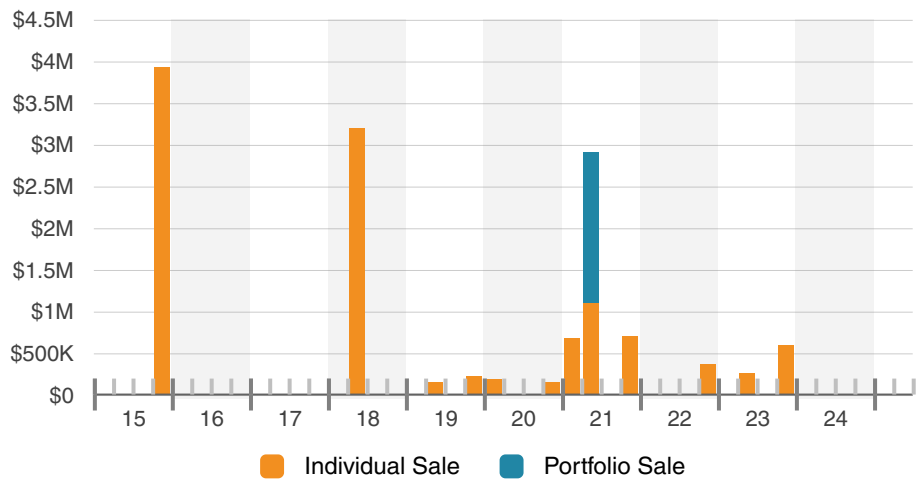
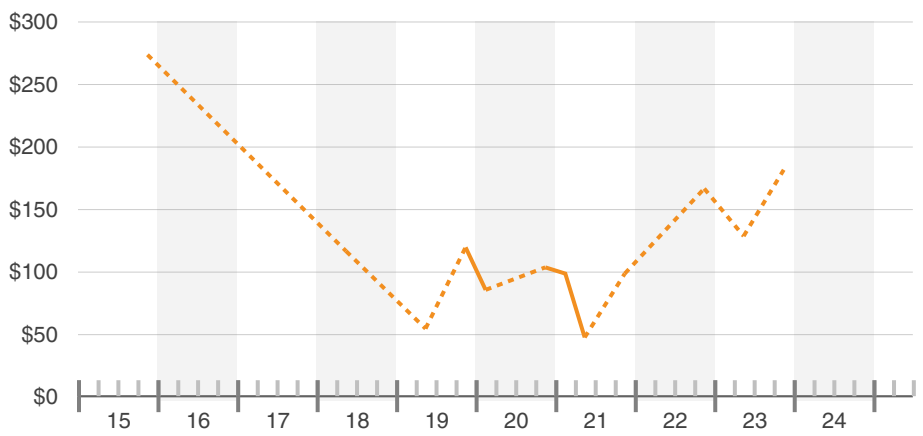
Sales Volume



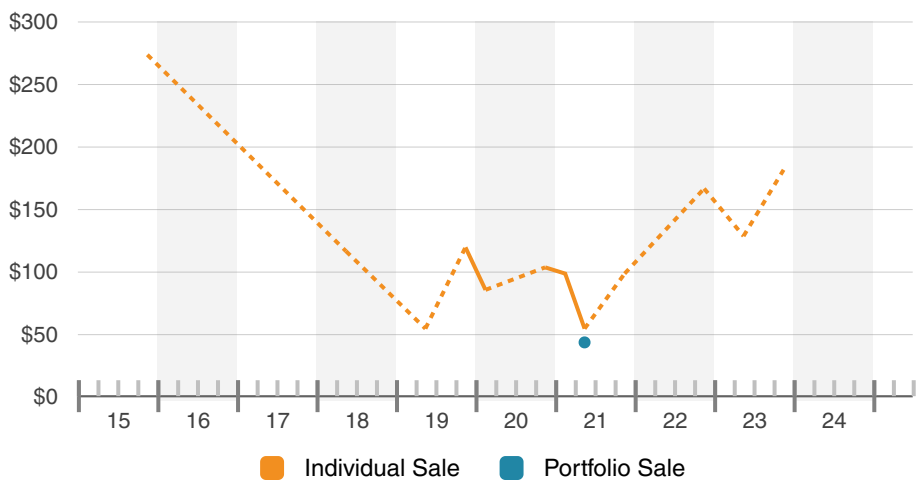
Sales Volume By Transaction Type



Sale Price Per SF



Sale Price Per SF By Transaction Type



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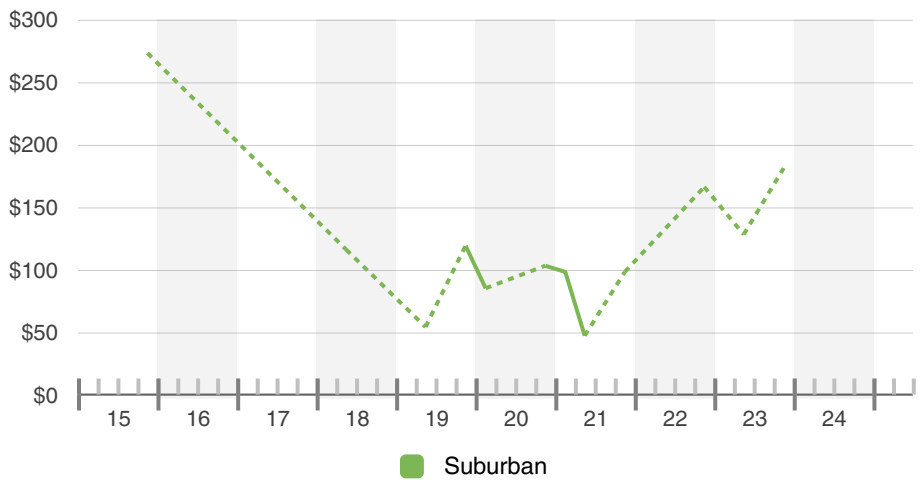
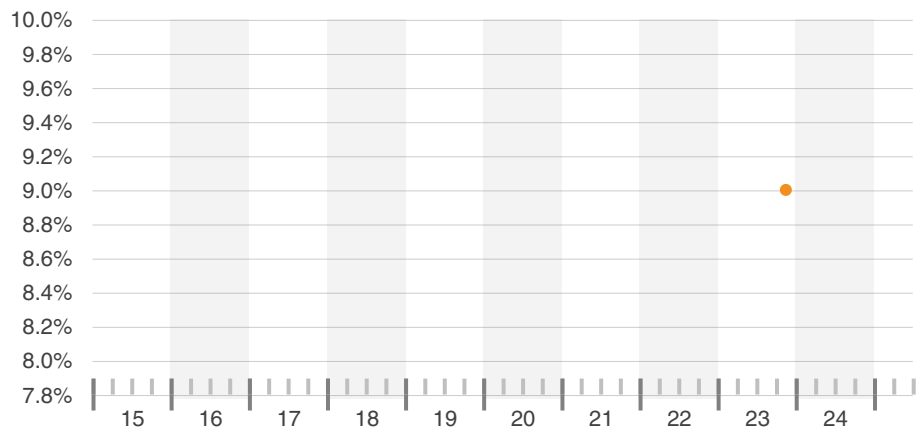
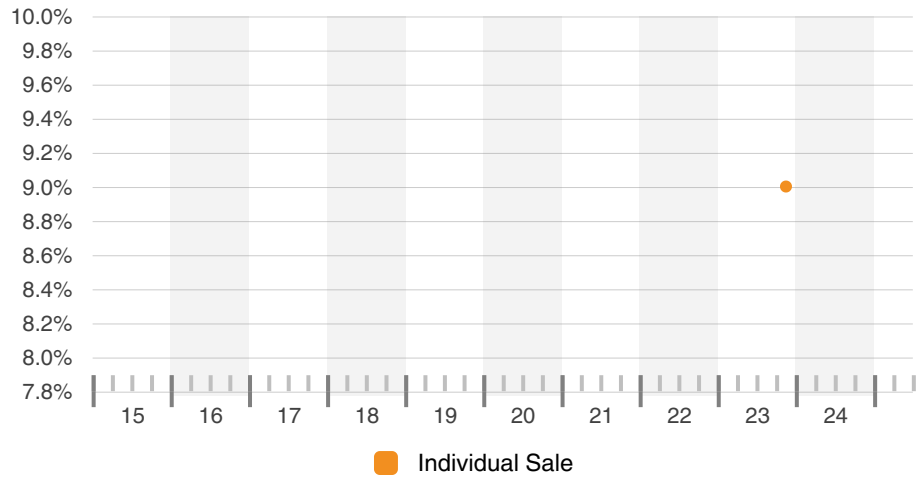
Sale Price Per SF By Location Type



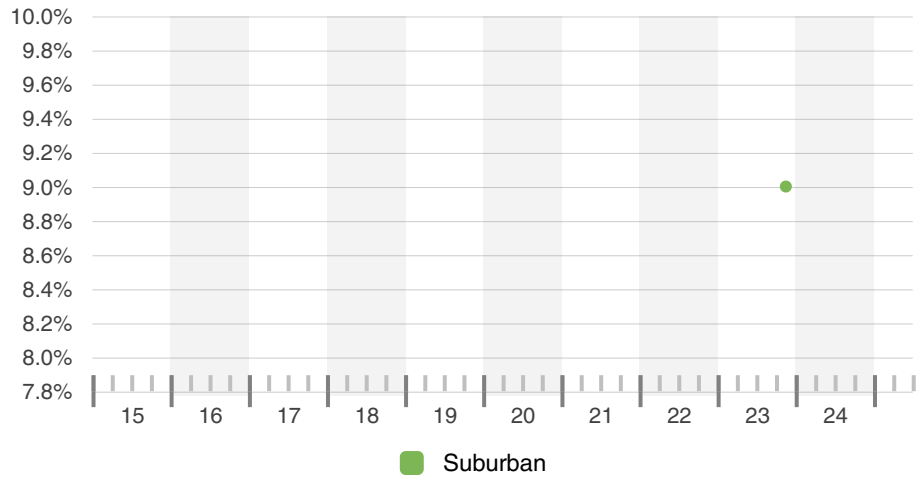
Cap Rate



Cap Rate By Transaction Type



Cap Rate By Location Type



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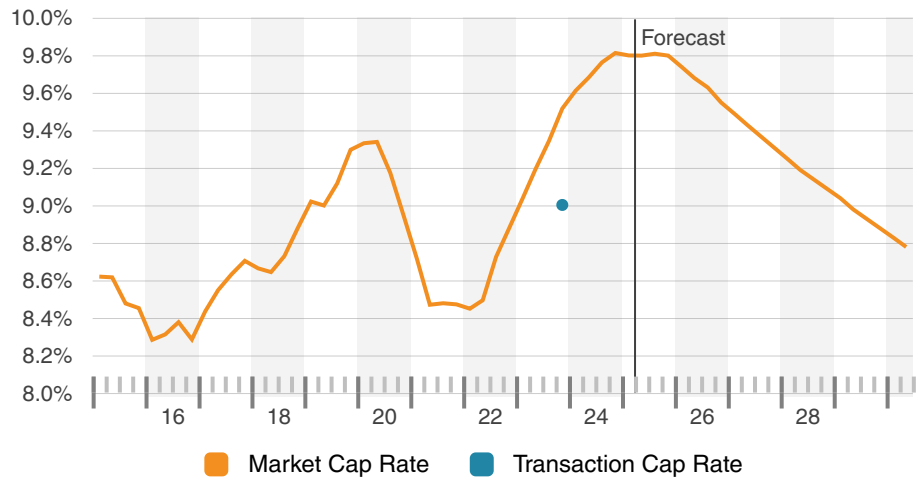
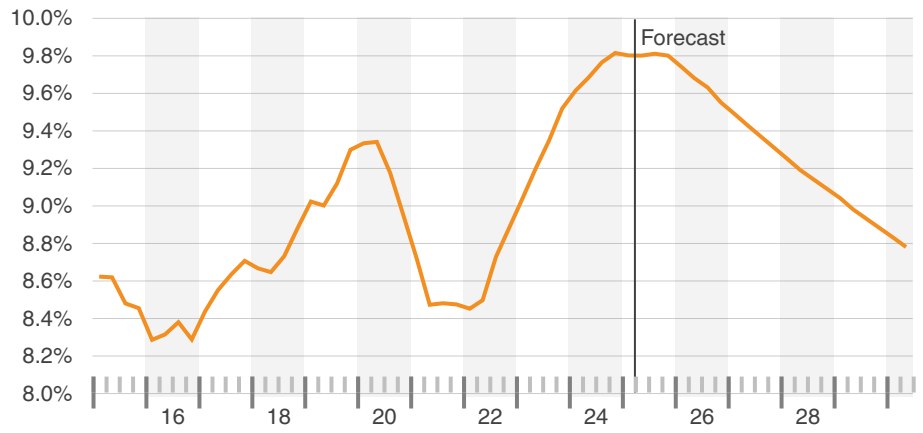
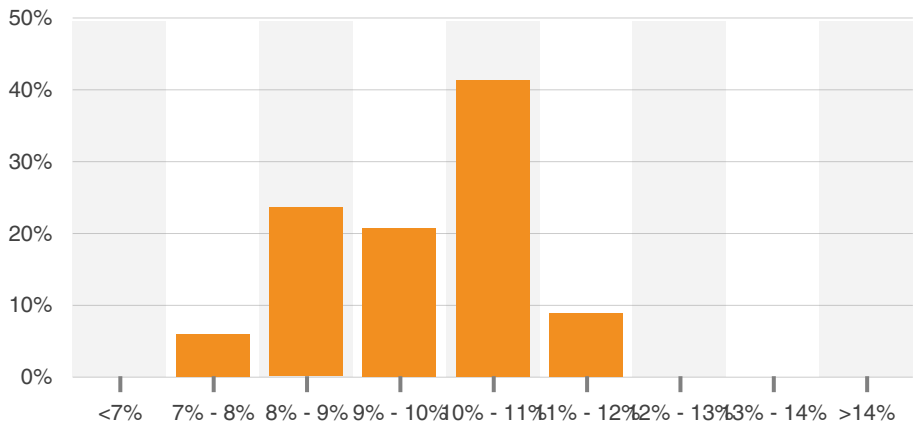
Market Cap Rate & Transaction Cap Rate



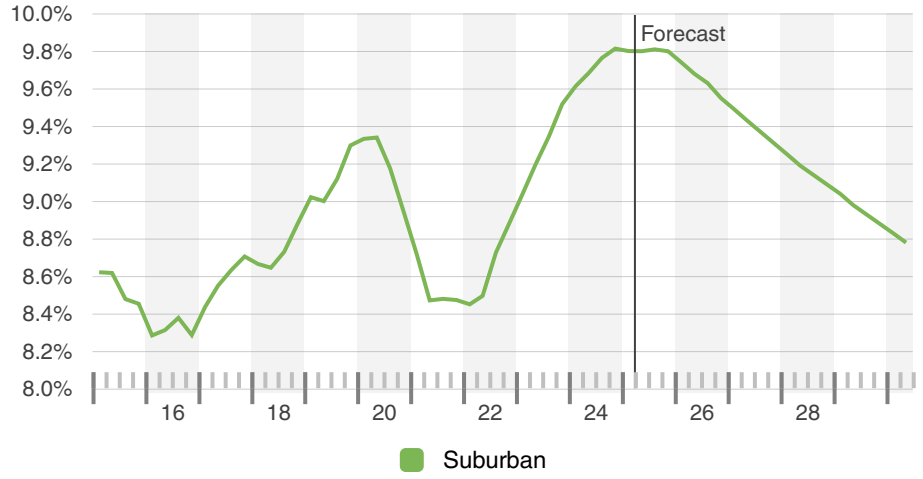
Market Cap Rate



Market Cap Rate Distribution



Market Cap Rate By Location Type



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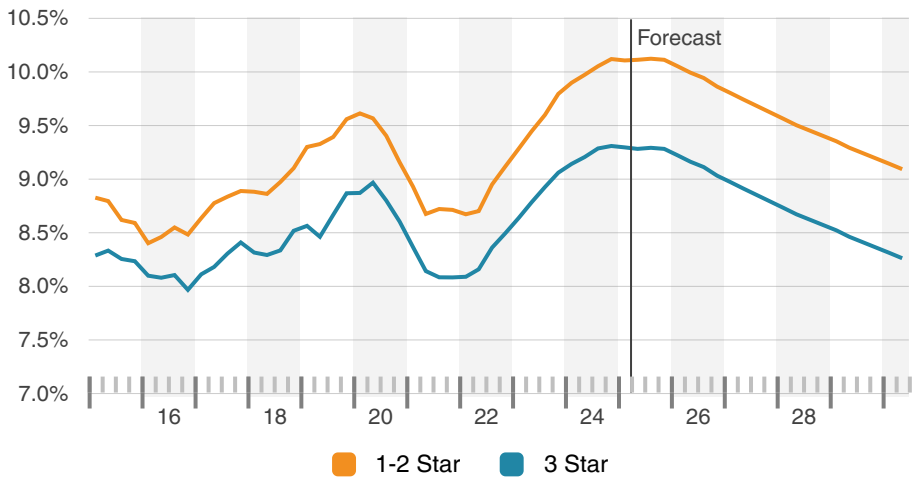
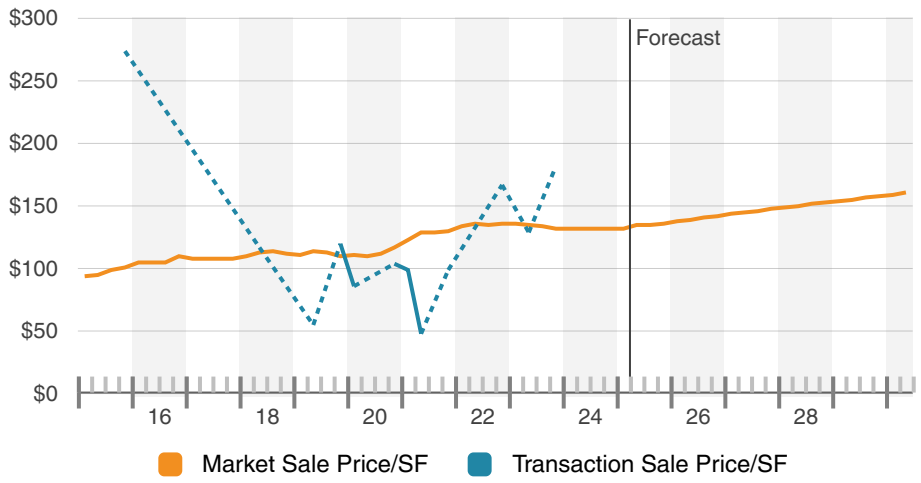
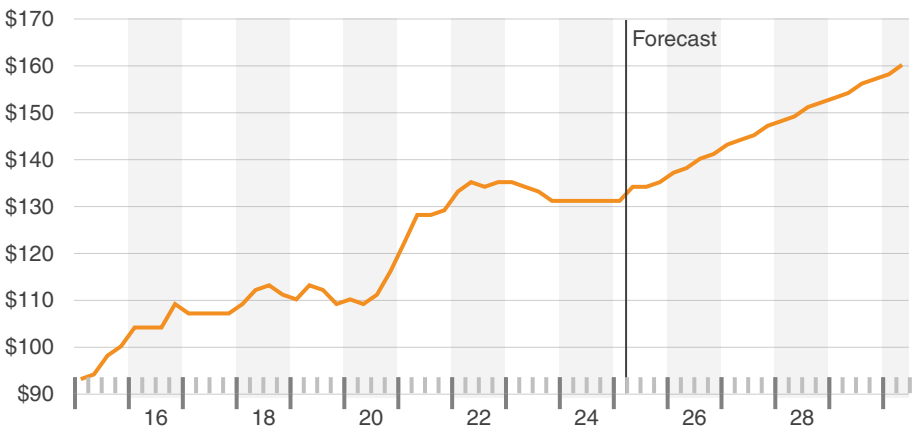
Market Cap Rate By Star Rating



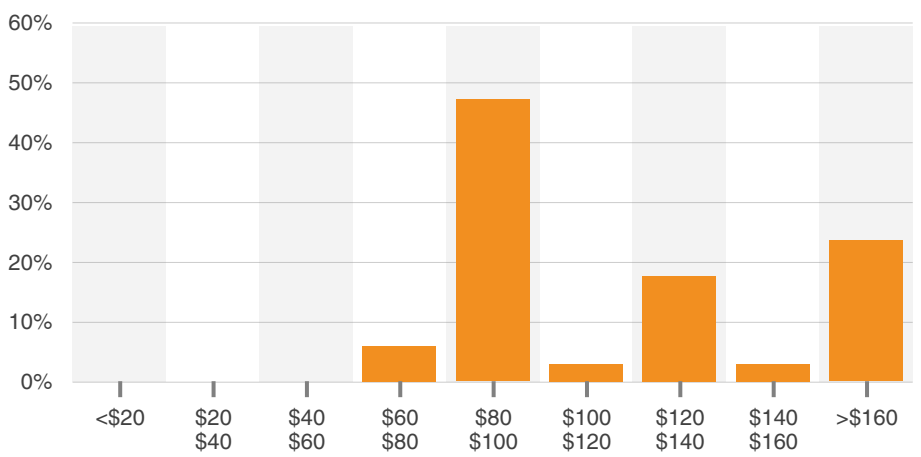
Market Sale Price & Transaction Sale Price Per SF



Market Sale Price Per SF



Market Sale Price Per SF Distribution



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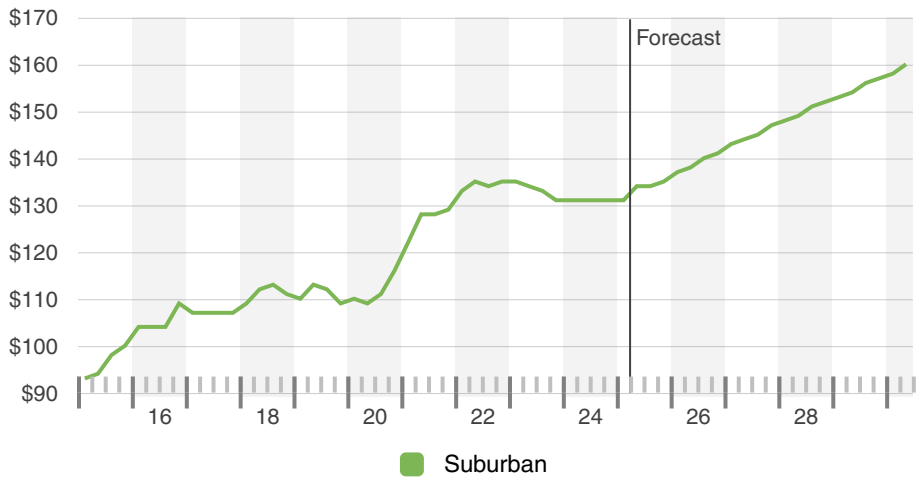
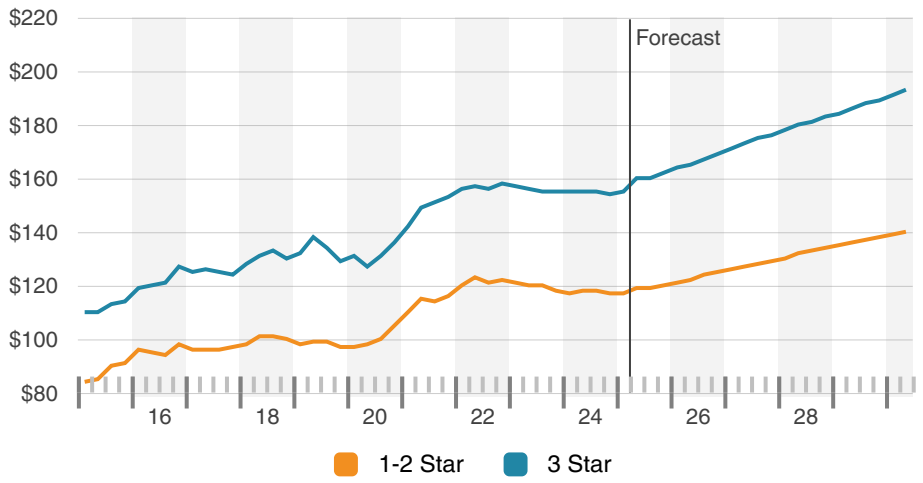
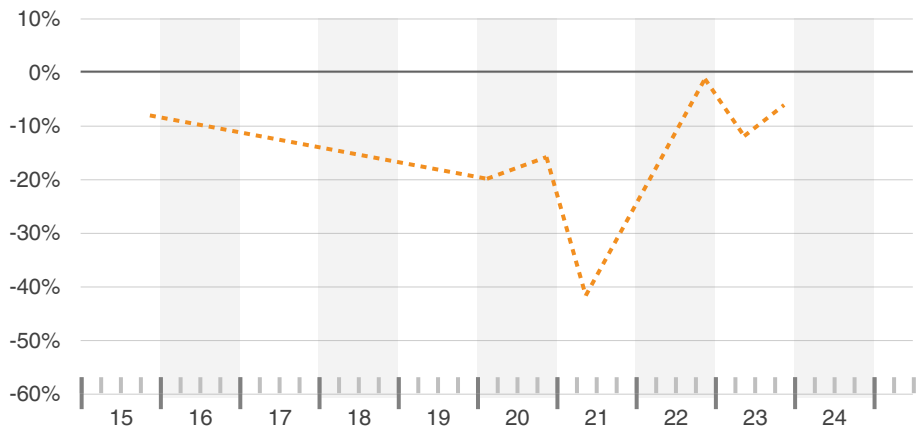
Market Sale Price Per SF By Location Type



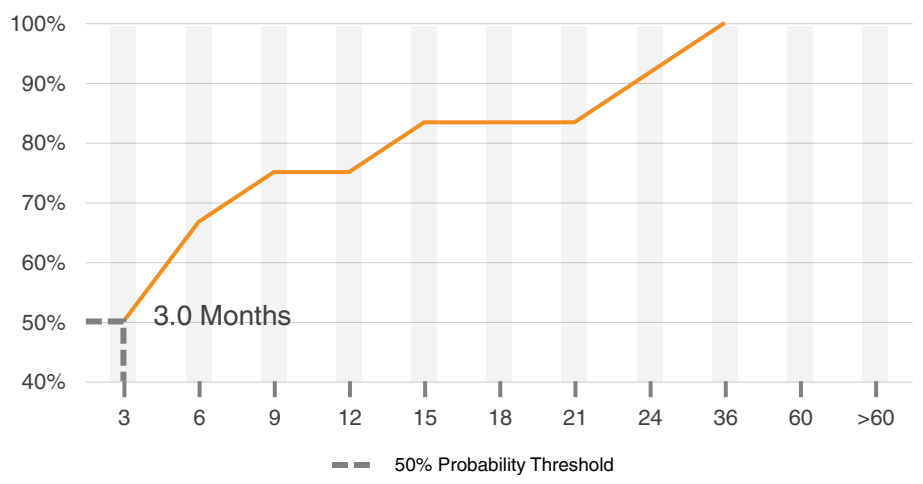
Market Sale Price Per SF By Star Rating



Sale To Asking Price Differential



Probability Of Selling In Months



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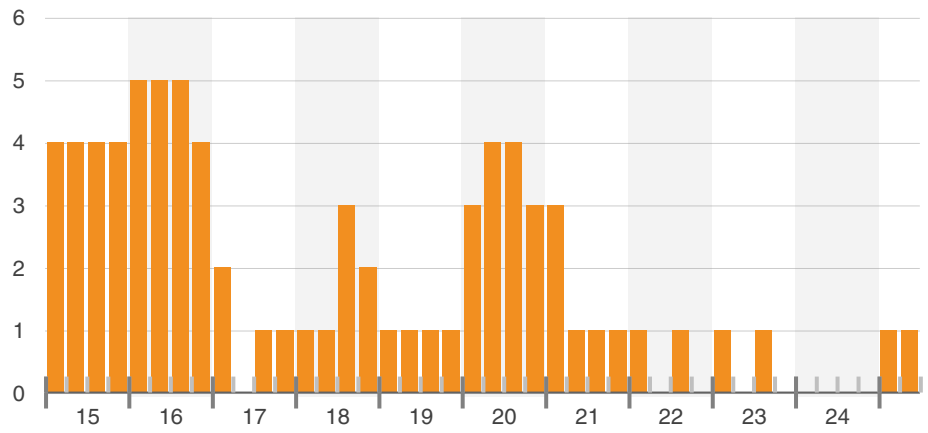
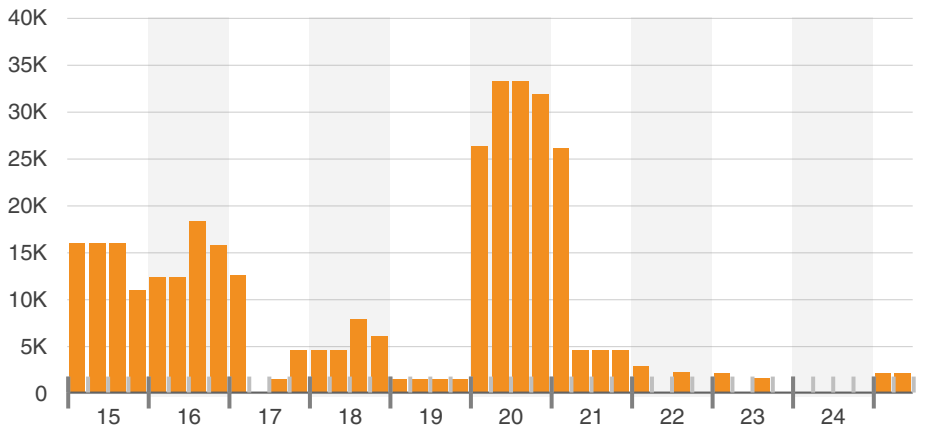
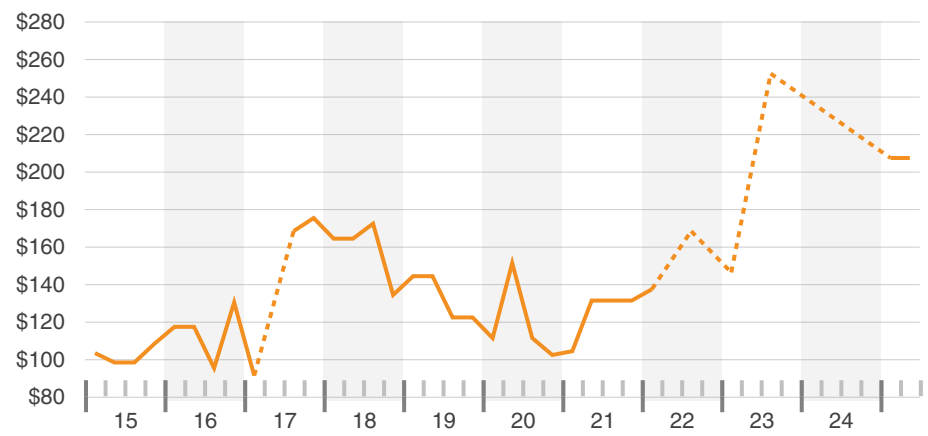
For Sale Total Listings



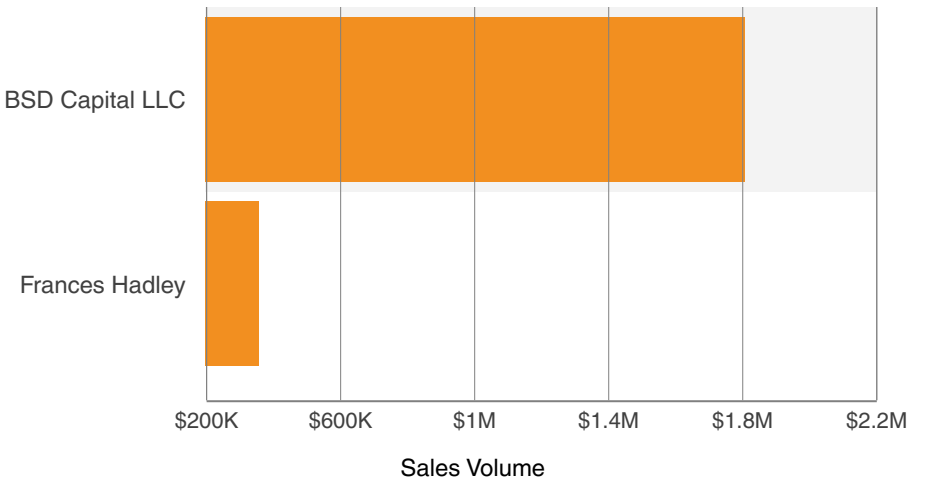
For Sale Total SF



For Sale Asking Price Per SF



Top Buyers



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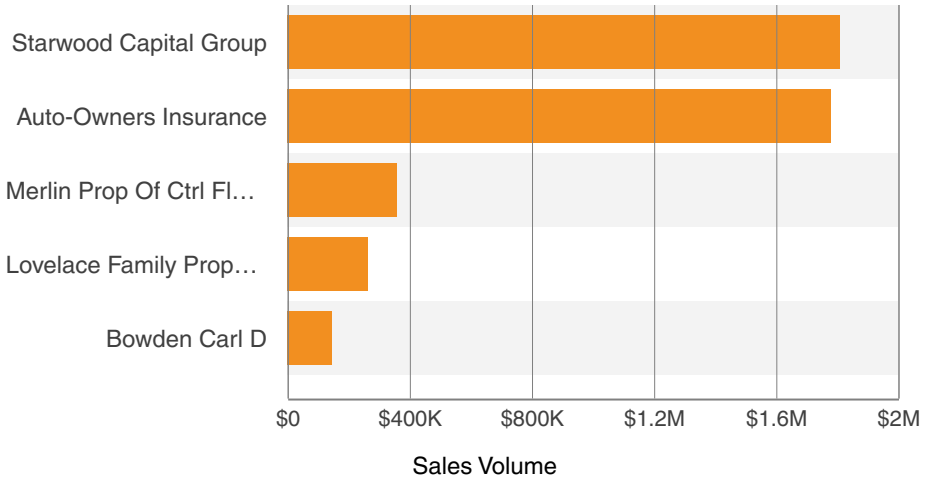
Top Sellers

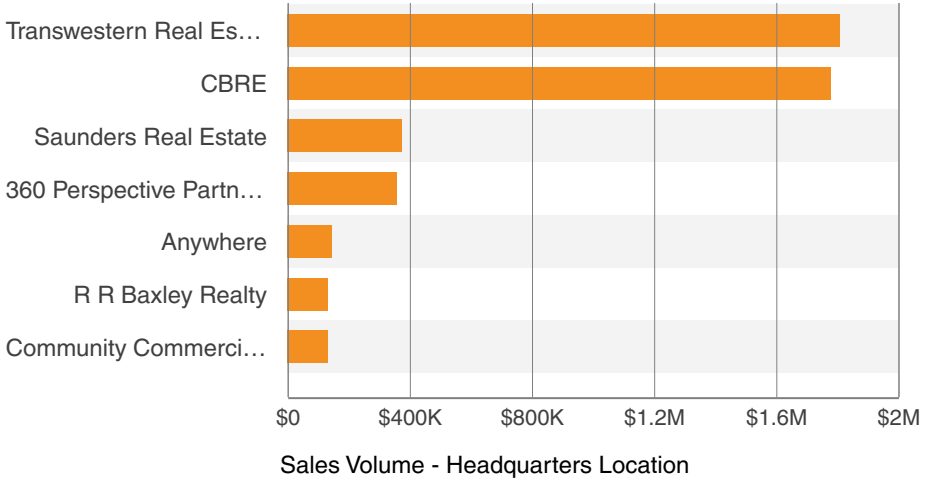


Top Buyer Brokers

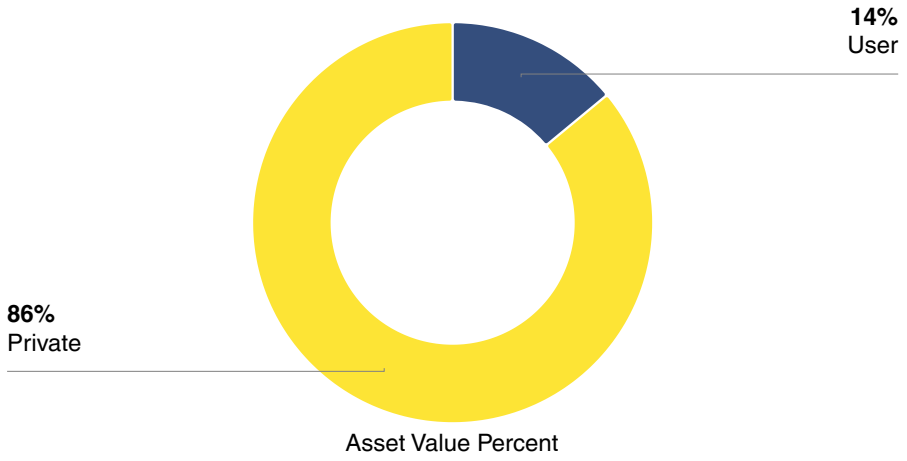
No Data Available

No data available for the current selection

Top Seller Brokers



Asset Value By Owner Type



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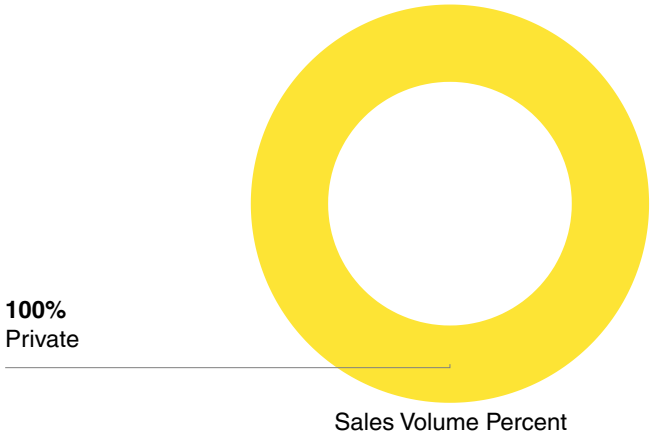
Sales By Buyer Type



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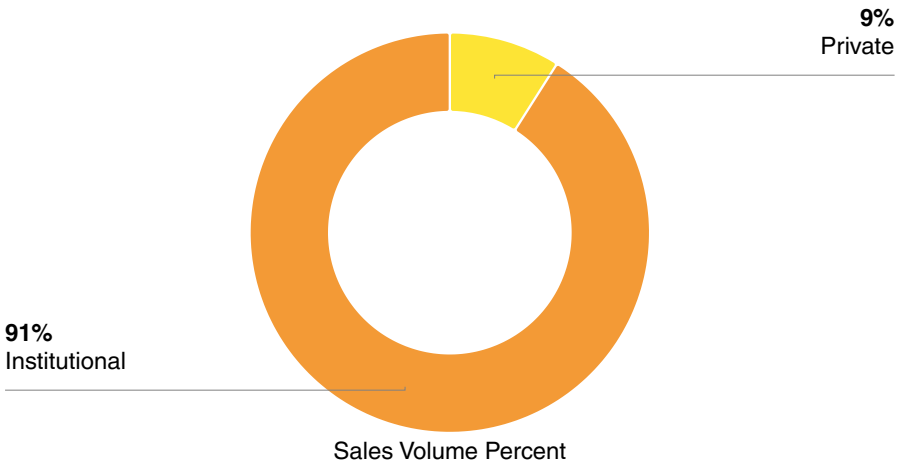
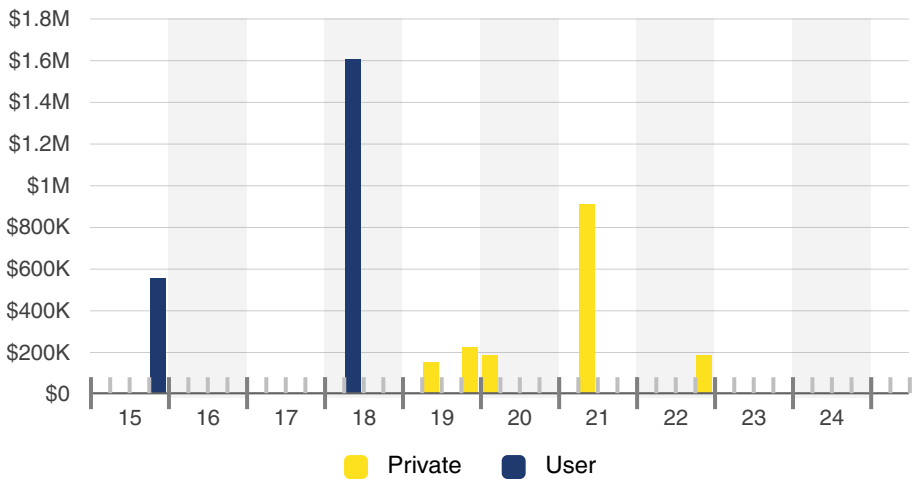


Sales Volume By Buyer Type



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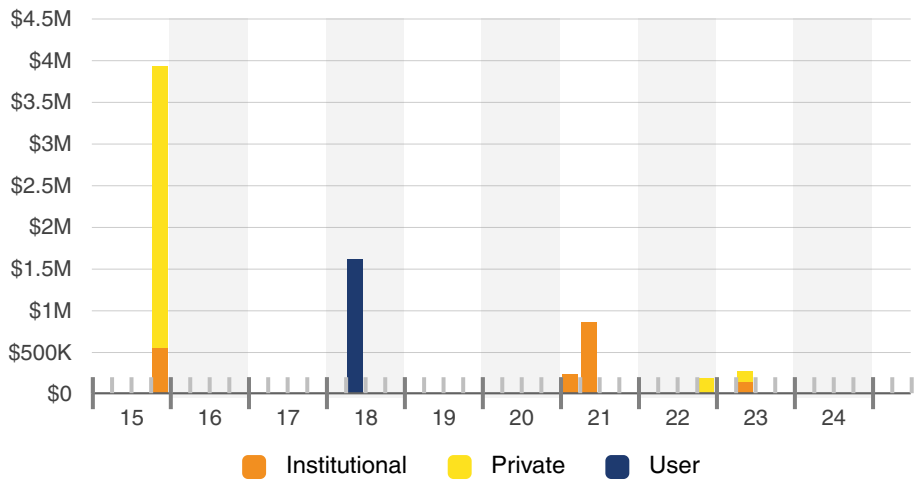

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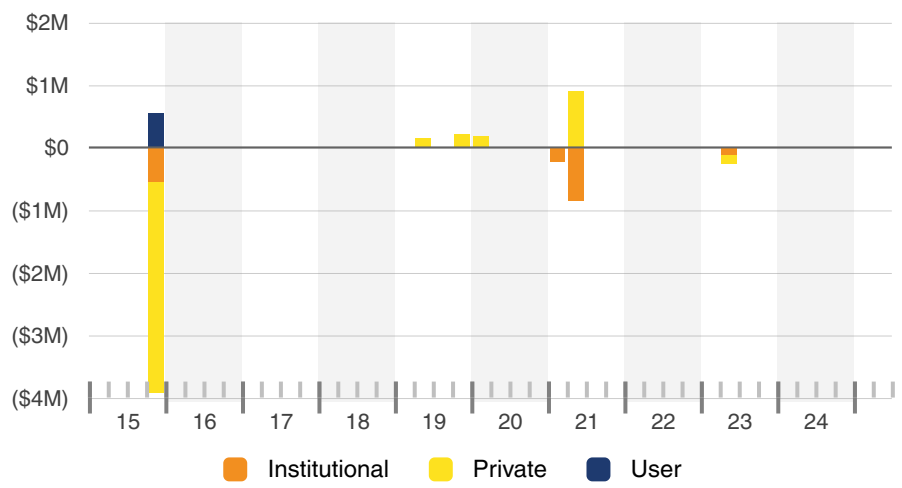
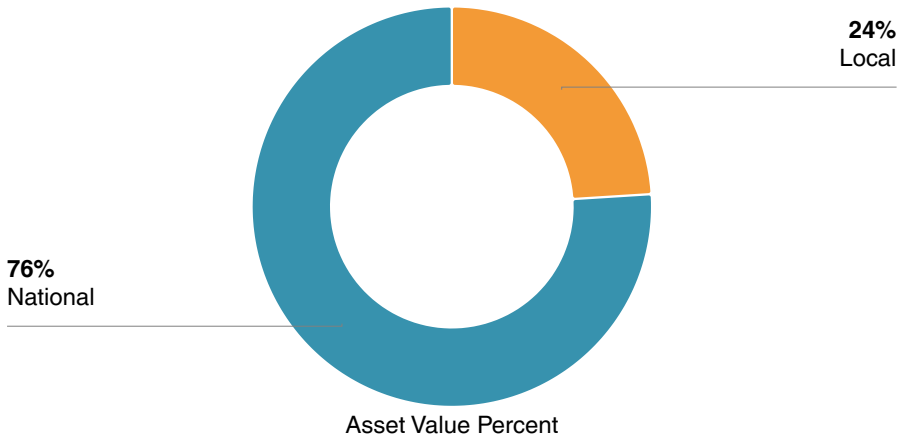
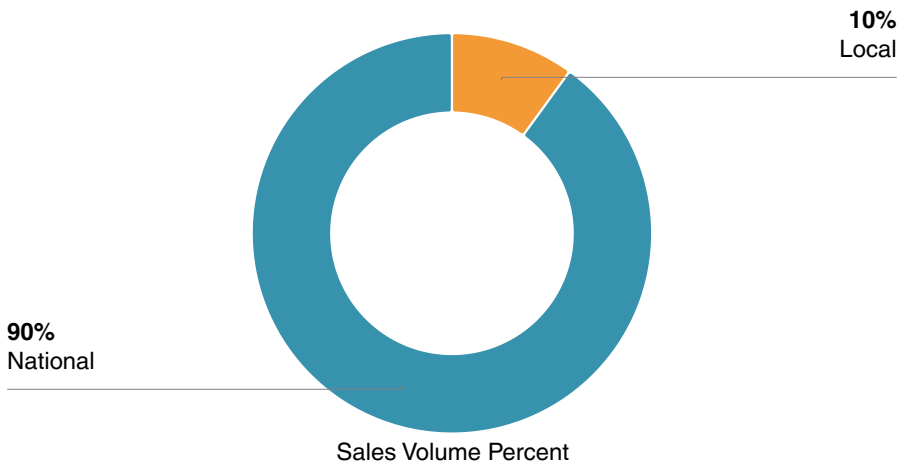
Net Buying & Selling By Owner Type



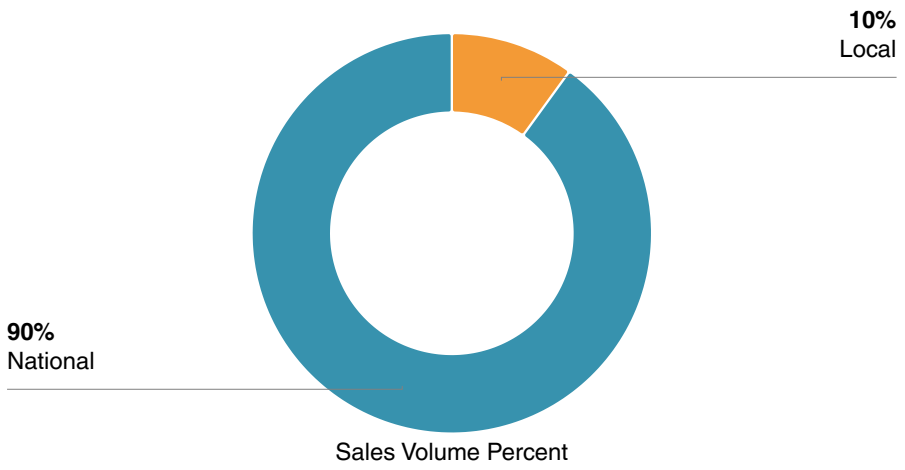
Asset Value By Owner Origin



Sales Volume By Buyer Origin



Sales Volume By Seller Origin



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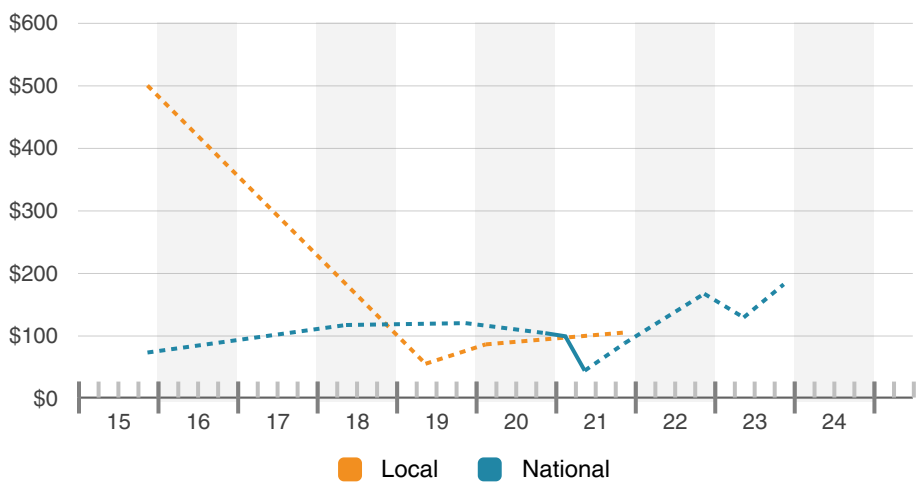
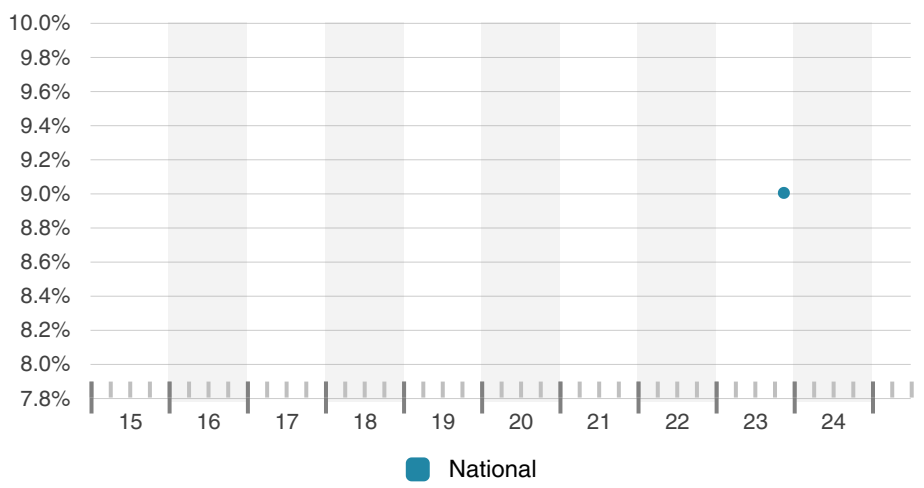
Average Price Per SF By Buyer Origin



Average Cap Rate By Buyer Origin



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Report Criteria

- 39 Properties / 2 Spaces
- Custom Polygon
- Property Type: Office

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Search Analytics

Memorial Boulevard - Hospitality (4 17 25)

AYRES

INVENTORY ROOMS	UNDER CONSTRUCTION ROOMS	MARKET SALE PRICE/ROOM	MARKET CAP RATE	12 MO OCC RATE	12 MO ADR	12 MO REVPAR
443 +0%	0 -	$49.5K +10.7%	9.0% +0.3%	57.4% +8.8%	$88 +7.5%	$51 +16.9%
Prior Period 443	Prior Period 0	Prior Period $44.7K	Prior Period 8.7%	Prior Period 52.8%	Prior Period $82	Prior Period $43

Key Metrics

Inventory	
Existing Properties	7
12 Mo Delivered Rooms	0
12 Mo Delivered Properties	0
12 Mo Recently Opened Rooms	0
12 Mo Recently Opened Properties	0
Under Construction Properties	0

Sales Past Year	
Sales Volume	$0
Properties Sold	0
Months to Sale	-
Average Price Per Building	-
Market Price Per Room	$49.5K
Market Cap Rate	9.0%

Performance Trend	
Occupancy Rate	73.5%
Average Daily Rate	$108.46
Revenue Per Available Room	$79.75
YTD Occupancy Rate	70.7%
YTD Average Daily Rate	$104.90
YTD RevPAR	$74.12
3 Mo Occupancy Rate	70.6%
3 Mo Average Daily Rate	$103.46
3 Mo RevPAR	$72.99
12 Mo Occupancy Rate	57.4%
12 Mo Average Daily Rate	$88.31
12 Mo RevPAR	$50.73

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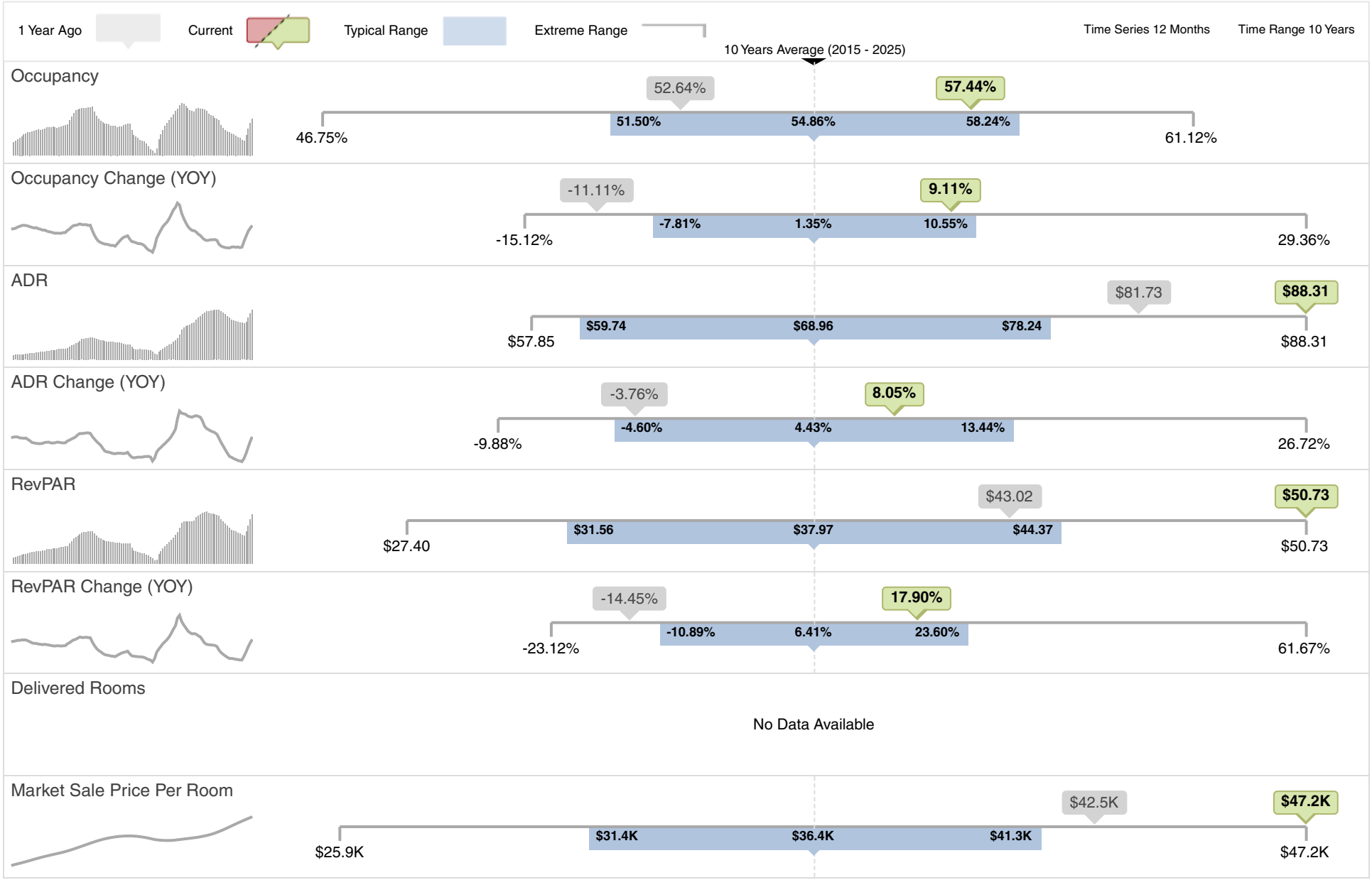
Key Performance Indicators



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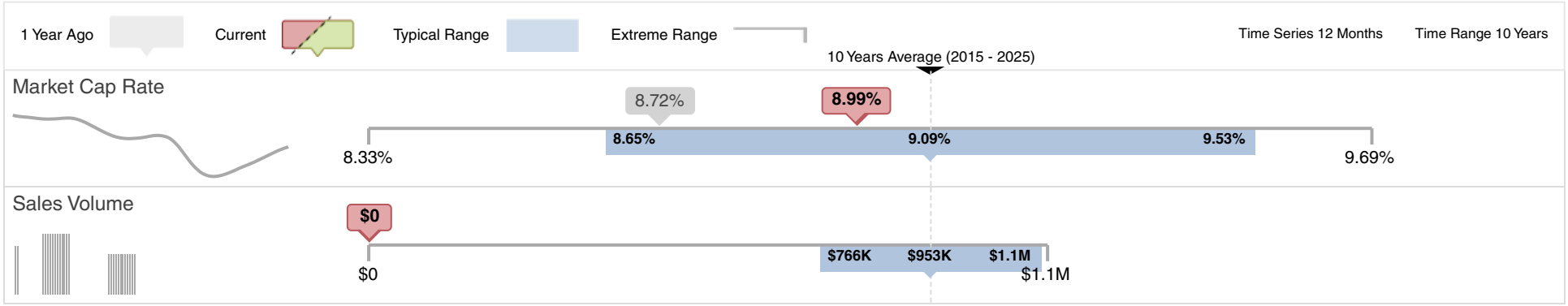
Key Performance Indicators



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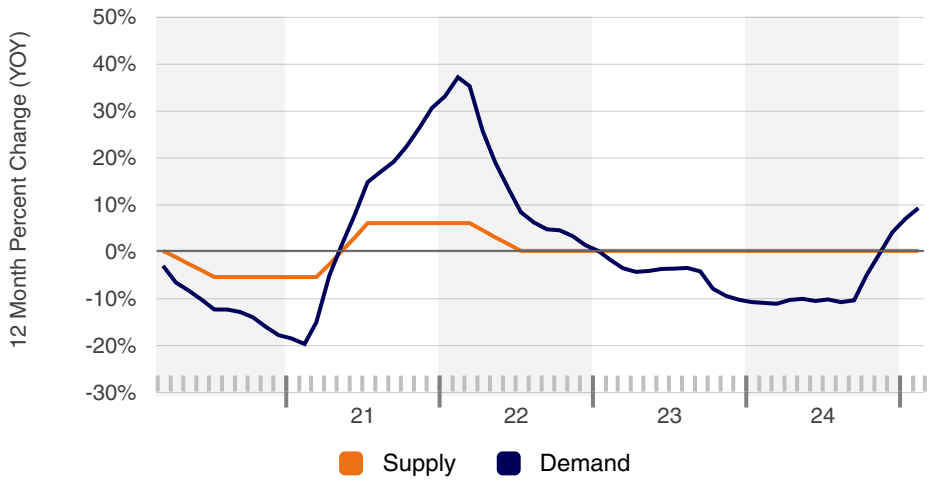
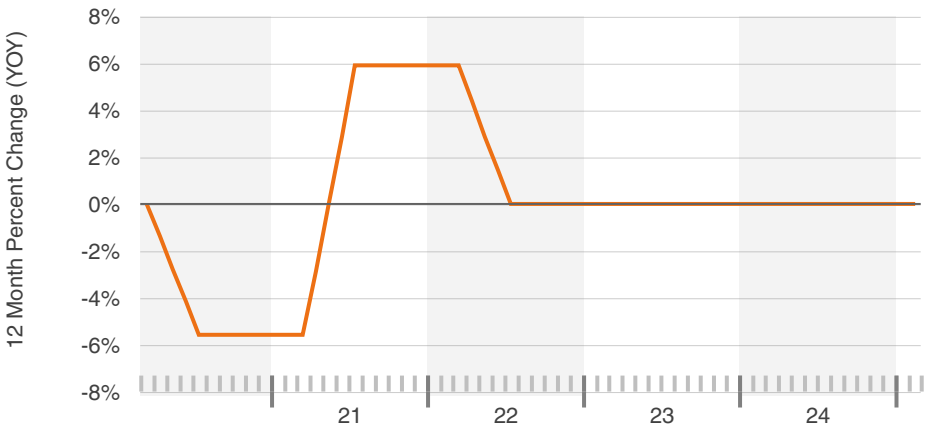
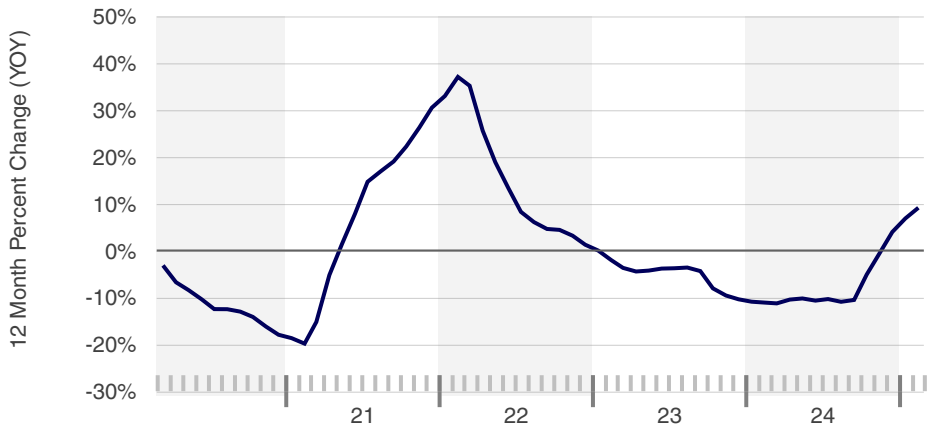
Supply & Demand Change



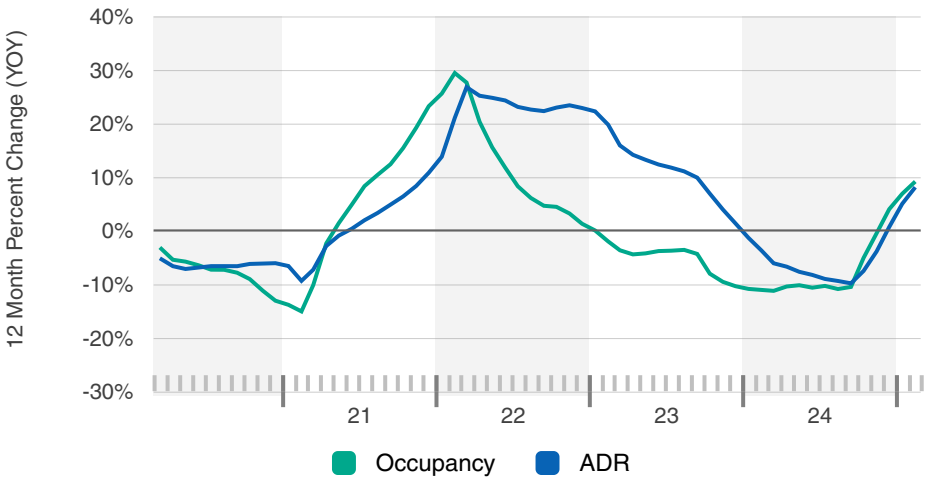
Supply Change



Demand Change



Occupancy & ADR Change



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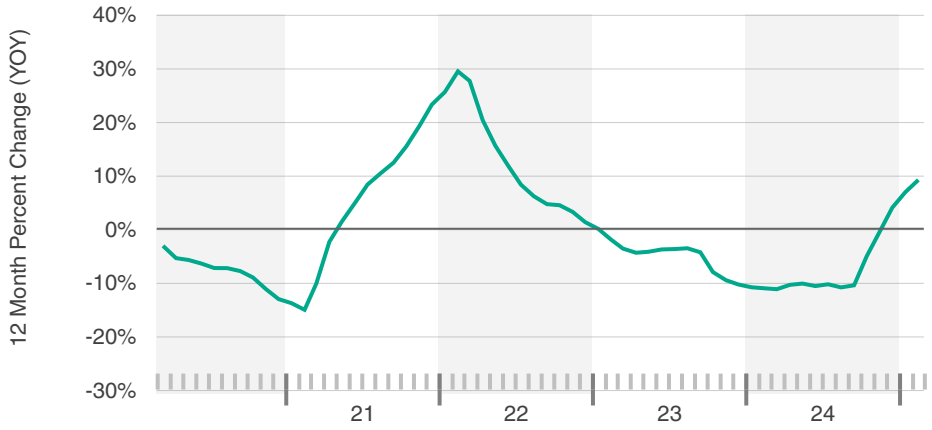
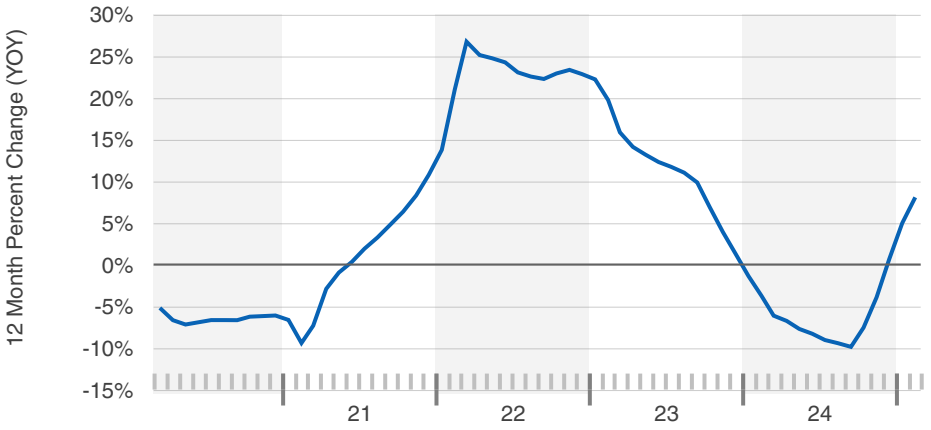
Occupancy Change



ADR Change



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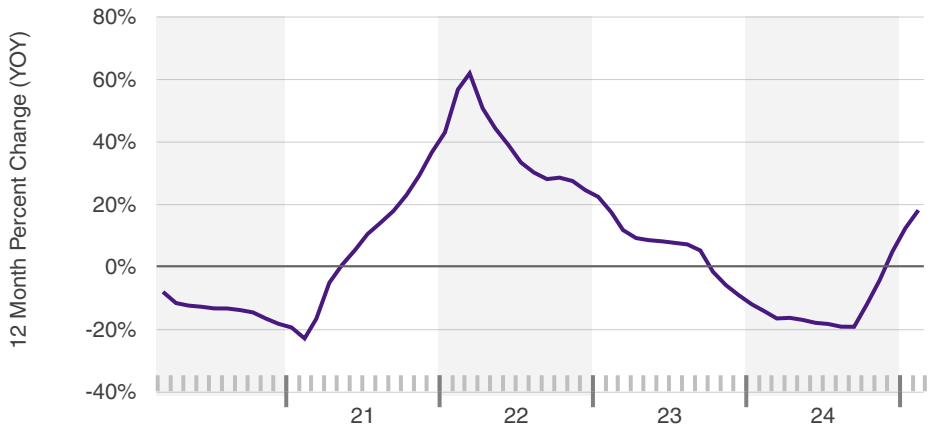
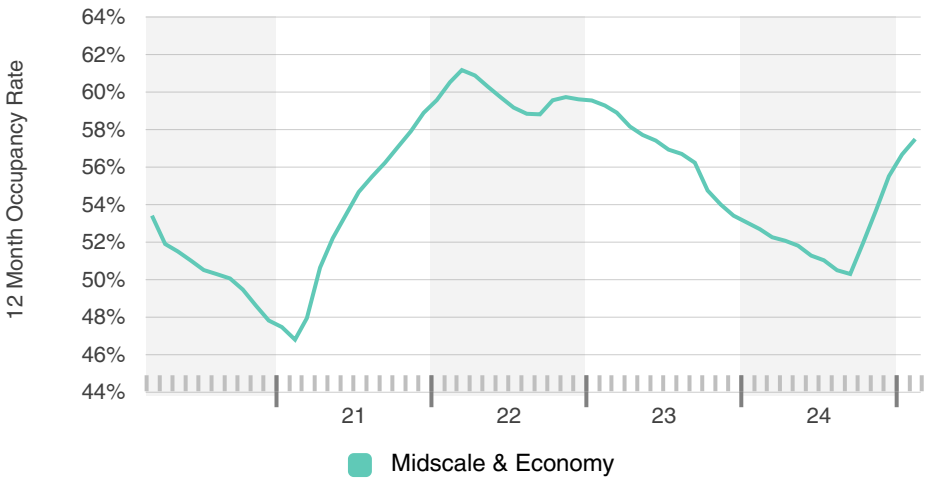


Occupancy By Class



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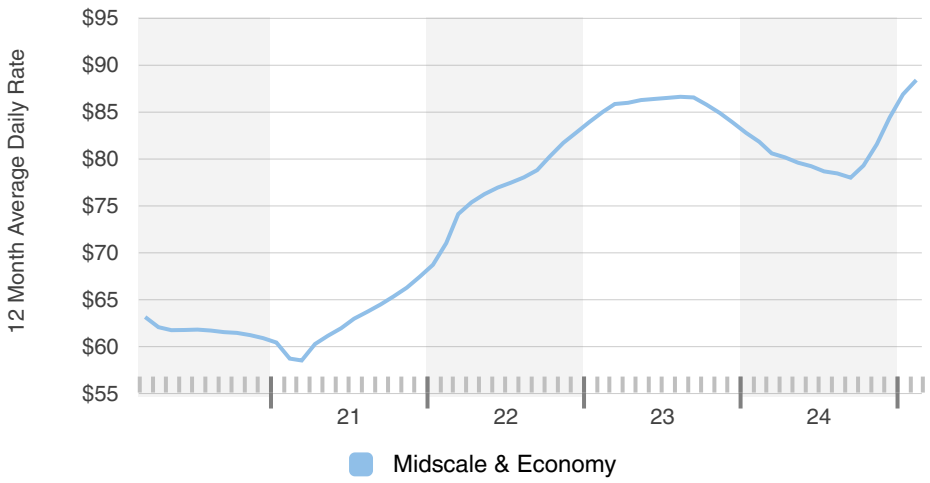
ADR By Class



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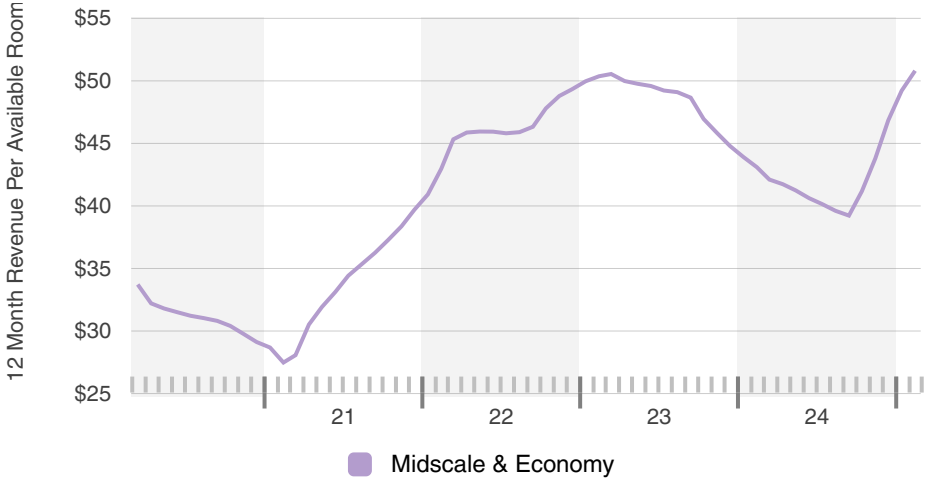
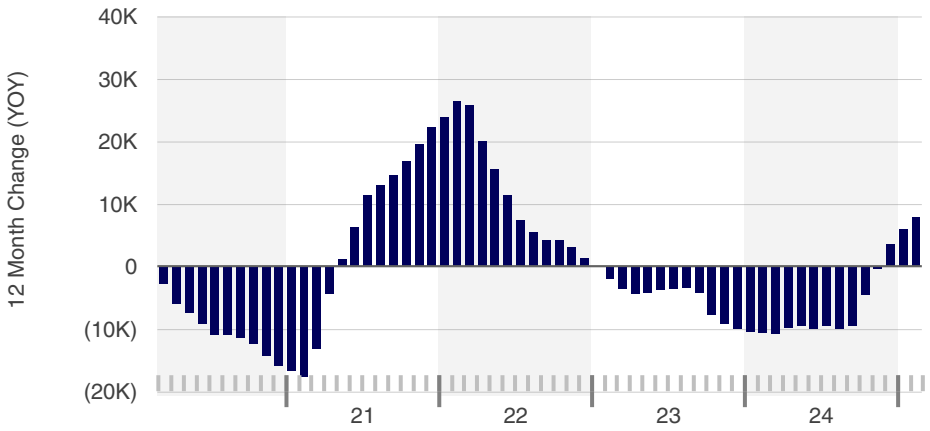
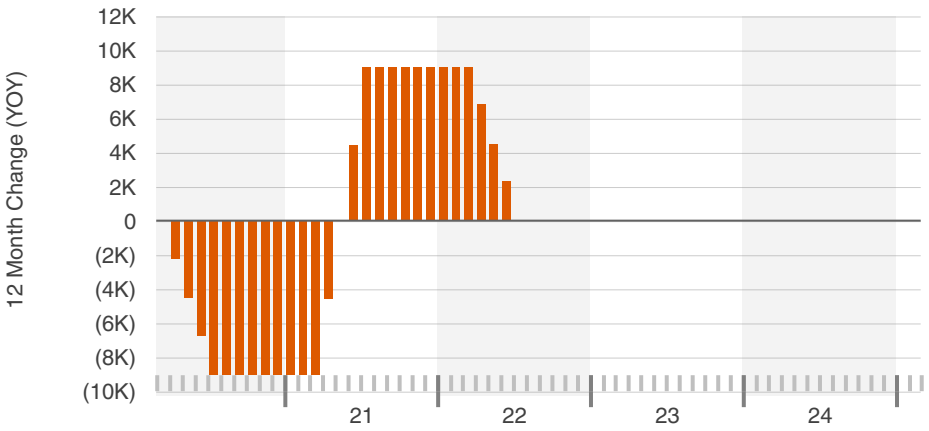


Demand Change



Supply Change



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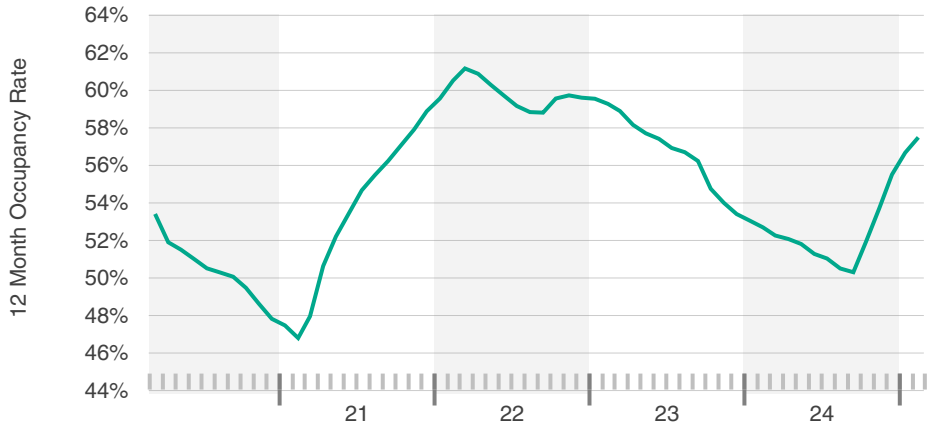
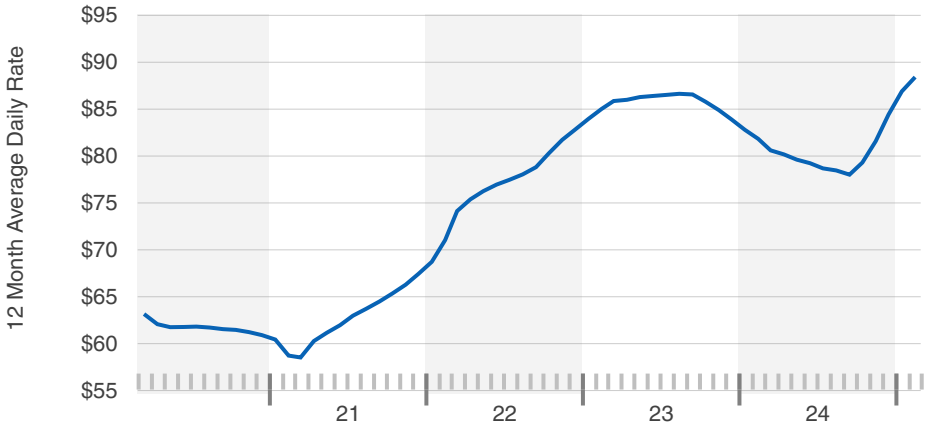
Search Analytics

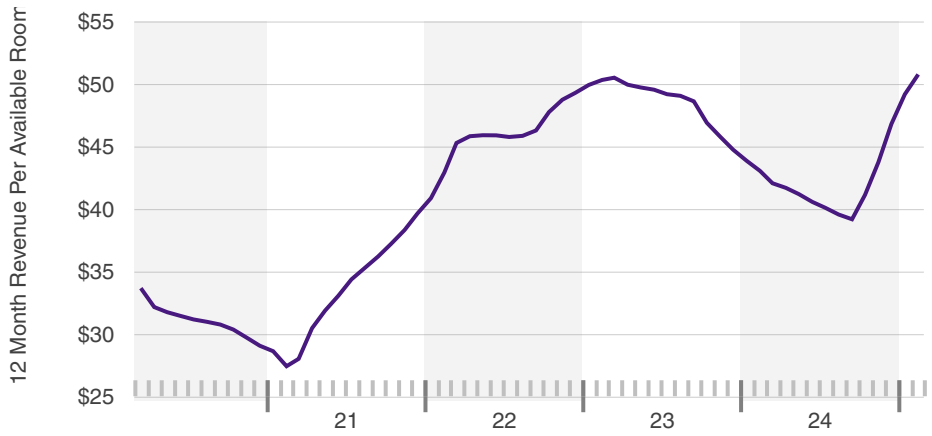
Occupancy



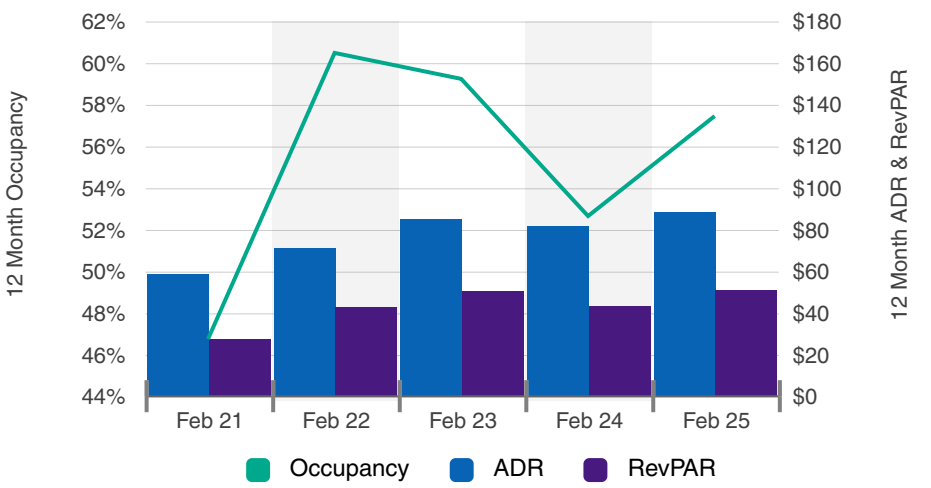
ADR



RevPAR



Occupancy, ADR & RevPAR



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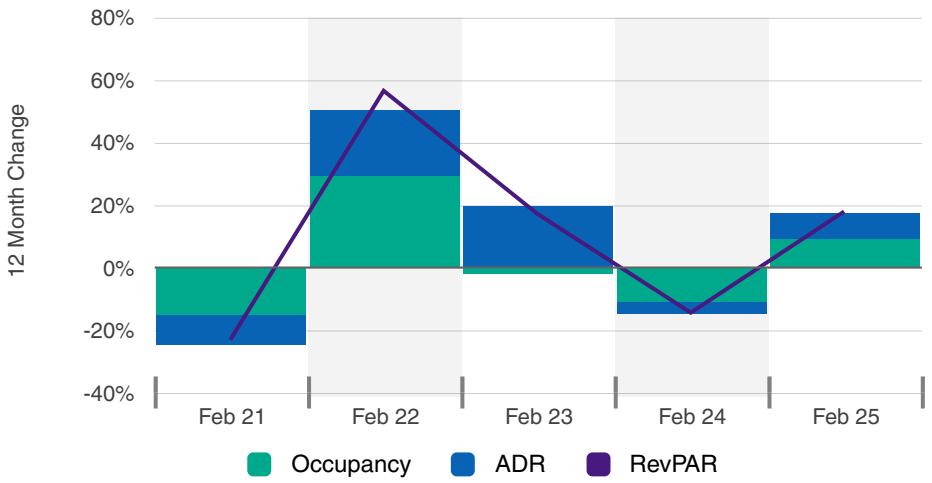
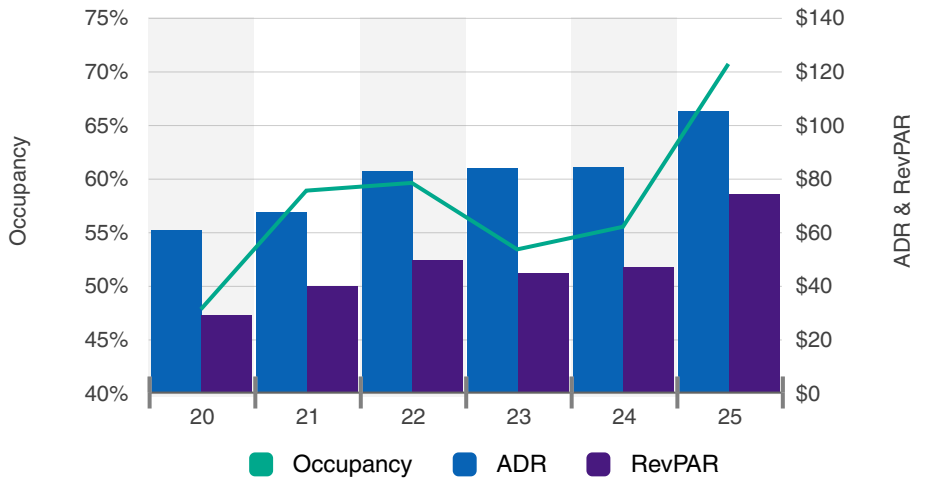
Search Analytics

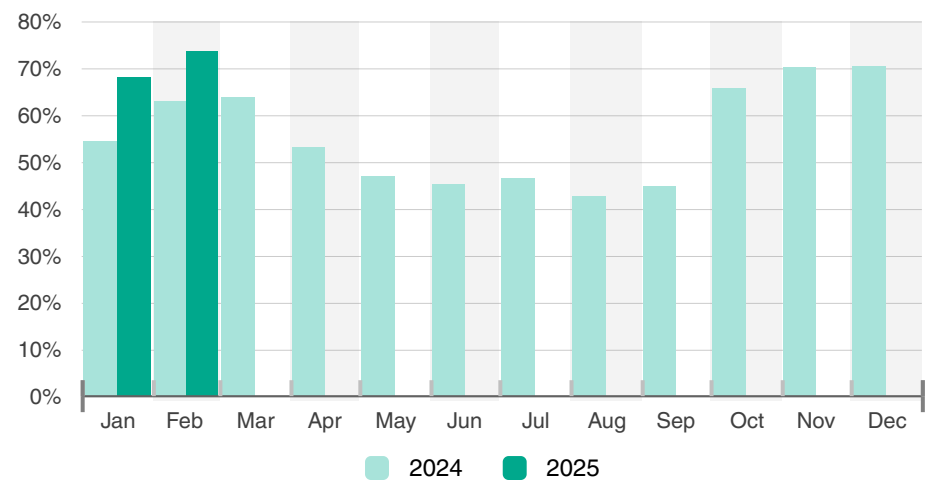
RevPAR Growth Composition



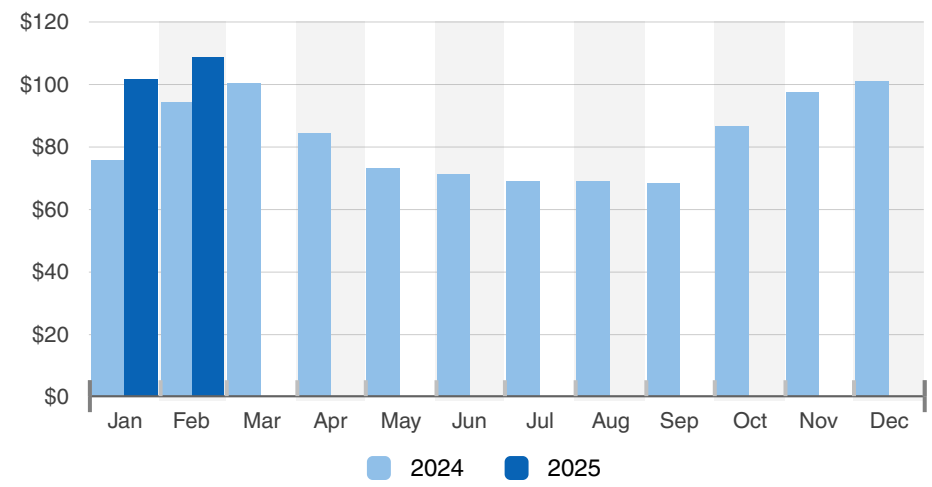
Occupancy, ADR & RevPAR Annualized vs YTD



Occupancy Monthly



ADR Monthly



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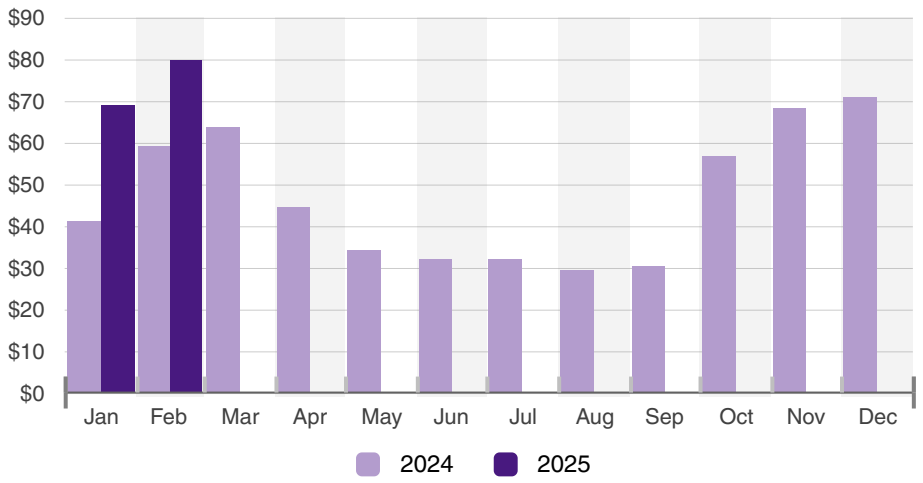
Search Analytics

RevPAR Monthly



Rooms Delivered

No Data Available

No data available for the past 5 years

Rooms Under Construction

No Data Available

No data available for the past 5 years

Delivered, Demolished & Net Delivered Rooms

No Data Available

No data available for the past 5 years

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Search Analytics

Rooms Delivered By Class

No Data Available

No data available for the past 5 years

Demolished Rooms

No Data Available

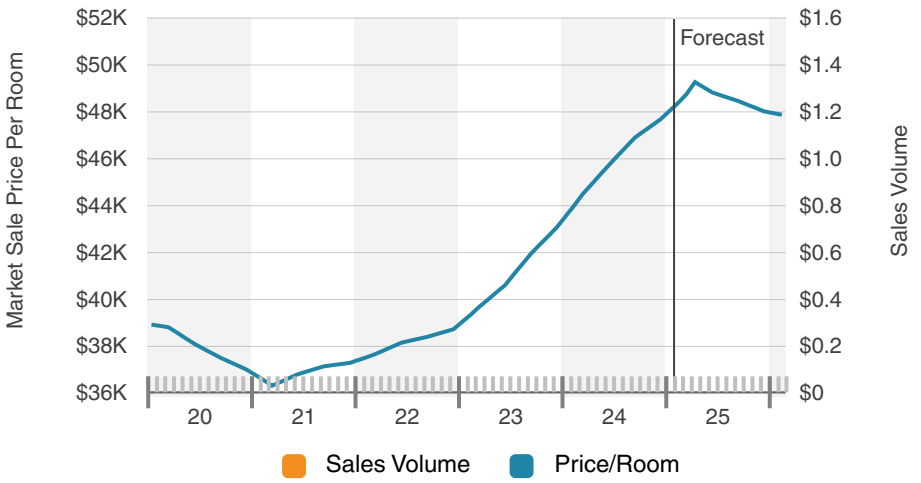
No data available for the past 5 years

Rooms Under Construction % of Inventory

No Data Available

No data available for the past 5 years

Sales Volume & Market Sale Price Per Room



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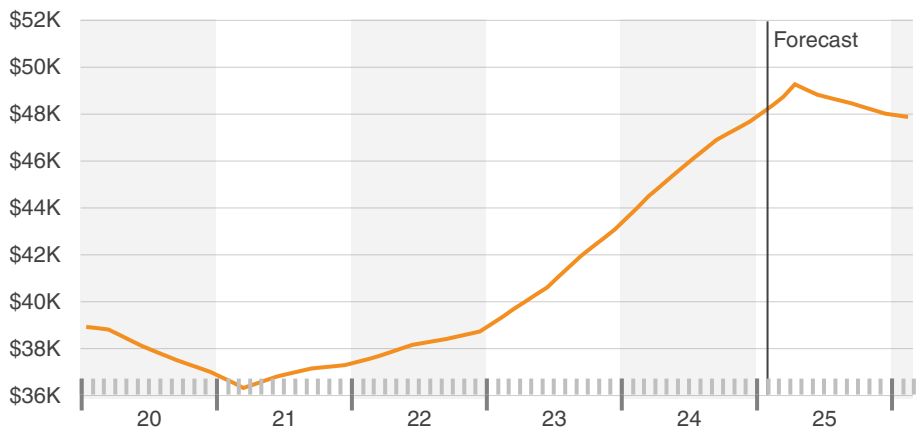
Search Analytics

Market Sale Price Per Room

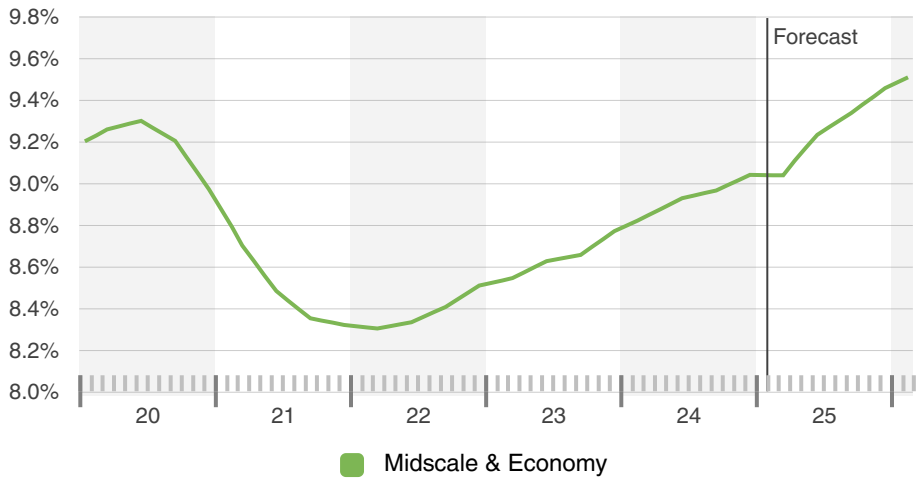


Sales Volume

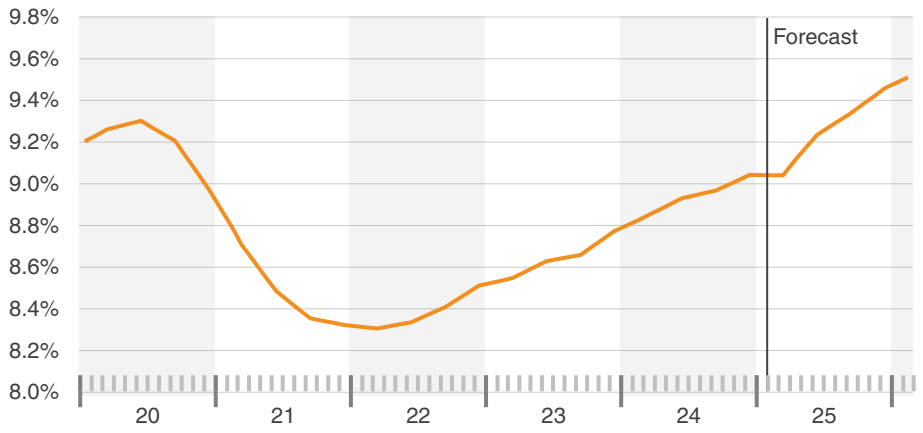
No Data Available

No data available for the past 5 years

Market Cap Rate By Class



Market Cap Rate



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Search Analytics

Top Brands Delivered

No Data Available



No data available for the current selection

Top Sellers

No Data Available



No data available for the current selection

Top Seller Brokers

No Data Available



No data available for the current selection

Top Buyers

No Data Available



No data available for the current selection

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Search Analytics

Top Buyer Brokers

No Data Available



No data available for the current selection

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Report Criteria

- 7 Properties / 0 Spaces
- Property Type: Hospitality
- Custom Corridor

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Memorial Boulevard - Hospitality (4 17 25)

Search Analytics

Memorial Boulevard - Industrial (5 8 25)

AYRES

INVENTORY SF	UNDER CONSTRUCTION SF	12 MO NET ABSORPTION SF	VACANCY RATE	MARKET ASKING RENT/SF	MARKET SALE PRICE/SF	MARKET CAP RATE
1.2M +0%	0 -	108K +3,726.3%	4.2% -8.7%	$9.07 +3.7%	$92 +0.4%	7.6% +0.2%
Prior Period 1.2M	Prior Period 0	Prior Period (3K)	Prior Period 12.9%	Prior Period $8.75	Prior Period $92	Prior Period 7.4%

Key Metrics

Availability	
Vacant SF	52.5K
Sublet SF	0
Availability Rate	4.2%
Available SF Total	52.5K
Available Asking Rent/SF	-
Occupancy Rate	95.8%
Percent Leased Rate	95.8%

Inventory	
Existing Buildings	23
Under Construction Avg SF	-
12 Mo Demolished SF	0
12 Mo Occupancy % at Delivery	-
12 Mo Construction Starts SF	0
12 Mo Delivered SF	0
12 Mo Avg Delivered SF	-

Sales Past Year	
Asking Price Per SF	-
Sale to Asking Price Differential	-
Sales Volume	$0
Properties Sold	0
Months to Sale	-
For Sale Listings	-
Total For Sale SF	-

Demand	
12 Mo Net Absorp % of Inventory	8.7%
12 Mo Leased SF	112K
Months on Market	36.5
Months to Lease	35.5
Months Vacant	28.0
24 Mo Lease Renewal Rate	97.8%
Population Growth 5 Yrs	20.1%

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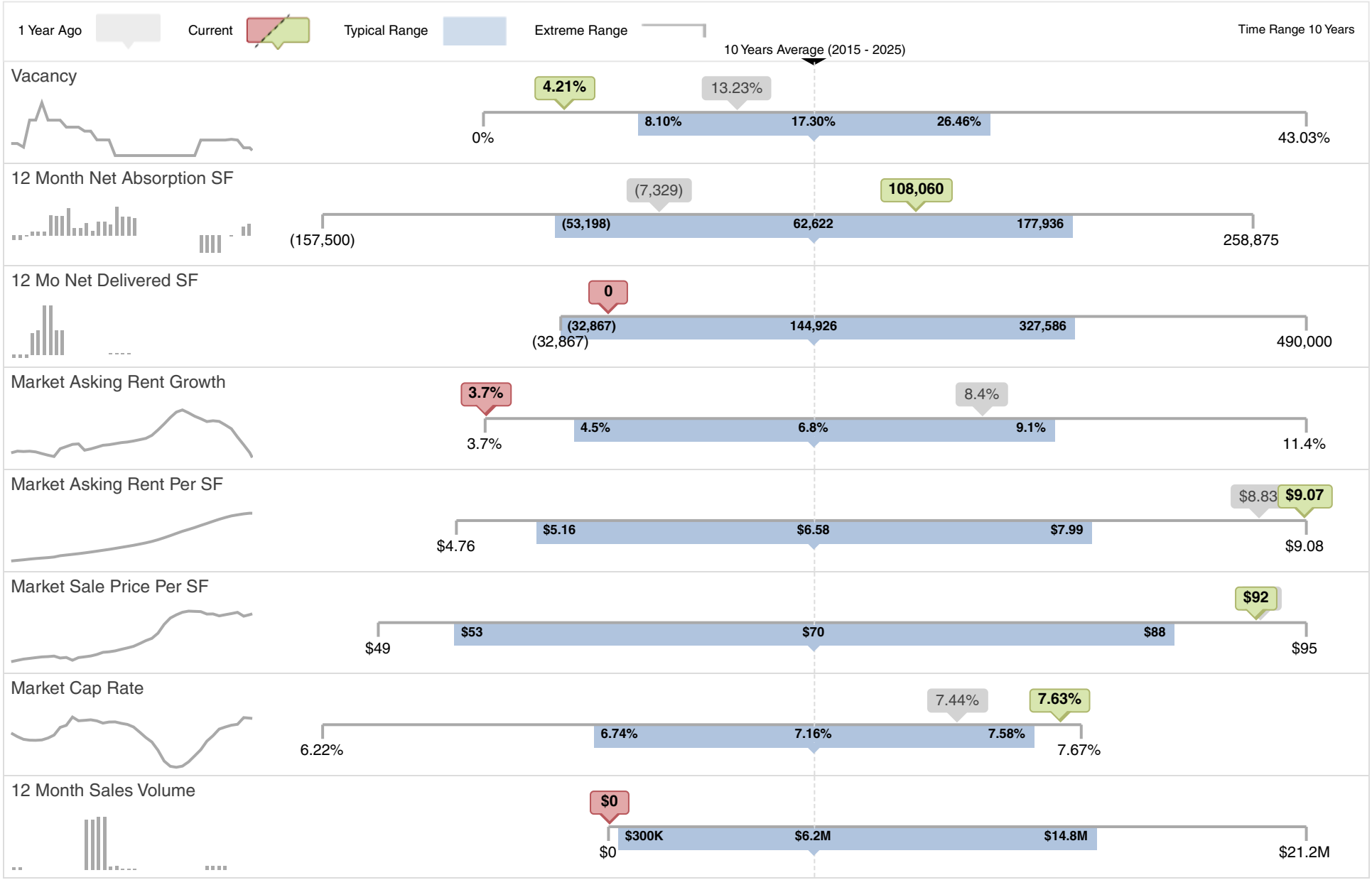
Memorial Boulevard - Industrial

Key Performance Indicators



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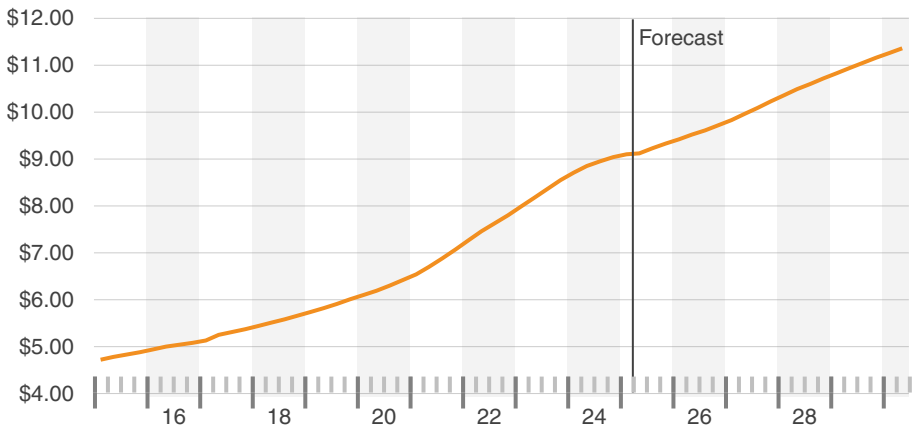
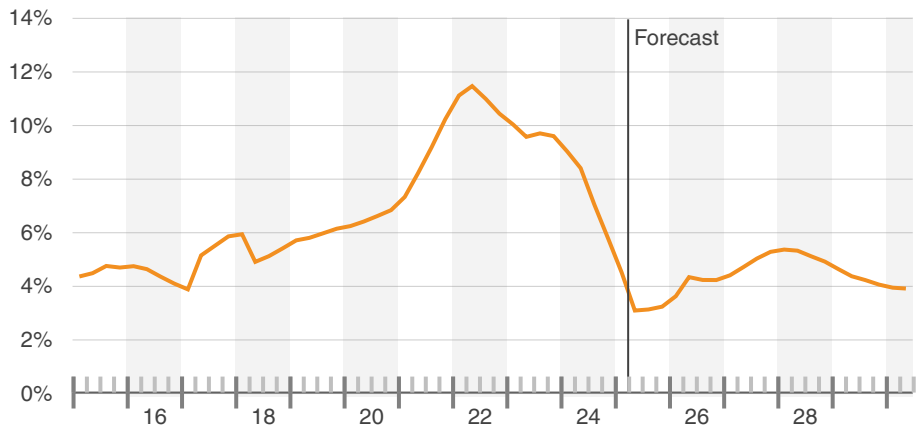
Search Analytics

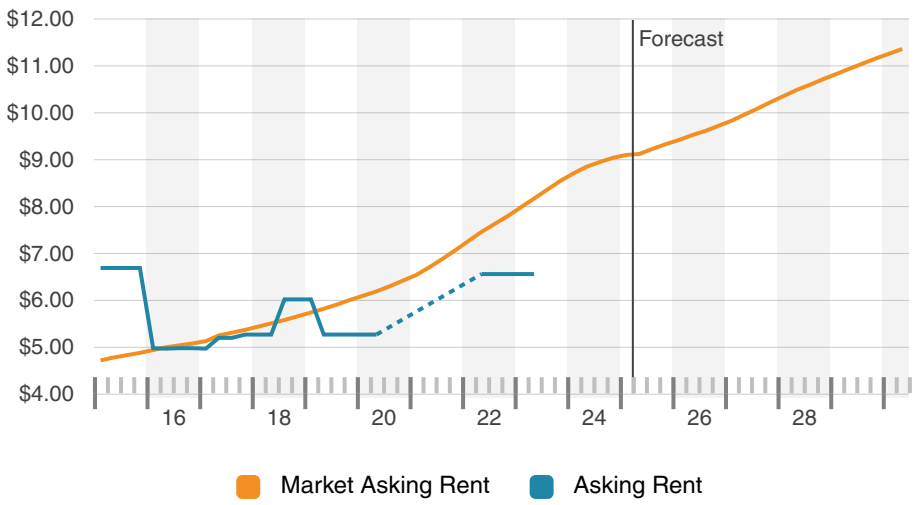
Market Asking Rent Per SF



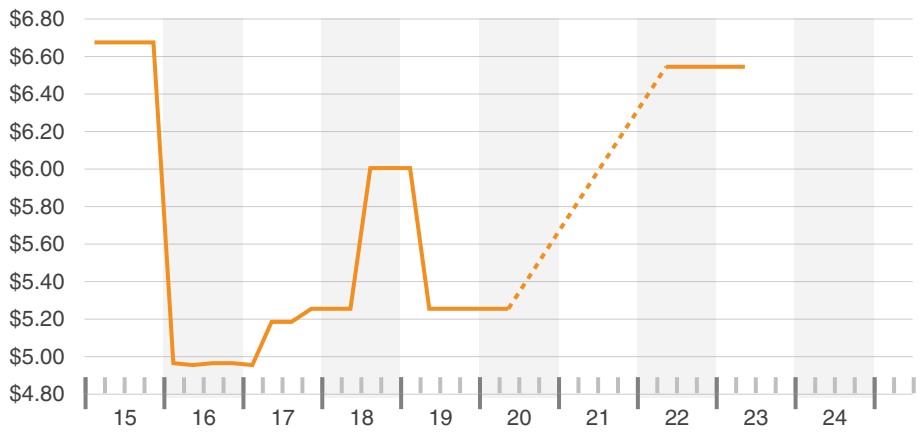
Market Asking Rent Growth (YOY)



Market Asking Rent & Asking Rent Per SF



Asking Rent Per SF



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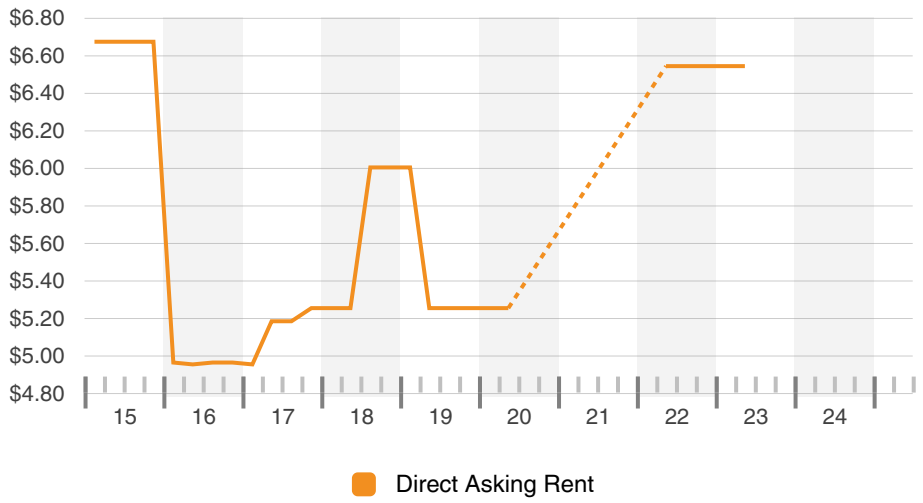
Search Analytics

Daily Asking Rent Per SF

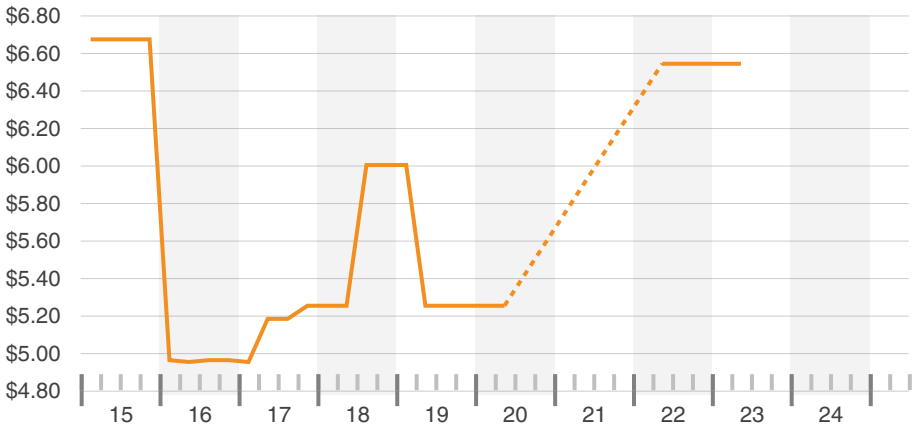
No Data Available

No data available for the past 1 year

Direct & Sublet Rent Per SF



Direct Rent Per SF



Sublet Rent Per SF

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No data available for the past 10 years

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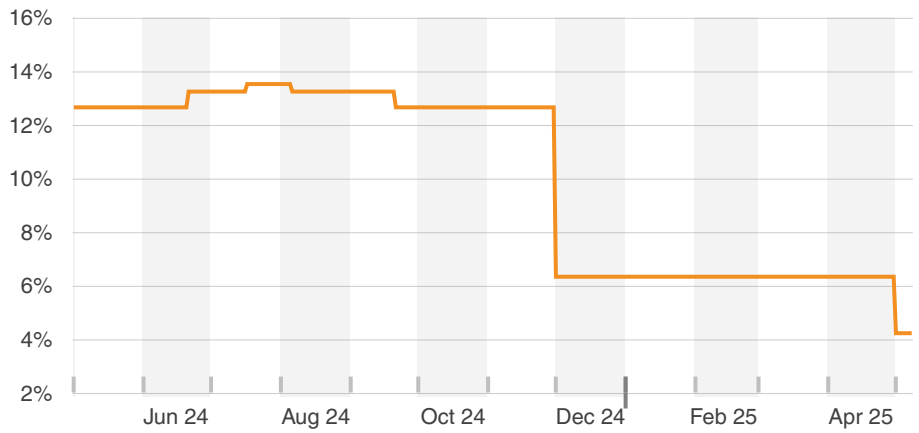
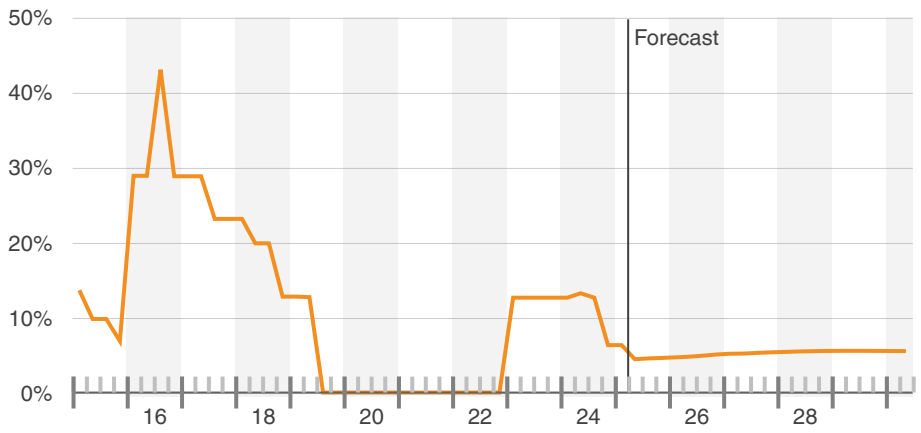
Search Analytics

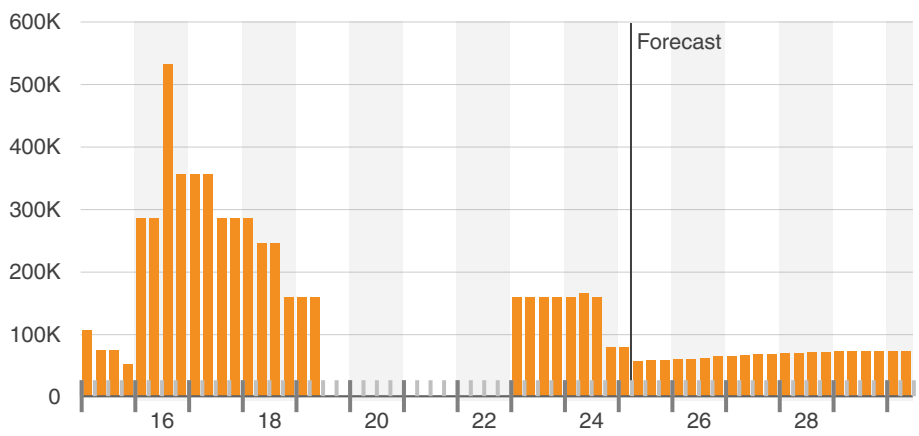
Daily Vacancy Rate



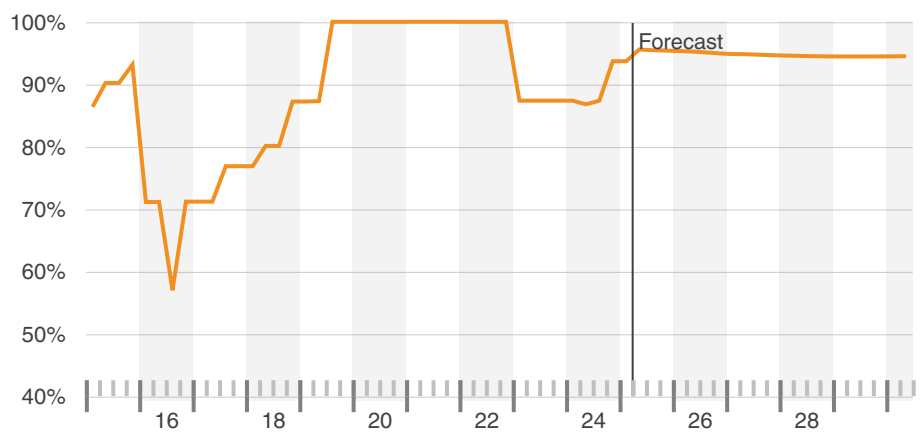
Vacancy Rate



Vacant SF



Occupancy Rate



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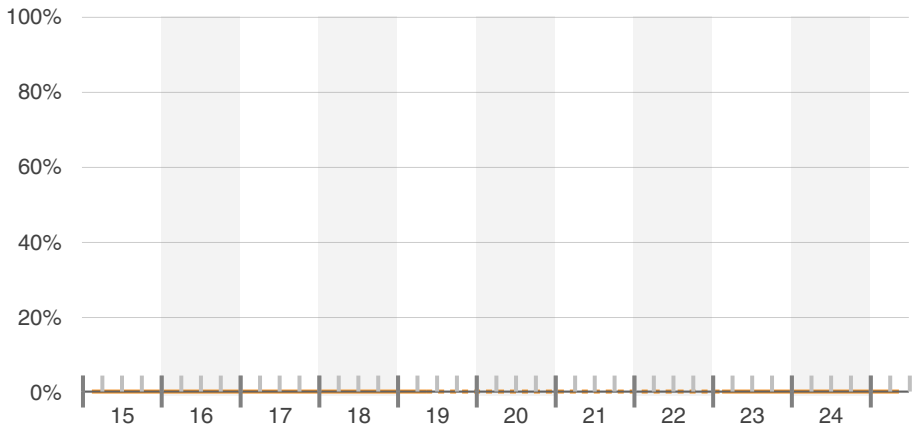
Search Analytics

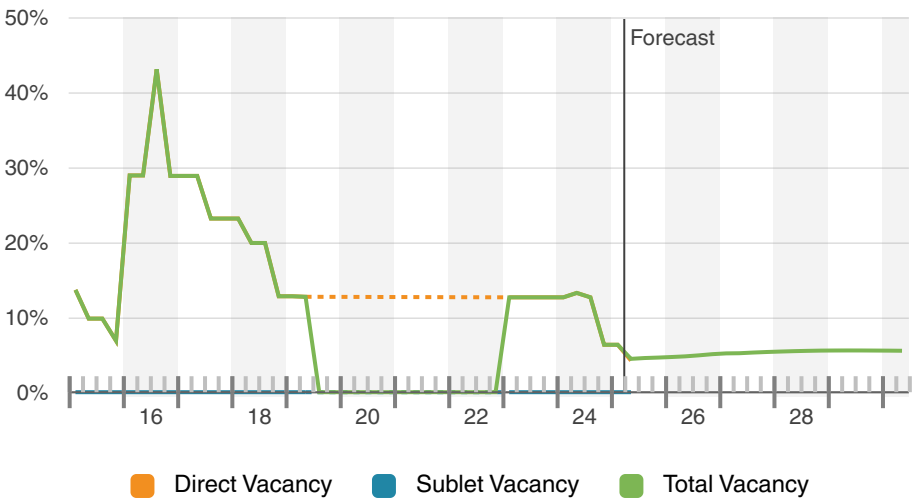
Sublet Vacancy Rate



Direct Vacancy Rate



Direct, Sublet & Total Vacancy Rate



Availability Rate



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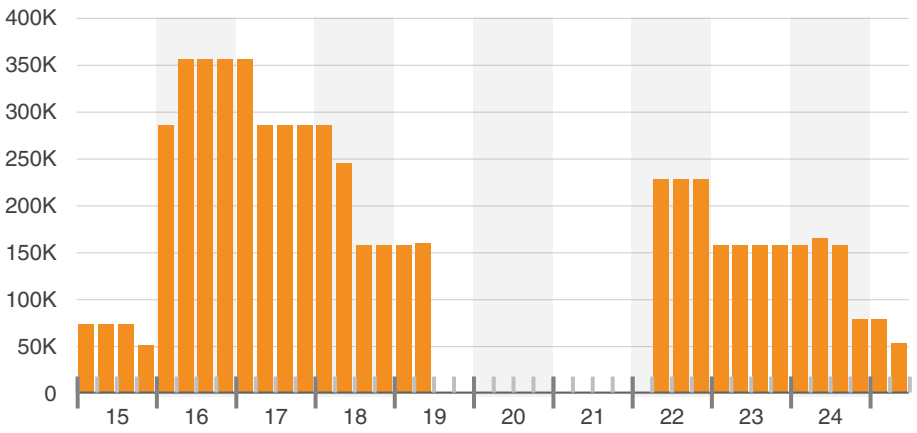
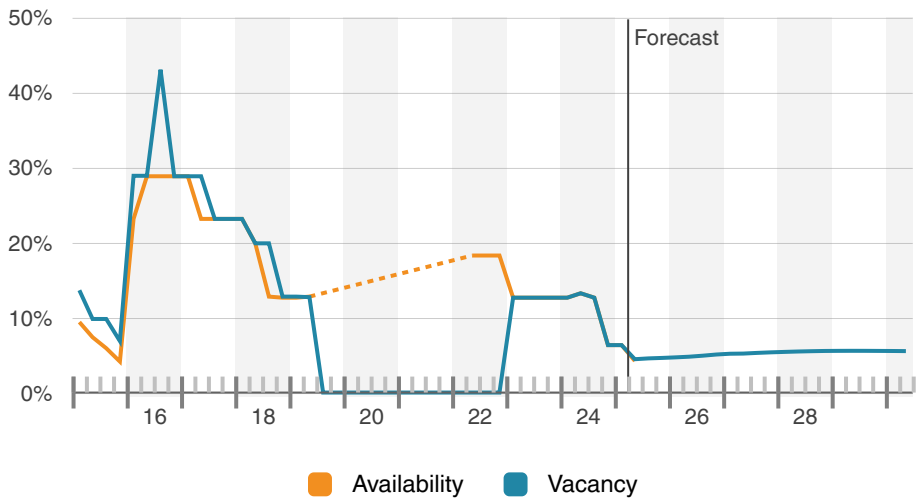
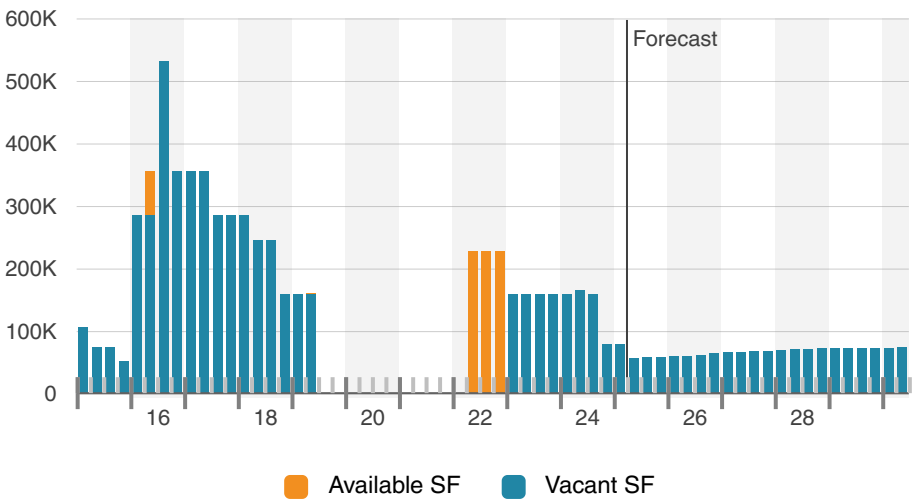
Available SF



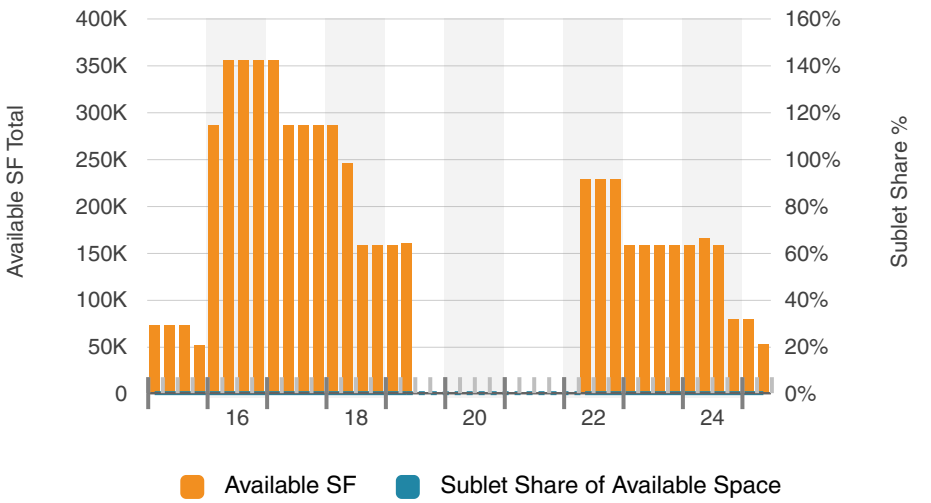
Availability & Vacancy Rate



Available & Vacant SF



Available SF Total & Sublet Share %



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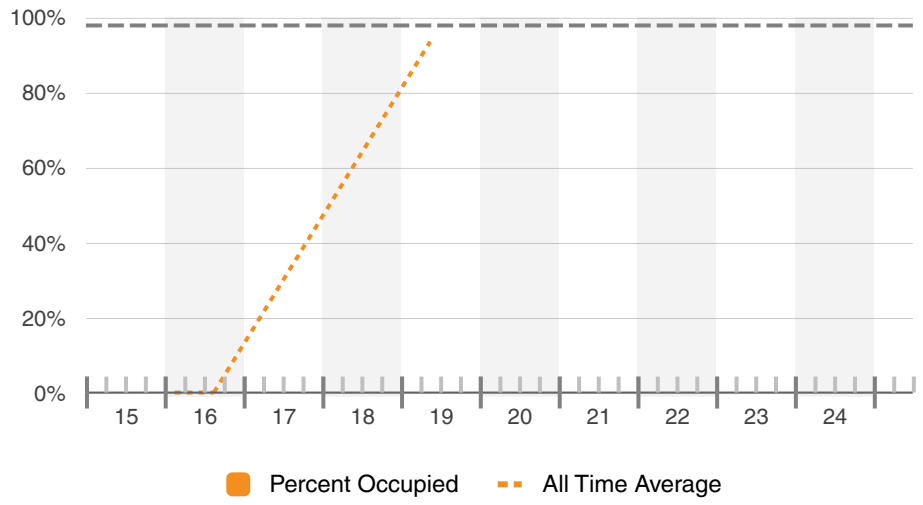
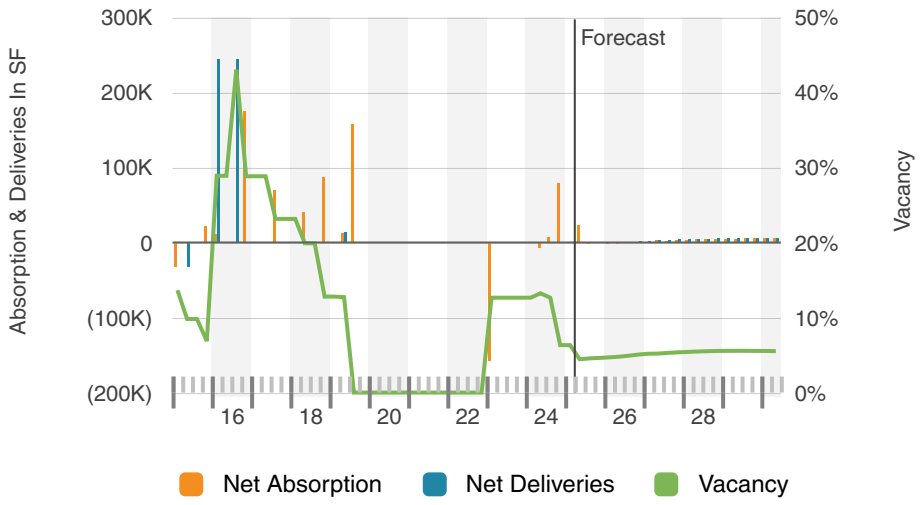
Search Analytics

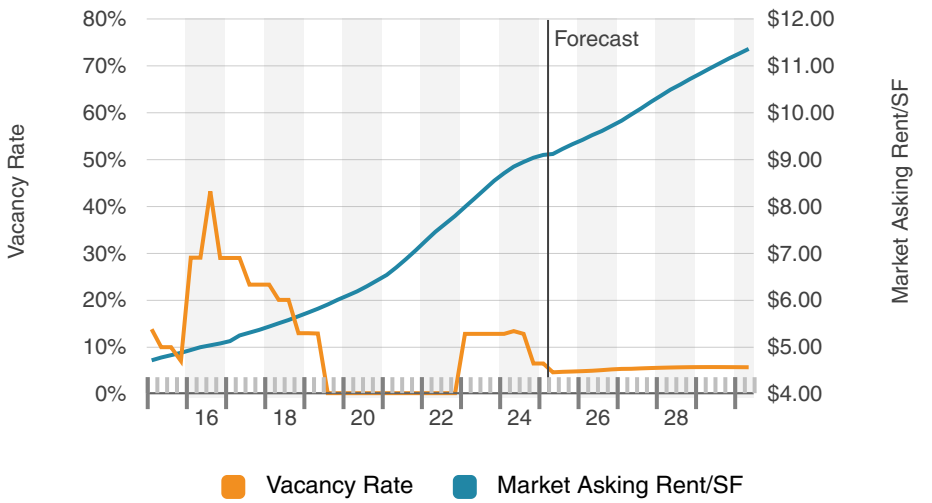
Occupancy At Delivery



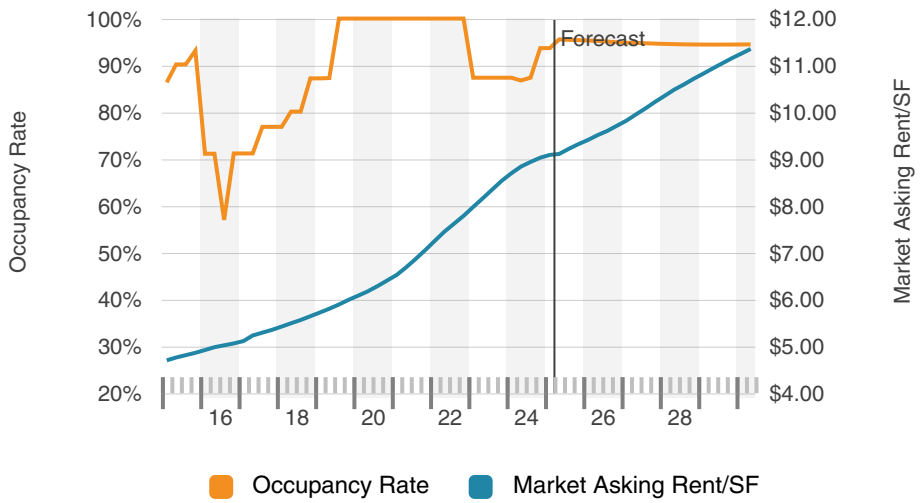
Net Absorption, Net Deliveries & Vacancy



Vacancy & Market Asking Rent Per SF



Occupancy & Market Asking Rent Per SF



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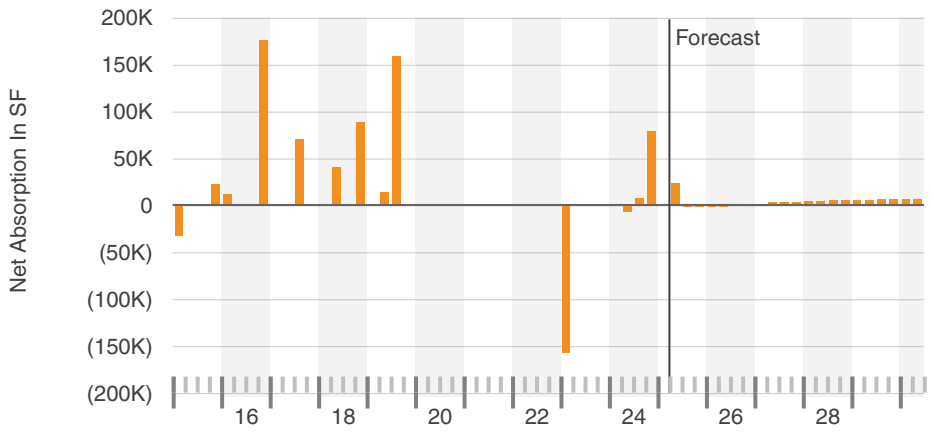
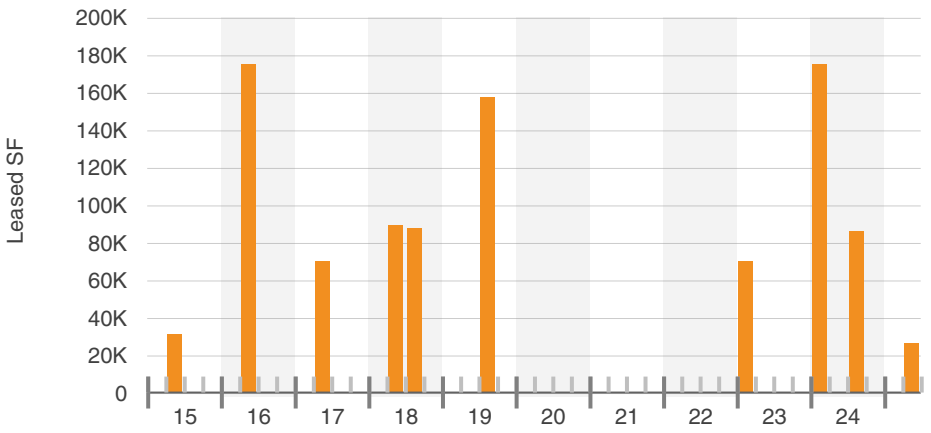
Search Analytics

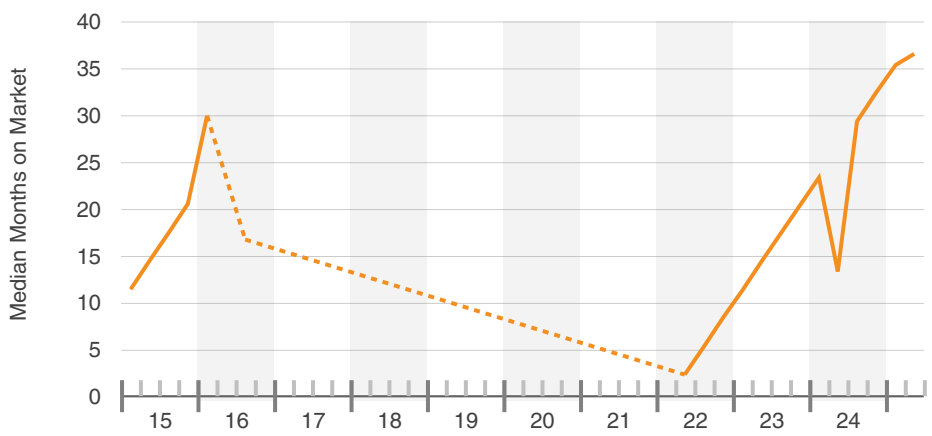
Net Absorption



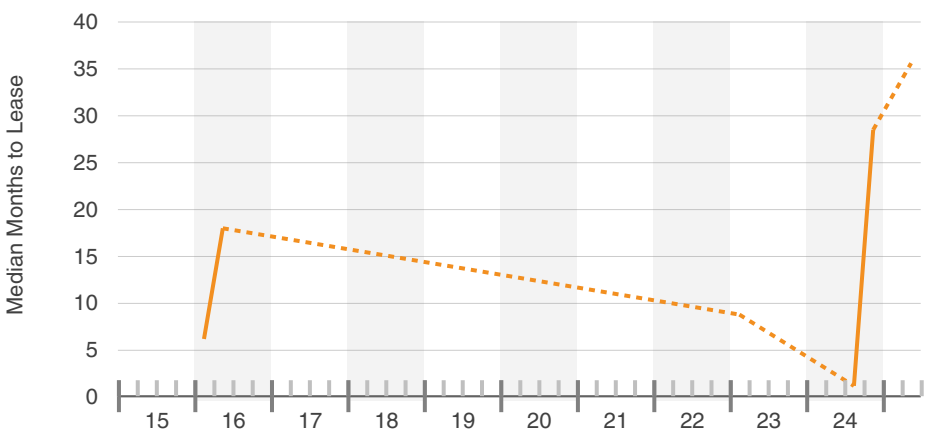
Leasing Activity



Months On Market



Months To Lease



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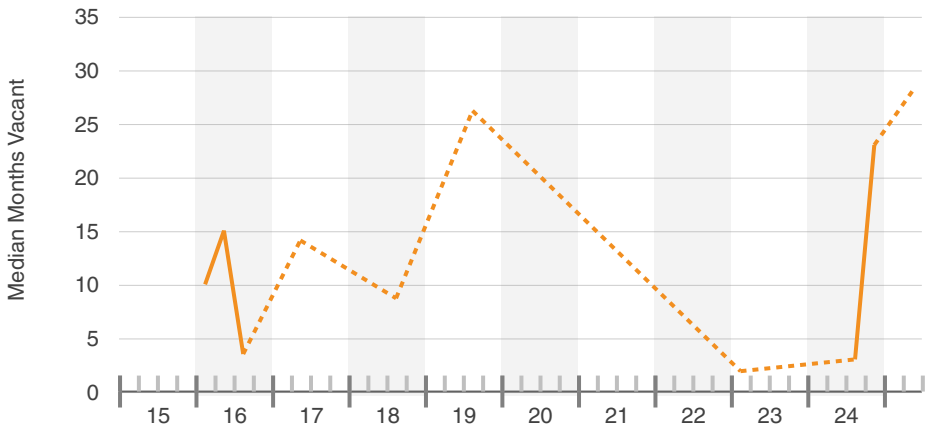
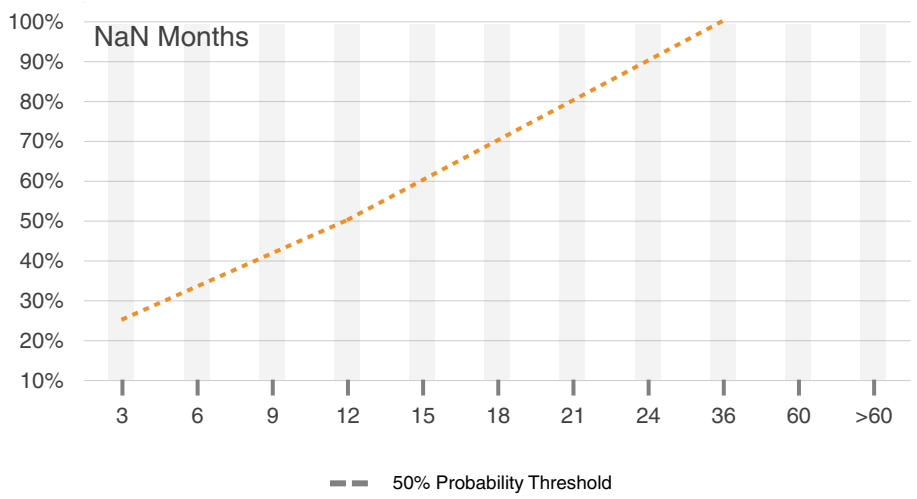
Search Analytics

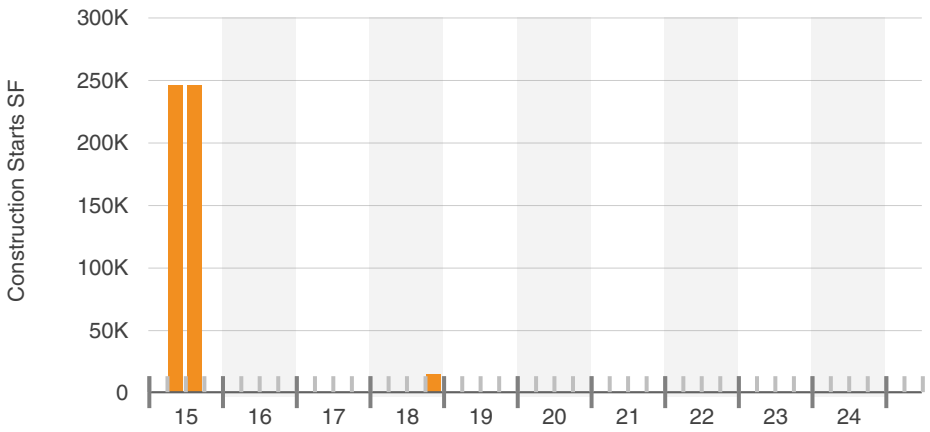
Months Vacant



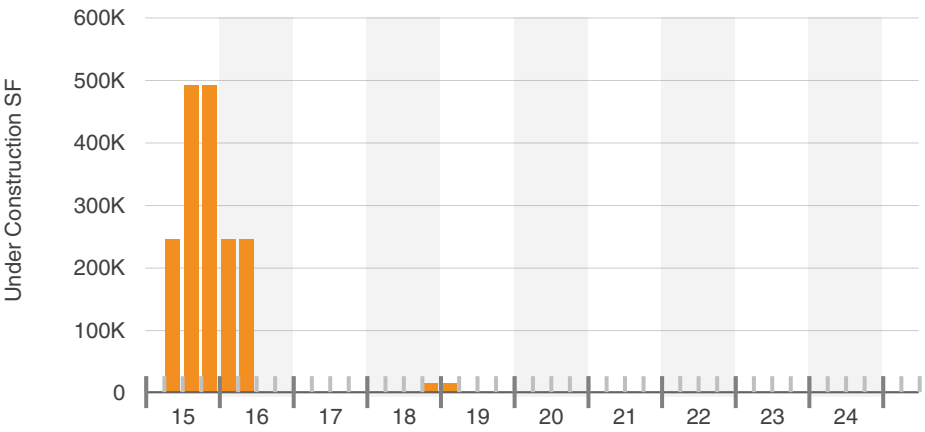
Probability Of Leasing In Months



Construction Starts



Under Construction



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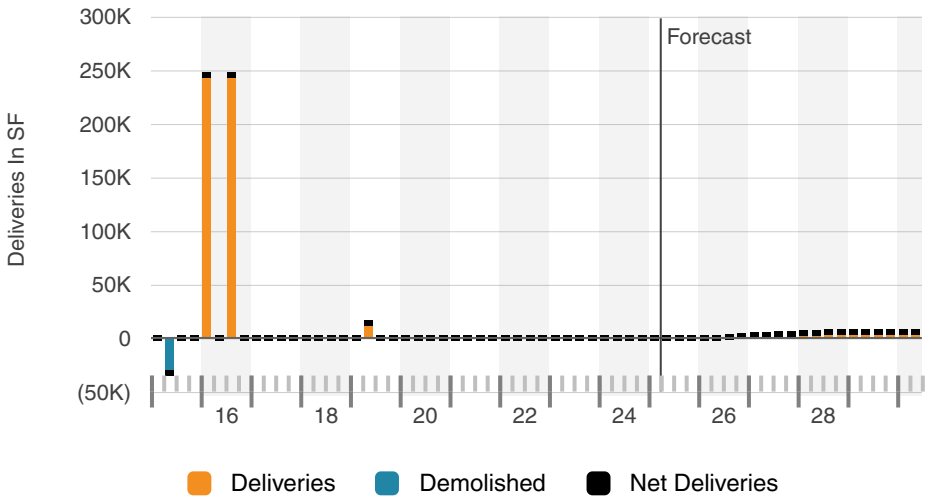
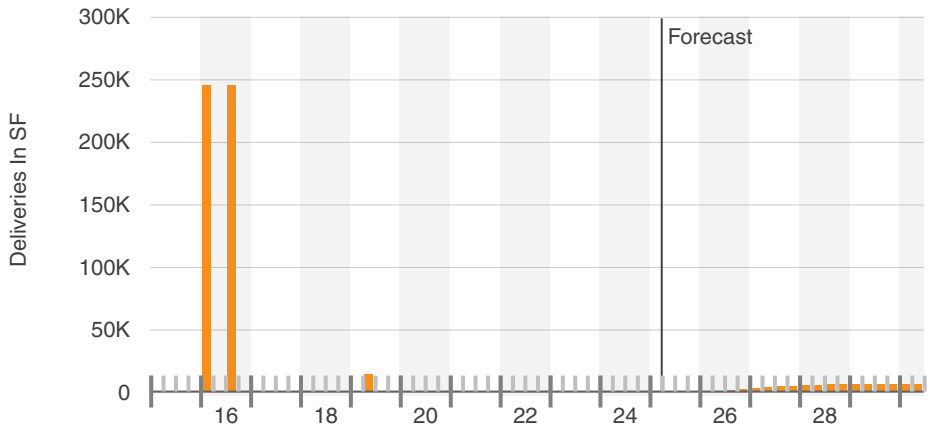
Search Analytics

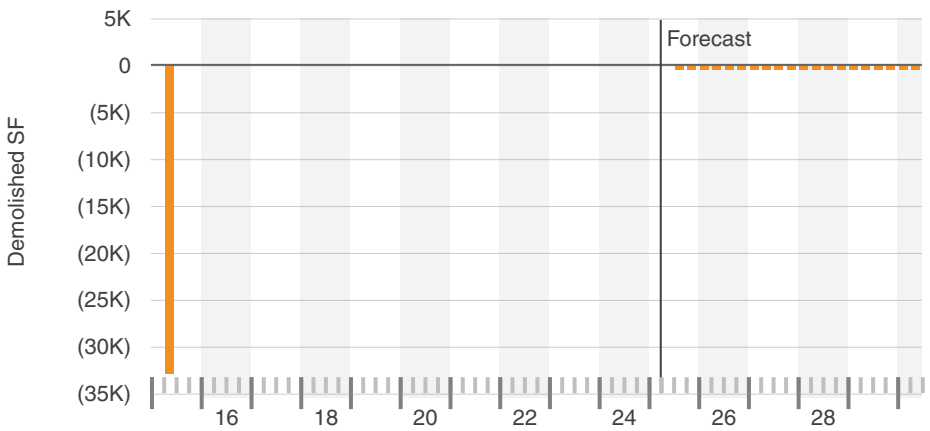
Deliveries & Demolitions



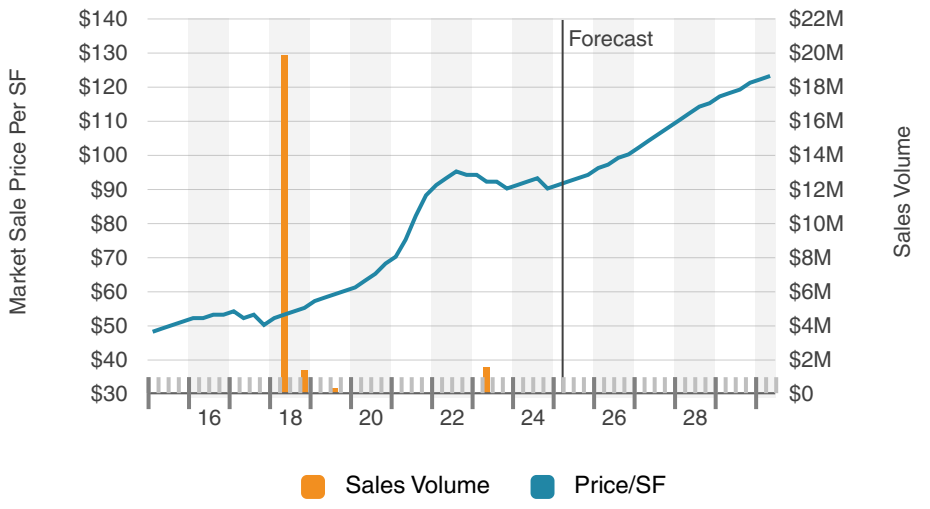
Deliveries



Demolitions



Sales Volume & Market Sale Price Per SF



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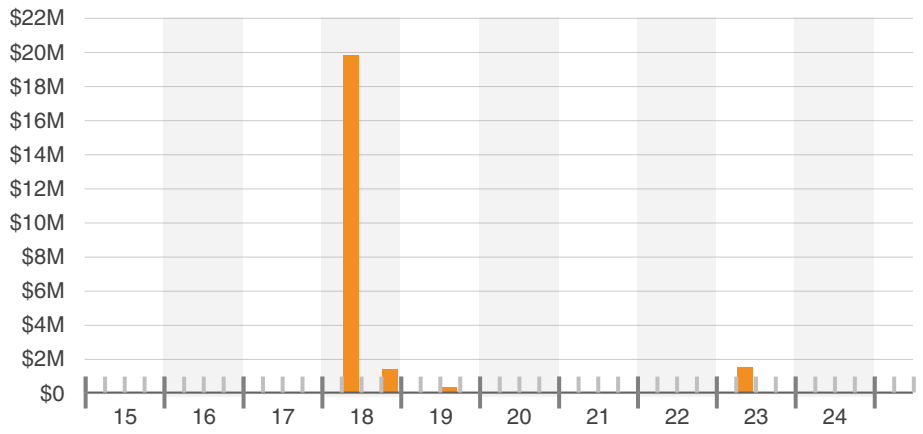
Sales Volume



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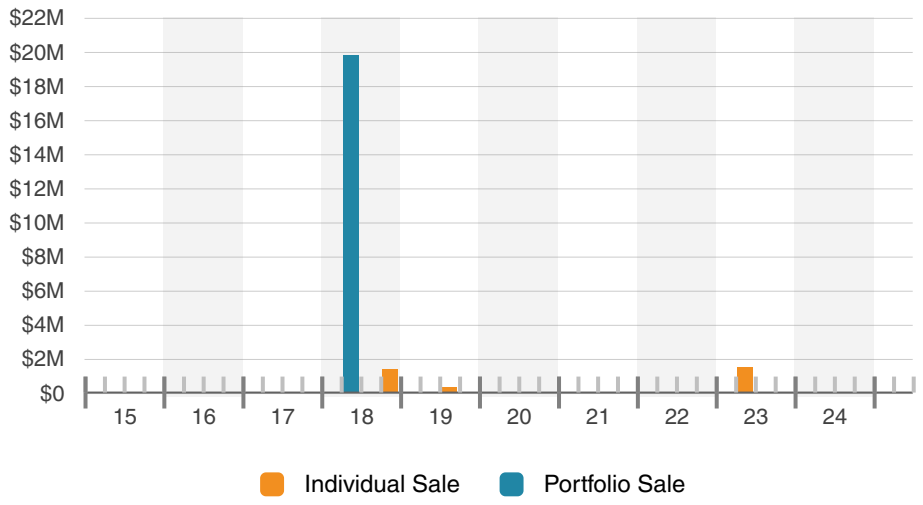

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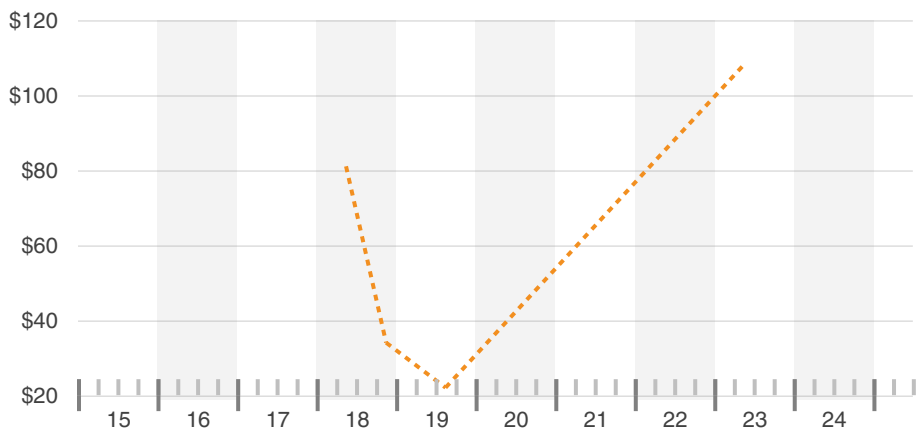

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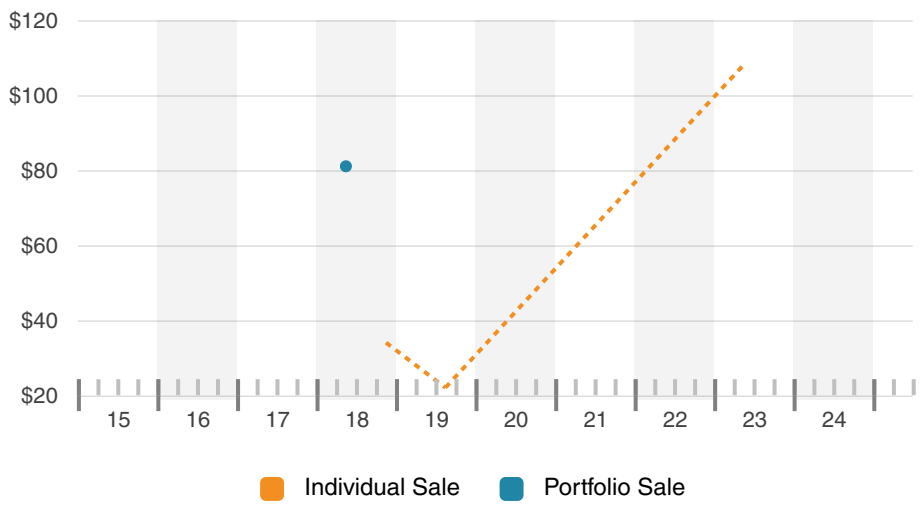

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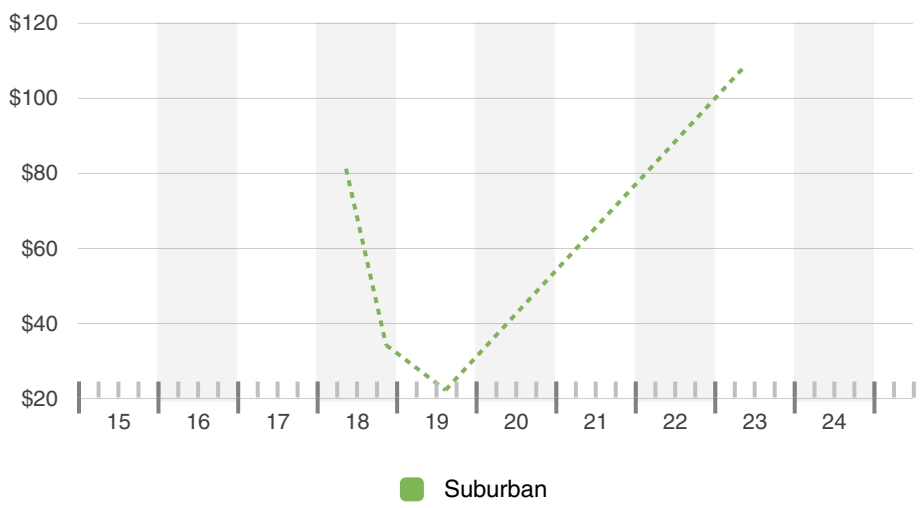

Cap Rate

No Data Available

No data available for the past 10 years

Cap Rate By Transaction Type

No Data Available

No data available for the past 10 years

Cap Rate By Location Type

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No data available for the past 10 years

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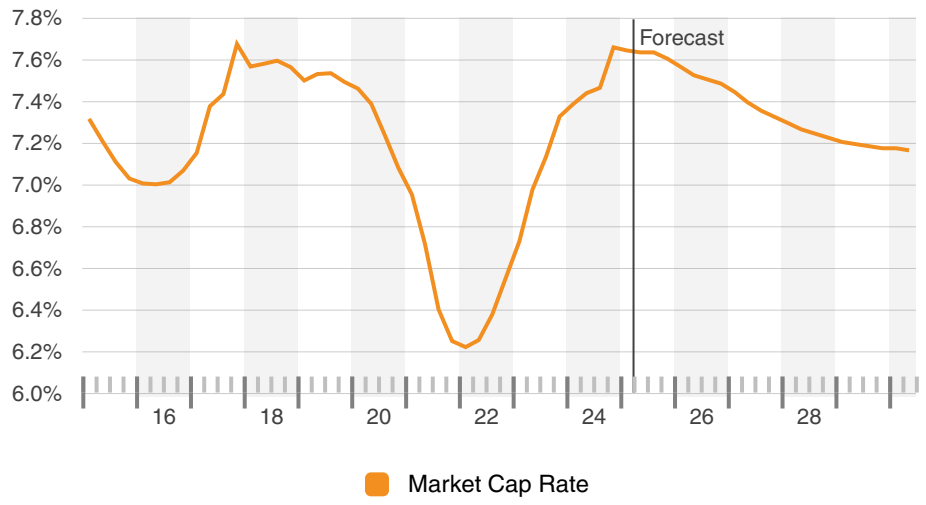
Market Cap Rate & Transaction Cap Rate



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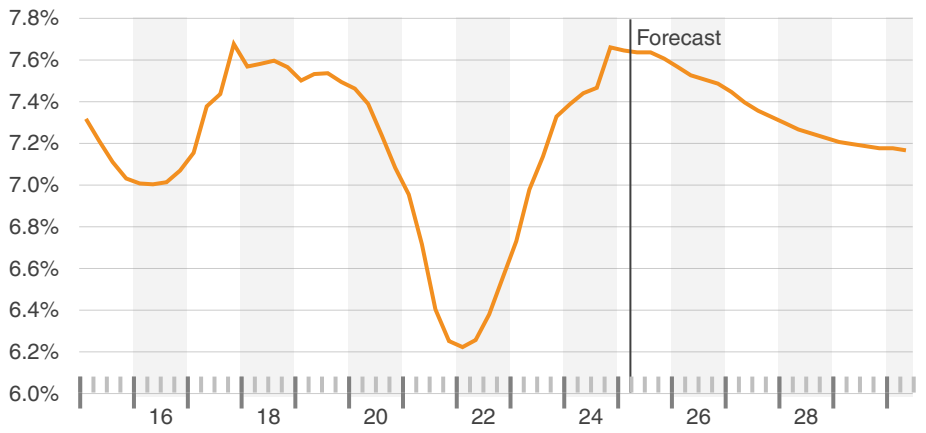

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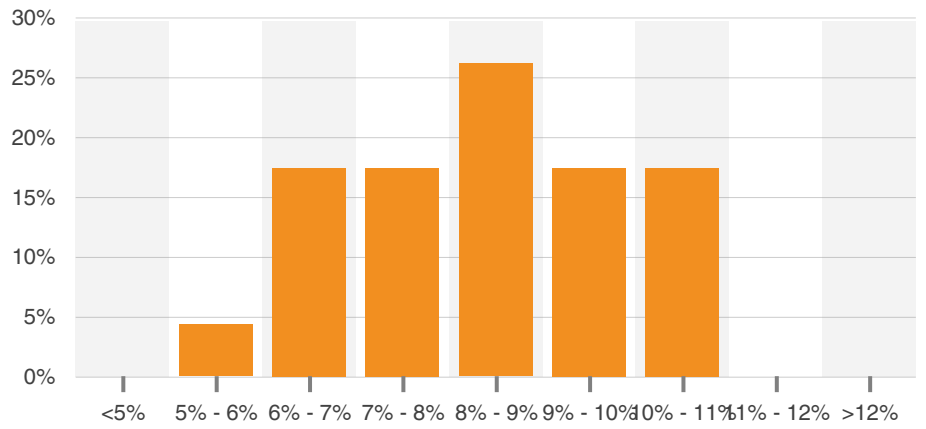

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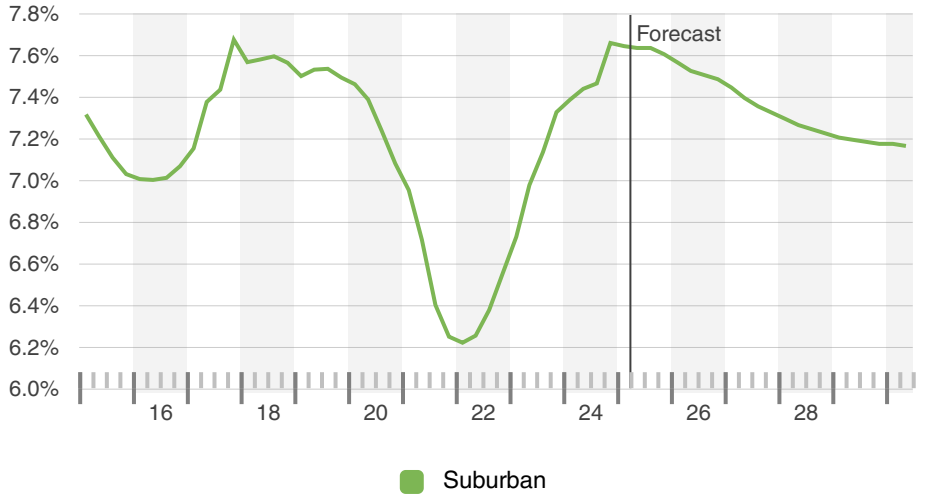

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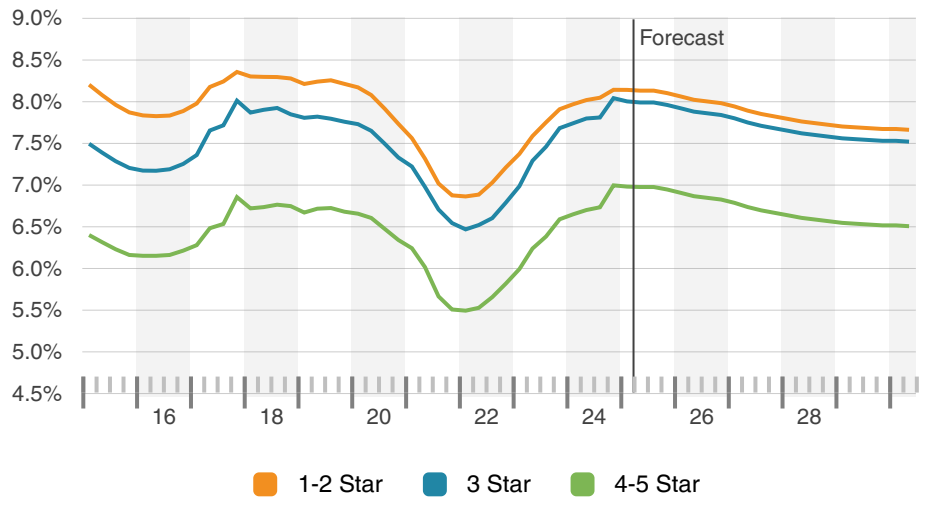
Market Cap Rate By Star Rating



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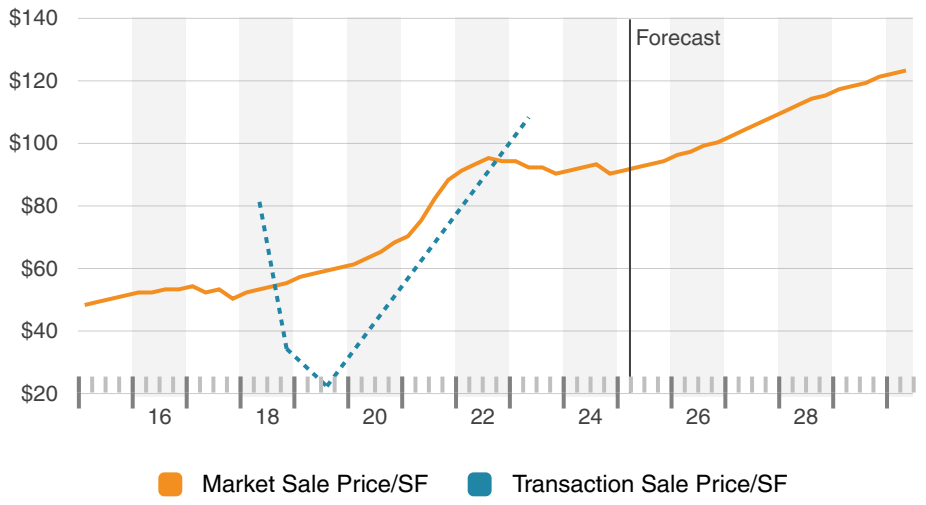

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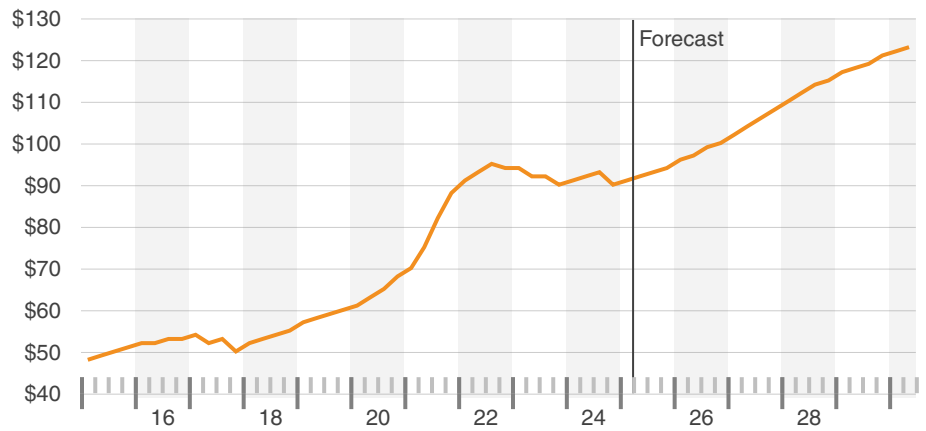

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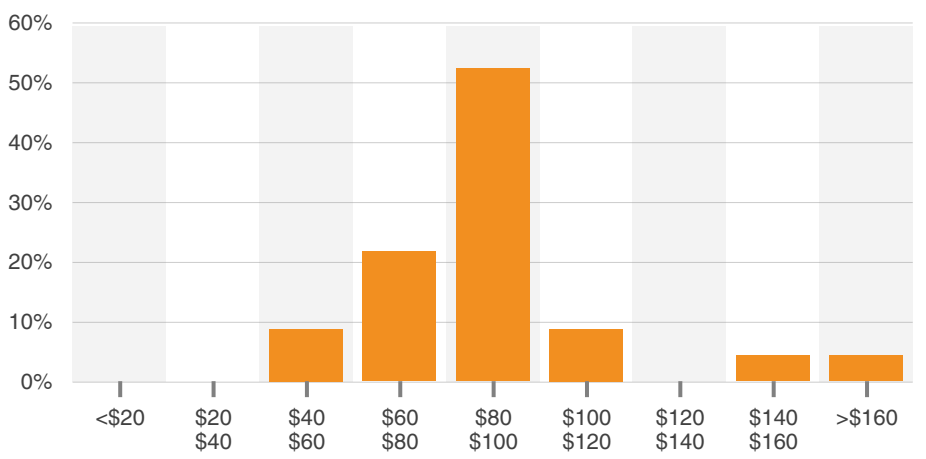

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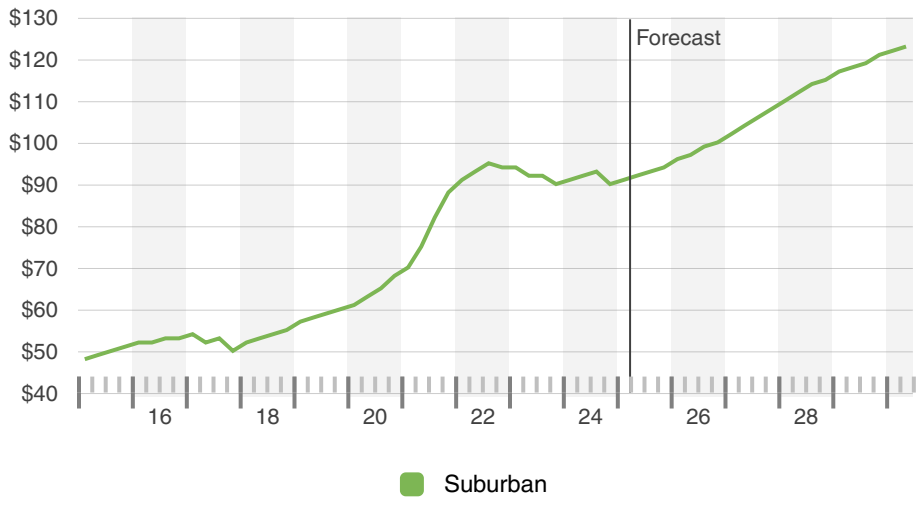
Market Sale Price Per SF By Location Type



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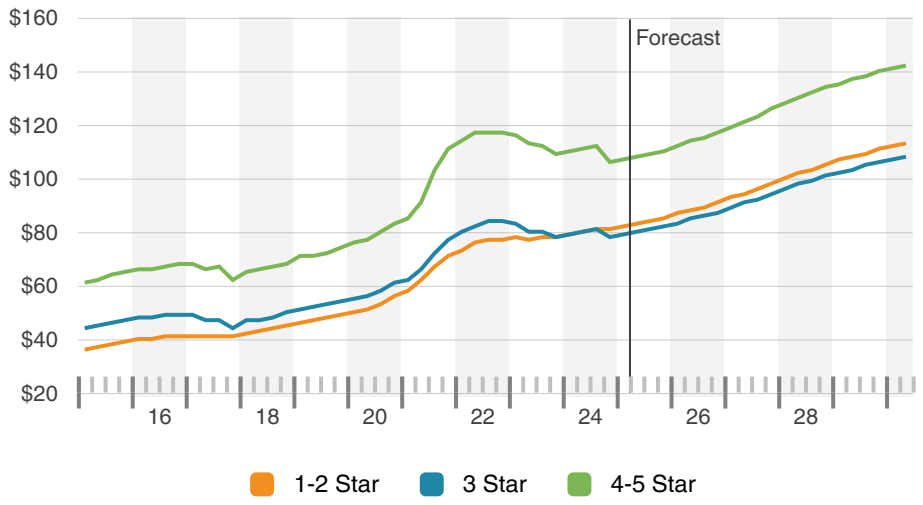
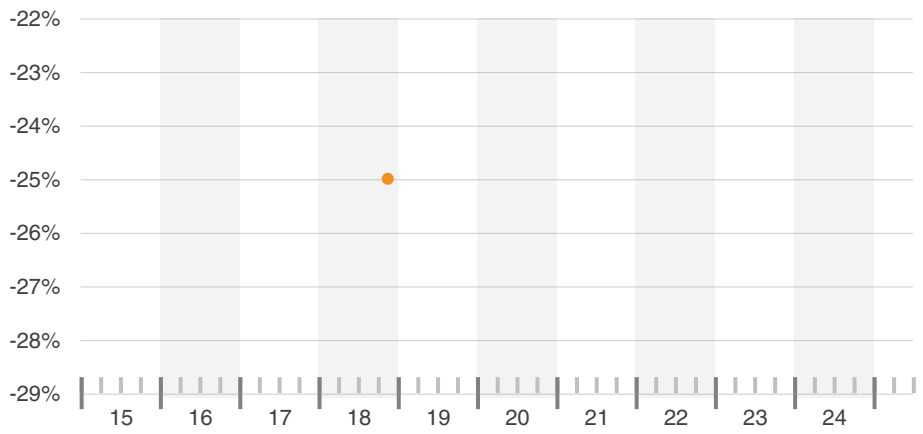


Sale To Asking Price Differential



Probability Of Selling In Months

No Data Available

No data available for the current selection

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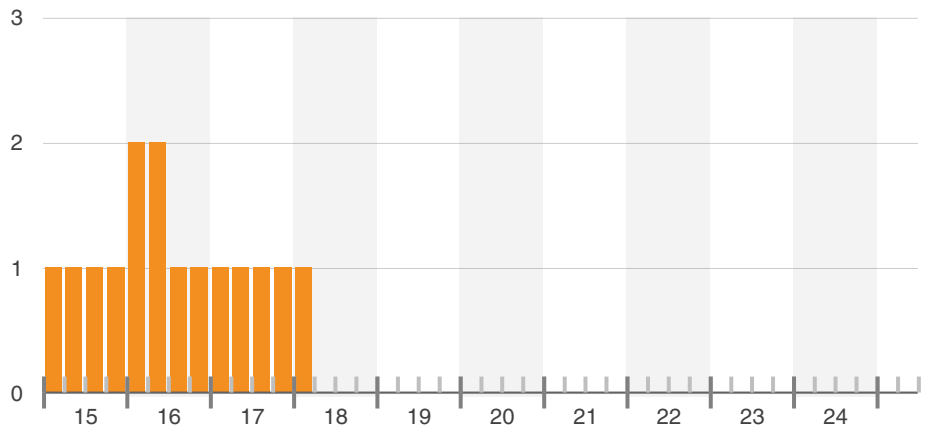
For Sale Total Listings



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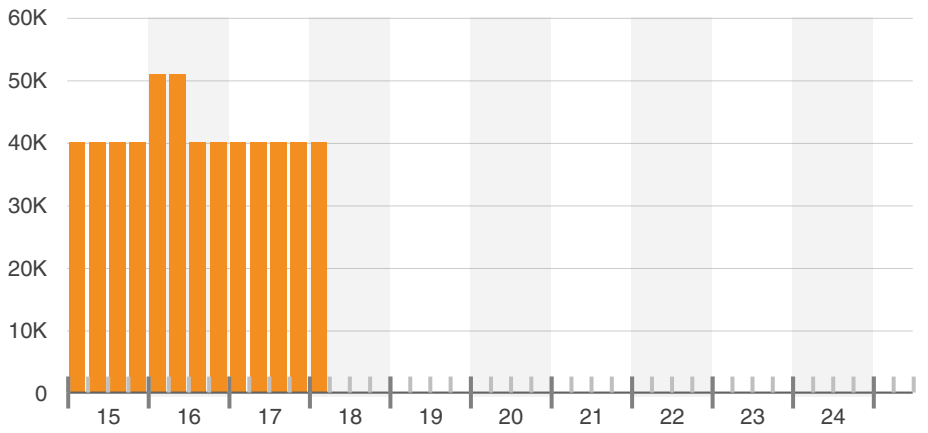

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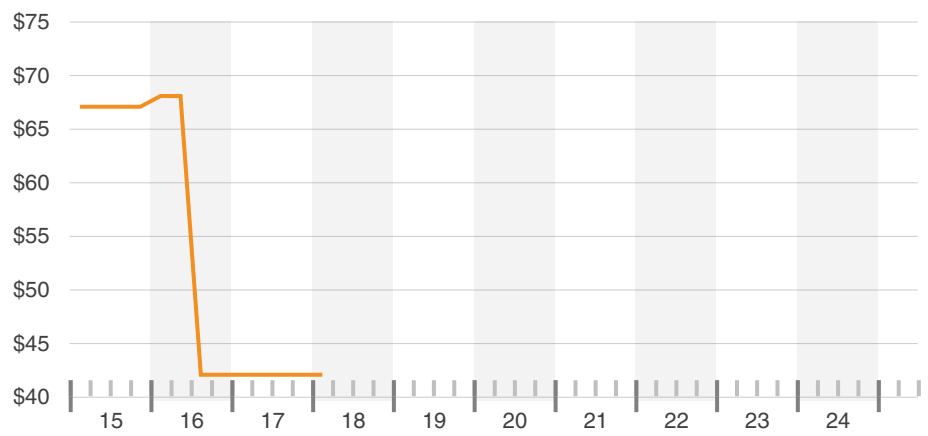
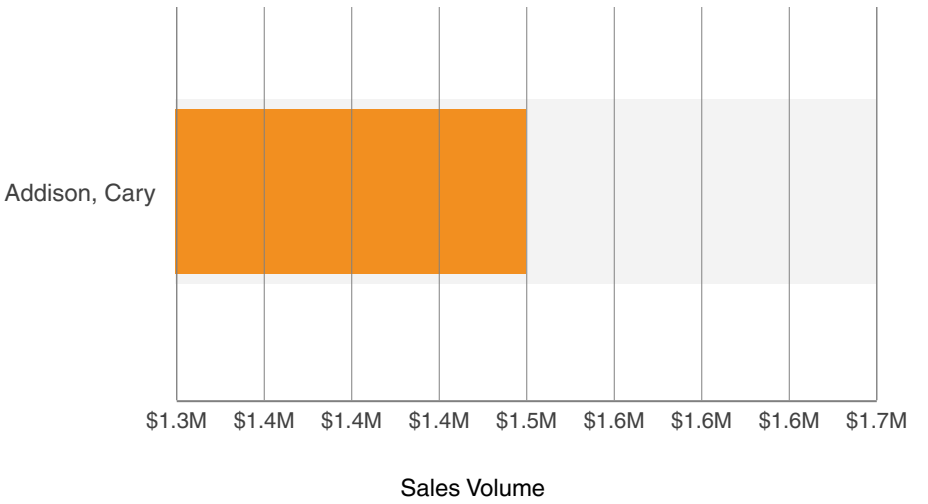


Top Buyers



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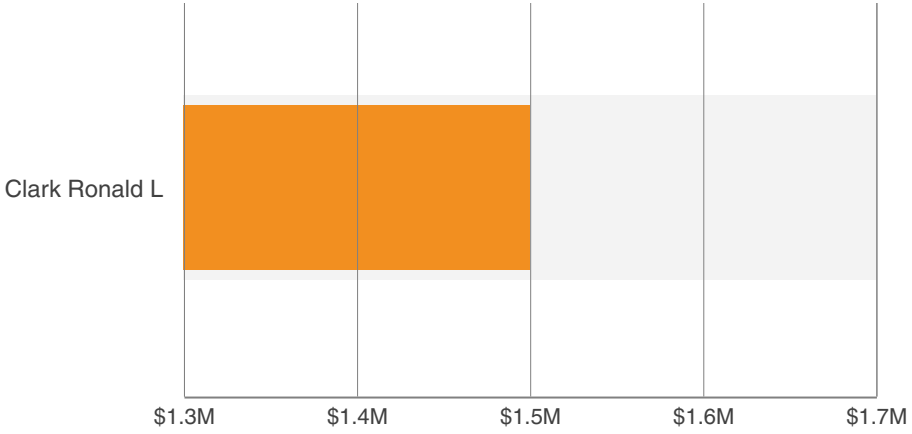
Top Sellers



Top Buyer Brokers

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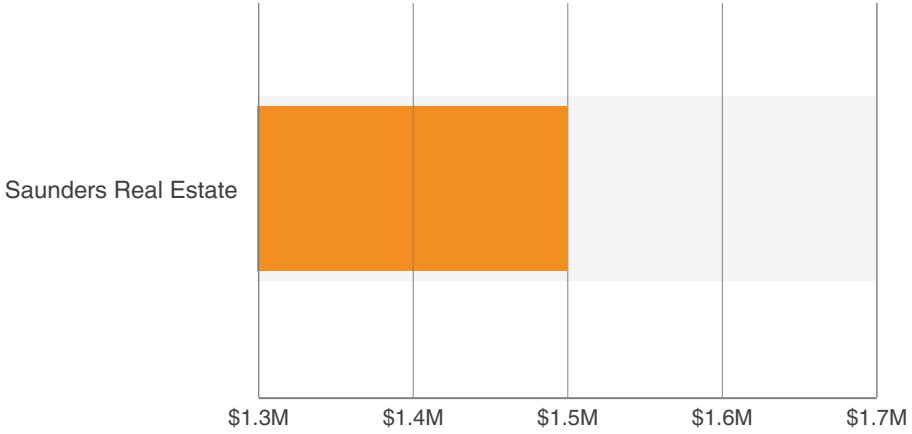
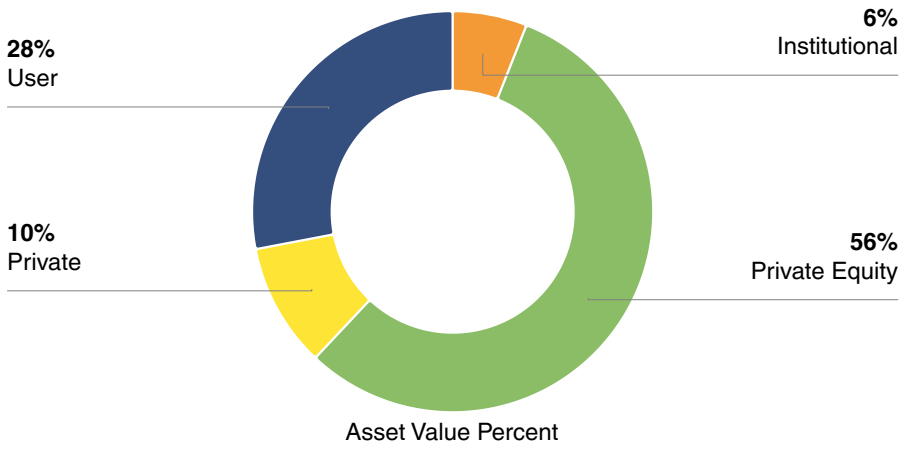
Top Seller Brokers



Asset Value By Owner Type



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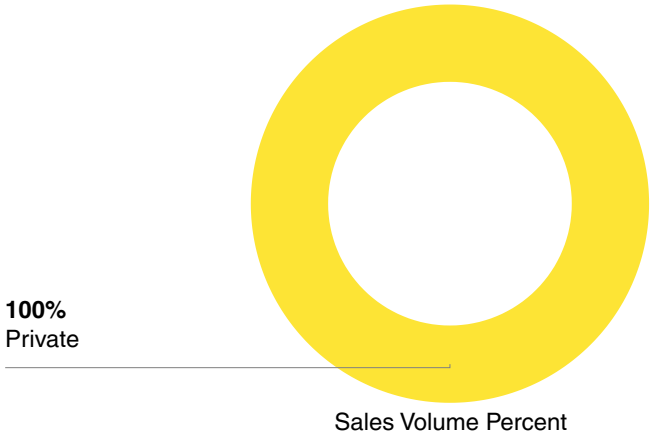
Sales By Buyer Type



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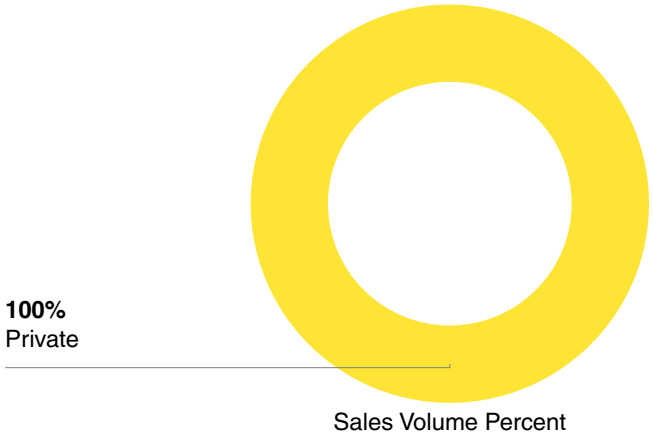

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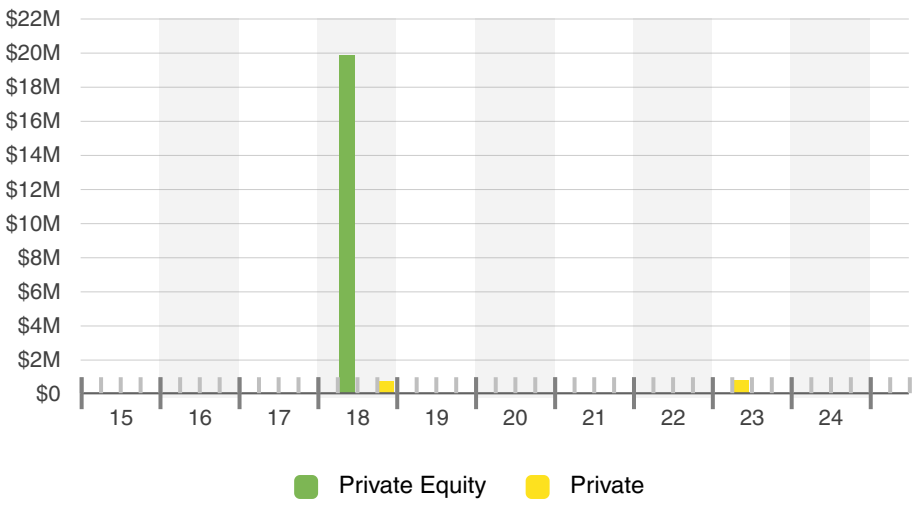

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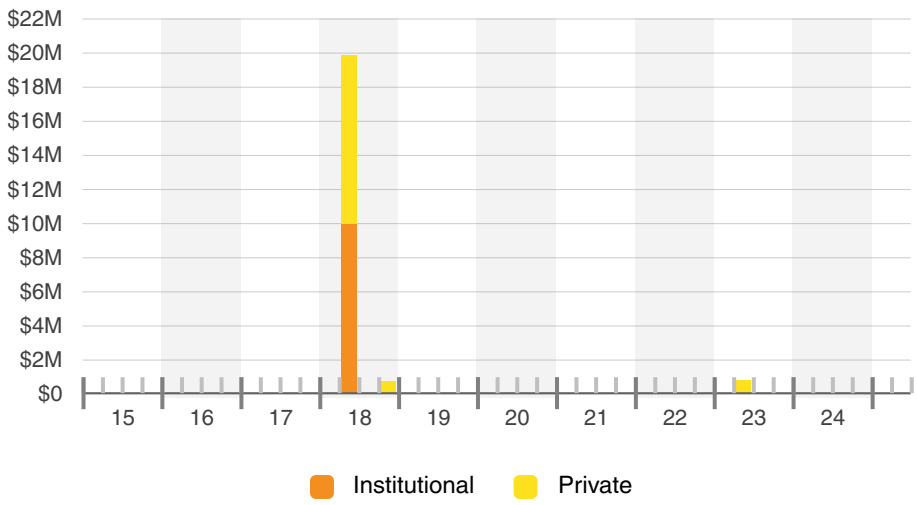

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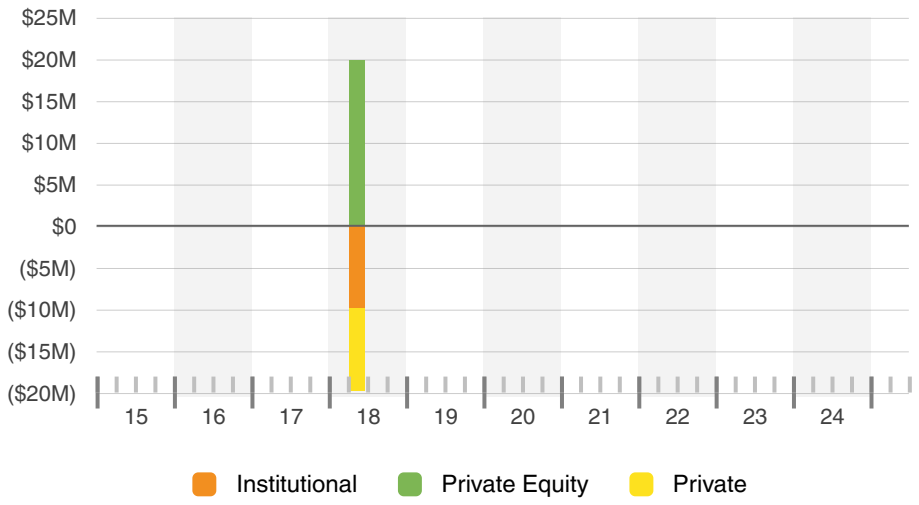
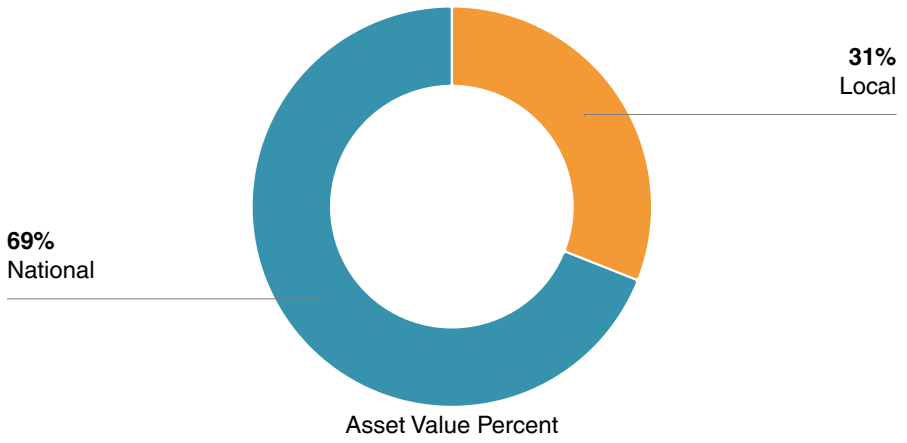
Net Buying & Selling By Owner Type



Asset Value By Owner Origin



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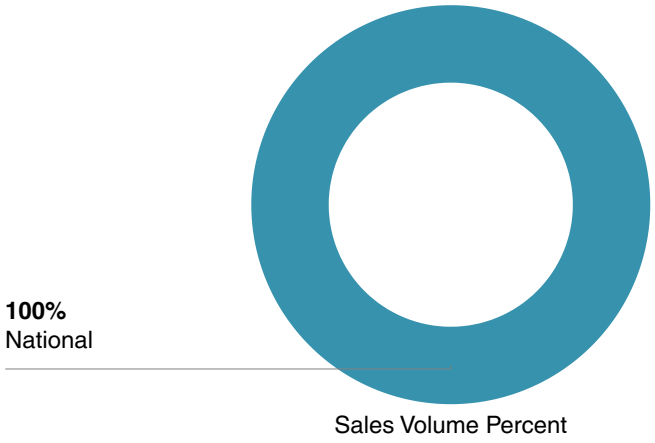
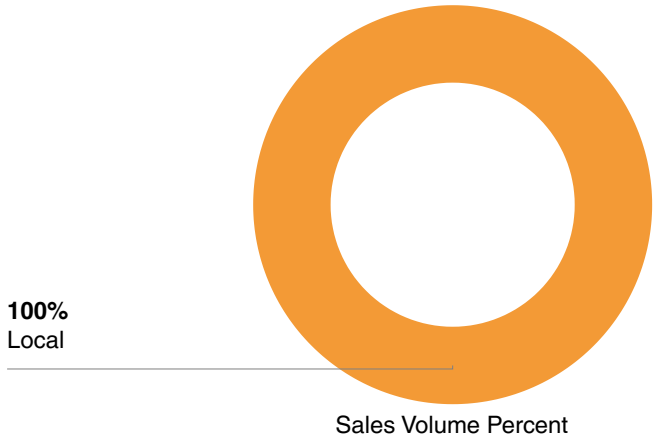


Sales Volume By Seller Origin



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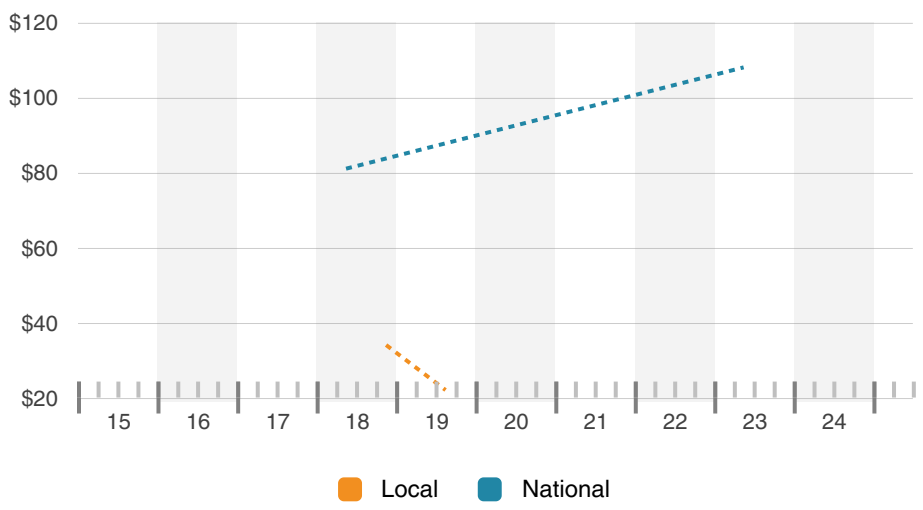
Average Price Per SF By Buyer Origin



Average Cap Rate By Buyer Origin

No Data Available

No data available for the past 10 years

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Report Criteria

- 28 Properties / 1 Spaces
- Custom Polygon
- Property Type: Industrial

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PUBLIC MEEINTG 2 SUMMARY

City of Lakeland
Memorial Boulevard Economic Development Strategy

PUBLIC MEETING 2 – VISION & DRAFT STRATEGIES DATE: April 24, 2025

LOCATION: Haus 840, 820 N Massachusetts Ave, Lakeland, FL TIME: 5:30 PM to 8:00 PM

PARTICIPANTS:

- Over 25 City of Lakeland Community Members
- Shelley Guiseppi, Jonathan Rodriguez, Kevin Lovelace, Valerie Vaught, Sam Odoms, Karen Thompson, Sandra Fairall, Luis Cruz, Logan Brownlow, Michael Smith, Jason Willey, Brian Rewis, Teresa Maio, Matthew Lyons, Sanyqua Marshall, and Shawanda Bonner (City of Lakeland / CRA)
- Breyonne Jeter, Jay Molokwu, Binoy Panicker (Ayres)

MEETING SUMMARY

1. Overview

The second public meeting for the Memorial Boulevard Economic Development Strategy was an open house that attracted over 25 attendees. The meeting presented a comprehensive update on the project's market analysis and community engagement and introduced a community-driven vision for revitalizing the Memorial Boulevard corridor.

Key components included the need for improved infrastructure, economic reinvestment, safer streets, mixed-use development, and stronger community services. Community feedback emphasized walkability, neighborhood identity, and support for small businesses and vulnerable populations. The project team presented the findings and gathered input across four stations, each focused on distinct aspects of the corridor's transformation. Overall, the main sentiments the community expressed at this public meeting were:

- **Community Calls for Revitalization with Basic Infrastructure Fixes First**
  Residents strongly supported the corridor's revitalization but stressed the need to address aging infrastructure (e.g., water, drainage, sewer) and safety concerns (e.g., speeding, accidents, and crime) as foundational priorities.
- **Desire for Walkable, Mixed-Use Development with Neighborhood Character**
  Broad support was given to medium-density housing and mixed-use development, combined with contemporary but locally relevant design features. The community wants development that balances density, livability, and a strong sense of place.
- **Need for Improved Safety and Code Enforcement**
  Key intersections were flagged as dangerous, and residents requested measures like traffic calming, cameras, and better sidewalks. There was repeated concern about problematic hotels, loitering, and a need for anonymous code enforcement.
- **Connectivity and Access Are Crucial to Economic Growth**
  Strong support was voiced for improving connections, particularly to Kathleen Road, to reduce traffic congestion and improve north-south access. Residents also pushed for better public transit, trolleys, and safe bike and pedestrian networks.
- **Demand for Community-Centered Services and Identity**
  Suggestions included a resource hub for social services and entrepreneurship, consistent branding (e.g., "Midtown"), and amenities like parks, boardwalks, and historic landmarks to reclaim and celebrate Memorial Boulevard's heritage.

2. Project Update Presentation

Ayres' presentation focused on creating a community-driven economic development vision for Memorial Boulevard. The vision aims to attract investment, support local neighborhoods, and improve pedestrian safety and the local economy. The project involves strategic redevelopment, leveraging existing assets, and aligning with planned infrastructure improvements.

Key findings from Phase 1 included a data-driven analysis of the corridor, retail, housing, and hospitality markets and community engagement results. The market study used a 5, 10, and 15-minute drive time to assess trade areas, showing nearly 200,000 people within a 15-minute radius. Instead of relying solely on demographics, the team used ESRI's psychographic segmentation to understand consumer behavior and target investment more effectively. The largest consumer groups are cost-conscious and value-oriented, with spending habits that align with discount retailers and affordable services.

The retail market along with Memorial is underperforming, with moderate vacancy (around 6.4%) and below-average lease rates, suggesting a need to reinvest in existing buildings rather than pursue new construction. The commercial and office markets are relatively stagnant, with limited investment activity. Multi-family housing is weak, with high vacancies and rents too low to support new development. The hospitality sector shows signs of recovery, with rising occupancy and revenue per room, but remains geared toward budget-conscious travelers. Public input from over 700 survey responses and community meetings emphasized a desire for revitalization, walkability, small business support, and safety improvements. Residents also expressed concern about crime, homelessness, and preserving neighborhood character.

The proposed vision reimagines Memorial Boulevard as a walkable, mixed-use corridor with improved infrastructure, diverse housing, vibrant public spaces, and a strong sense of place. Four strategy themes were introduced: enhancing the corridor's experience, redeveloping key sites with mixed-use and anchor businesses, improving connectivity to parks and neighborhoods, and updating city policies to support growth. The corridor's FDOT classifications (C3C to C6) were discussed to frame the street design and development context. Then the Memorial Boulevard Corridor Experience was covered, highlighting its transformation into a welcoming gateway. It described the west end as "Gateway Boulevard" (C3C), the central section as "City Gateway" (C4), and the east end as "Lakefront Parkway" (C3R). A park and bike-pedestrian connectivity map was shown to emphasize the goal of improving access from Memorial Boulevard to nearby city facilities and amenities. The presentation concluded with a brief overview of the open house layout, station activities, and photo slides showcasing place references along the corridor.

3. Station 1 – Corridor Experience

Station 1 introduced the overall vision for Memorial Boulevard as a vibrant, safe, and thriving corridor that supports economic growth, community well-being, and historical preservation. The vision emphasized a revitalized mix of local businesses, essential services, housing, and public spaces. Strategic investments aim to improve infrastructure, safety, walkability, and access to city amenities, while promoting diversity of housing, business expansion, and a strong healthcare presence, positioning the corridor as a resilient gateway to Lakeland. The "Corridor Experience" was defined through three segments: Gateway Boulevard (C3C – Work/Play) to the west, City Gateway (C4 – Live/Work/Play) in the center, and Lakefront Parkway (C3R – Live) to the east.

<u>Economic & Infrastructure Improvements:</u>

- Improve economic opportunities on the east side of the corridor
- Add a center lane for smoother traffic flow
- Develop a trail or boardwalk along Lake Parker

<u>Traffic and Community Safety:</u>

- Prioritize community health and safety
- Address speeding and reducing accidents

- Install a camera at Lakeshore Drive & Memorial Boulevard
- Address safety issues at 1st Street & Morgan Avenue, Ashford Inn, Paramount Lakeside Inn, and surrounding blocks (Iowa Avenue, Bon Air Street, Vermont Avenue)

4. Station 2 – Potential Uses & Character

At Station 2, community members were asked to weigh in on the types of uses and character features they would like to see along the Memorial Boulevard corridor. Three primary themes emerged from this station: a strong preference for medium-density, mixed-use, and residential development; a desire for pedestrian- and transit-friendly infrastructure; and a call for a cohesive, identity-rich corridor that includes public amenities, green spaces, and community-centered design.

The first board focused on potential uses, asking participants to place yellow dots for “yes” and blue dots for “no” on various development types. The results showed strong support for moderate intensity uses. Medium-density multifamily housing received the highest number of affirmative votes (8 yes), followed closely by medium-density mixed-use development (7 yes) and office buildings (6 yes). These preferences suggest that the community is interested in a balanced mix of residential and employment opportunities that promote a walkable, neighborhood-oriented environment. In contrast, high-density mixed use was the least supported option (6 no), indicating resistance to overly dense development. Hotels and shopping plazas also received more negative feedback than positive, reflecting concerns over large-scale commercial uses that may not align with the corridor's desired character.

The second board explored the character features the community would like to see along the corridor. Pedestrian-focused streetscapes received overwhelming support (9 yes), reflecting a strong desire for a more walkable and accessible environment. Transit-focused streetscapes also received moderate support (5 yes), while car-focused designs were split evenly (4 yes / 4 no), indicating tension about prioritizing vehicles over people. Regarding architectural and furnishing styles, contemporary design stood out with the most support (7 yes), while preferences were mixed for historic and rustic features. The community appears to favor a modern and inviting look while maintaining some elements of local character.

Participants also provided written feedback on the overall corridor experience.

<u>Mobility & Access:</u>

- Frequent public transit, with 15-minute service intervals
- Shuttle to parking lots, especially to downtown events
- A trolley system along Memorial Boulevard

<u>Development Vision:</u>

- Calls for density to spur development
- A long-range plan
- Consistent design throughout the corridor
- Incorporation of neighborhood identity

<u>Public Realm Enhancements:</u>

- Make a Lake Parker and Lake Bonny historic sites
- Corridor-length bike pathway, the entire length of Memorial Boulevard
- Landscaping and landscape buffers, like in the City of Naples
- A city square with a park in the middle and local businesses bordering the park
- Specific infrastructure and safety concerns, including poor road conditions impacting businesses and intersections with frequent accidents, such as the one at Lakeshore Drive and Memorial Boulevard.

One participant referenced work on “south and by CSX,” which may relate to construction or infrastructure repairs in that area.

5. Station 3 – Corridor Connectivity & Programs

Station 3 had the final two feedback boards. The top three topics from Station 3 were improved connectivity to Kathleen Road, infrastructure upgrades, and enhanced community support services. Participants emphasized the importance of direct access between Memorial Boulevard and Kathleen Road, noting that this would significantly reduce traffic congestion and strengthen north-south mobility in the area. Infrastructure improvements, particularly related to outdated drainage and sewer systems, were viewed as critical to both everyday livability and enabling future development. Additionally, there was strong interest in establishing supportive services for residents, including a centralized community hub that could offer social services, entrepreneurship resources, and targeted assistance for vulnerable populations such as low-income households and those experiencing homelessness.

For Board 1 Corridor Connectivity, community members were asked where Memorial Boulevard should connect better. The strongest consensus was around Kathleen Road, which residents believe could become a primary north-south connector similar to Florida Avenue, but only if direct access from Memorial Boulevard is improved. Community members cited traffic congestion and safety issues tied to the current detours, which funnel cars through high-density residential areas, especially along Quincy Street, which is too narrow and overburdened. Another concern is the awkward intersection at Lincoln Avenue and Memorial, which is not aligned (not kitty-corner), making it difficult for drivers to see and cross safely toward Kathleen Road. Some residents also suggested 10th Street could help relieve congestion by acting as a secondary connection to Florida Avenue, pulling traffic off Memorial.

Board 2 focused on Programs, asking five questions to the community to gather ideas for improvement:

What policies or improvements would make Memorial Boulevard feel more attractive?

- Residents called for code enforcement and holding commercial property owners accountable. There was strong sentiment about cleaning up or removing problematic hotels and addressing homelessness. Ideas to revive the corridor’s charm included vintage signage, decorative arches, and fresh storefronts that celebrate the area’s history. Infrastructure suggestions included relocating sewer lines to free up development space, improving drainage, and landscaping enhancements near Lake Parker, such as a sidewalk, boardwalk, or park pier.

How can Memorial Boulevard feel safer?

- Suggestions included infrastructure repairs, more sidewalks, camera installations (especially at Lakeshore & Memorial), and enforcing crosswalks. Residents mentioned anonymous code enforcement to avoid retaliation and the need for private daytime spaces for the homeless to reduce loitering and improve community interaction.

What community services would improve daily life for residents?

- Many voiced the need for updated water and drainage systems, describing the current infrastructure as 100 years old and overcapacity. There was strong support for a resource center, offering social services, a business co-op, a trade/ makerspace, and entrepreneurial support. Residents emphasized low-income and homeless support services, specifically mentioning facilities like Lighthouse Ministries.

How can Memorial Boulevard be better known?

- The community suggested creating a “Midtown” identity with entry signage, commemorating the corridor’s historic “glory days” to help anchor identity and sense of place.

What would help more businesses open or grow?

- Suggestions included grant programs for business and residential improvements, programs to support those struggling with addiction, high-density mixed-use development, office space for companies, and a business mentorship or partnership program.

6. Station 4 – Comments and Other Feedback

At Station 4, an interactive screen of the project webpage was presented for participants to gain more project information and provide additional feedback gathered through paper submissions. The following summarizes the main sentiments expressed at this station.

Final Thoughts:

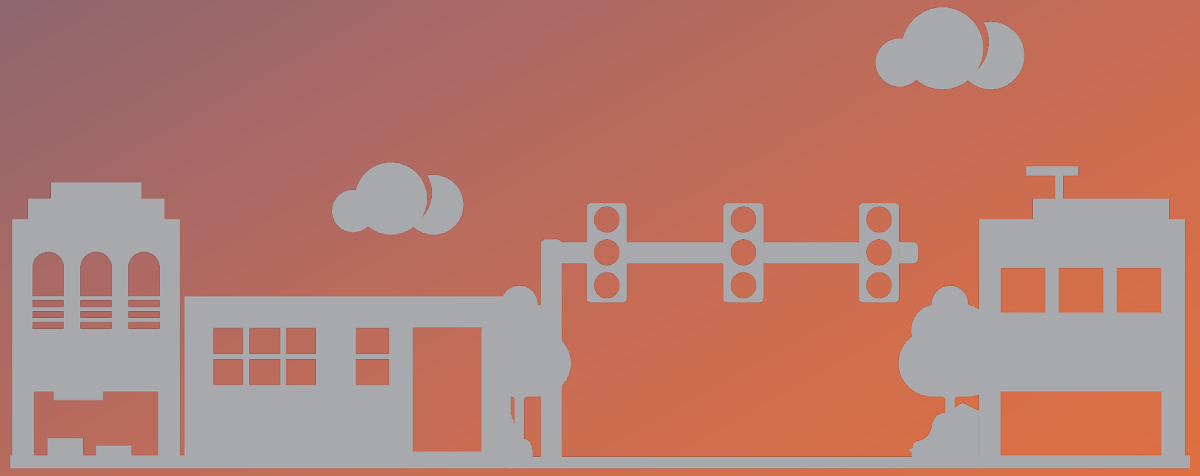
- Residents supported a revitalization project but stressed that foundational issues must be addressed first.
- There is substantial concern over speeding and frequent accidents along Memorial Boulevard, especially where residential areas are nearby.
- Community members want the removal or transformation of problematic hotels that are perceived to contribute to safety and quality-of-life concerns.
- People living in or near hotels often stand at intersections, raising safety and social service concerns.
- Infrastructure is a top priority, specifically, outdated and overwhelmed water management, drainage, and sewer systems over 100 years old.
- Residents believe revitalizing one area should not result in further strain or decline in other parts of the city.
- There is interest in speed bumps and other traffic-calming measures to reduce danger in residential areas.

Enclosures:

1. Project update presentation slide deck.
2. Maps, markups, and notes received from the community at each station.

MEMORIAL BOULEVARD
Economic Development Strategy

PUBLIC MEETING 2
April 24, 2025



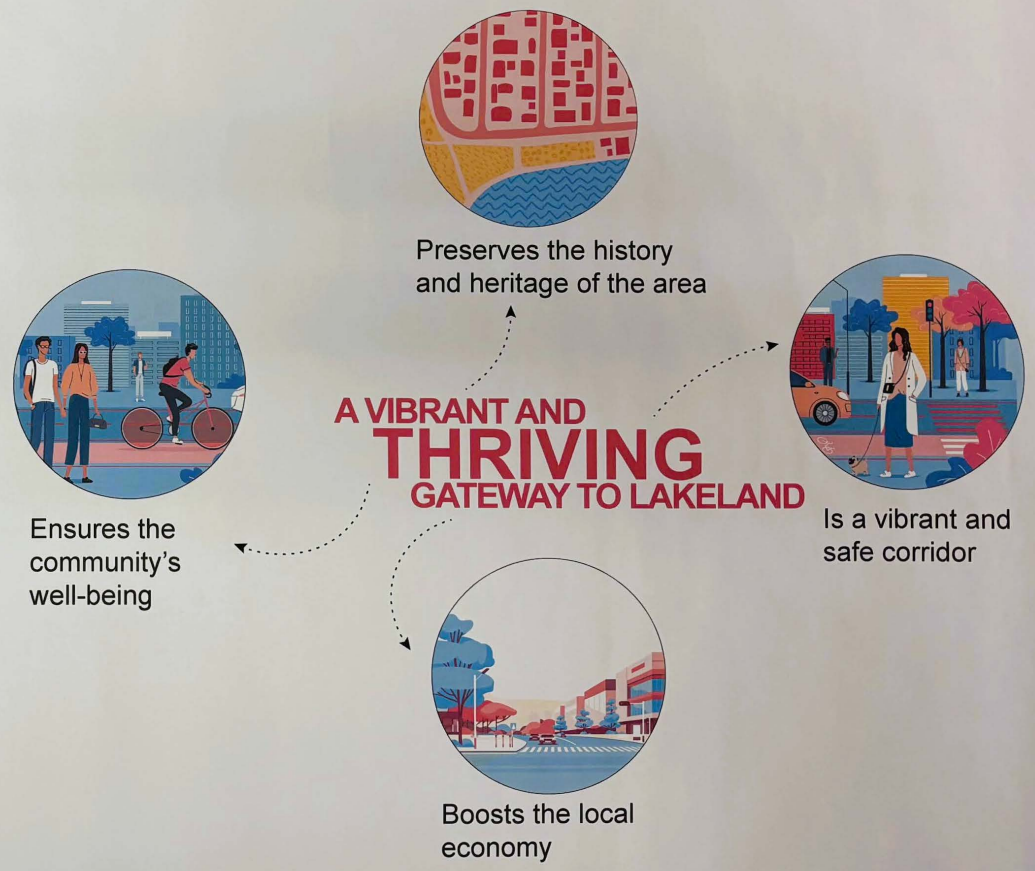
Revitalizing 92

A vision for Memorial Blvd

The Memorial Boulevard **Vision**

Vision Statement

Memorial Boulevard will be a **vibrant, safe, and thriving corridor** that fosters economic growth, enhances community well-being, and preserves its rich history. Through strategic revitalization, the corridor will be a dynamic **mix of locally owned businesses, essential services, and attractive public spaces and homes** that serve residents, businesses, and visitors alike. Investments in infrastructure, safety, and accessibility will make Memorial Boulevard a welcoming, **walkable, and connected** destination for the community. Strategic investments will support diverse housing, business expansion, and a strong healthcare presence, transforming it into a **resilient gateway** to Lakeland.



Revitalizing 92
A vision for Memorial Blvd

Memorial Blvd Economic Development Strategy

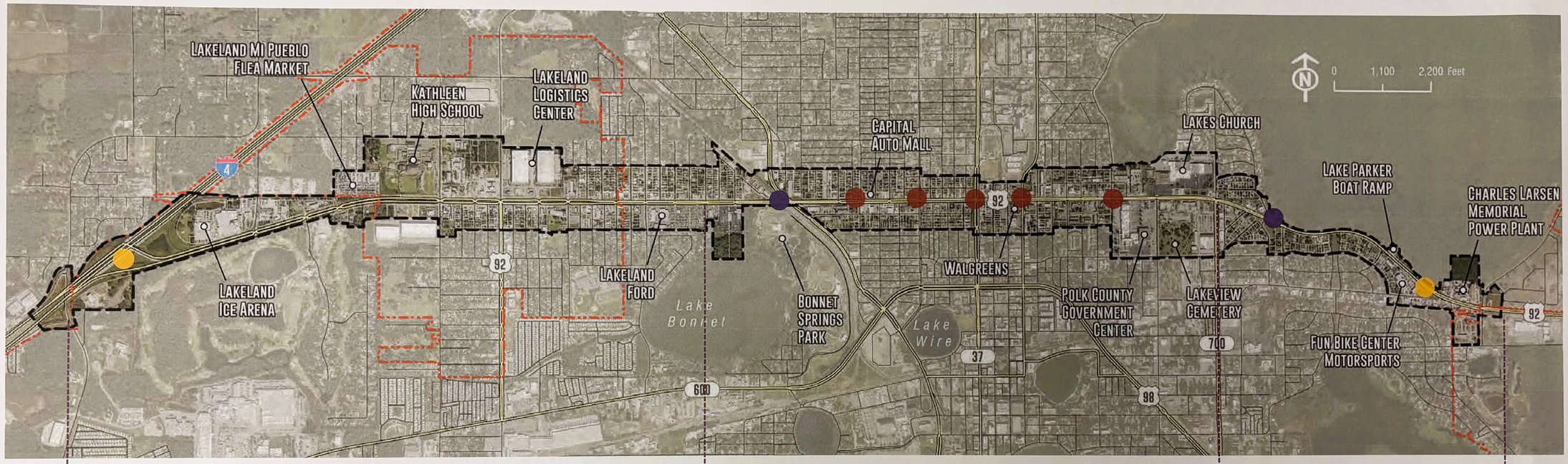
PUBLIC MEETING 2: VISION & DRAFT STRATEGIES

City of Lakeland www.lakelandgov.net

AYRES

The Memorial Boulevard **Corridor Experience**

What are your thoughts on the draft ideas for Memorial Boulevard?



Gateway

Corridor Feature

Gateway Boulevard

(FDOT: C3C Suburban Commercial)

WORK - PLAY

C5 Urban Center (4)

City Gateway

(FDOT: C4 Urban General)

LIVE - WORK - PLAY

Corridor Feature

Gateway

Lakefront Parkway

(FDOT: C3R Suburban Residential)

LIVE

Let us know your thoughts on the Memorial Blvd corridor experience

Memorial Boulevard Project Area

Lakeland City Limits

Matchline

Project Area Statistics

Number of parcels = 1,048
Total Area = 990.9 acres
Area of parcels = 687.1 acres
Right-of-way area = 303.8 acres
Length of segment = 6.1 miles

LOCATION MAP

MAP 15A

MAP 15B

SCALE: 1" = 2,000'

TAKE CARE OF SAFETY

ACCIDENTS

TRAIL GOOD IDEA BOARDWALK

CAMERAS

Let us know your thoughts or suggestions.

Crucial to get the health of the Community first

- SAFETY IMPROVEMENTS
  SPEEDING
- EAST SIDE
- MIDDLE LANE FOR SPEEDING
- VEHICULAR ACCIDENTS

Revitalizing 92
A vision for Memorial Blvd

Memorial Blvd Economic Development Strategy

PUBLIC MEETING 2: VISION & DRAFT STRATEGIES

CITY OF Lakeland www.lakelandgov.net

AYRES

Character Features

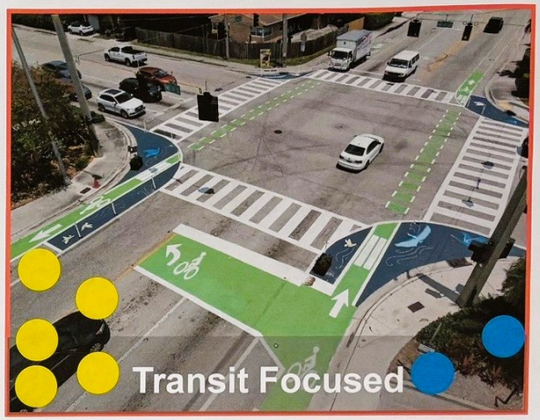
Rank the types of character features you would like to see on the corridor.

No Yes

Streetscape







Street Elements







Architecture





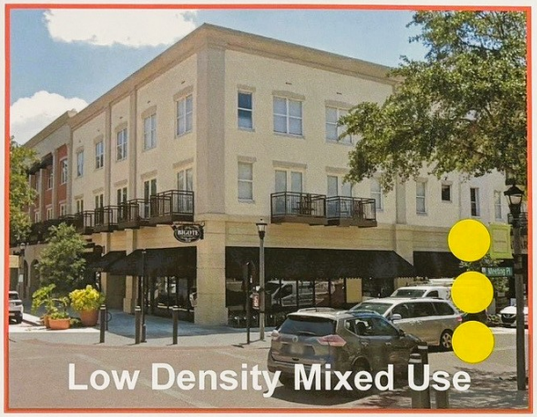


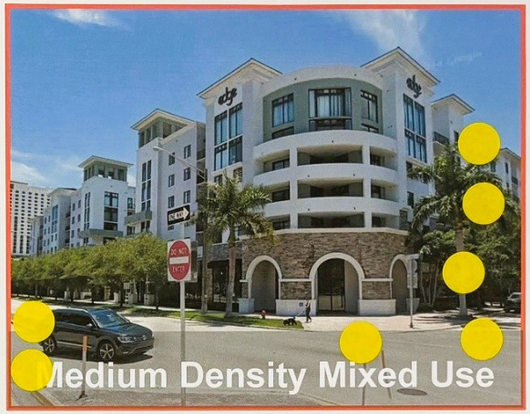
Potential Uses

Rank the types of uses you would like to see on the corridor.

No Yes

Mixed Use







Residential







Commercial









Let us know your thoughts or suggestions.

parking w/ shuttle lots (esp. for events downtown)

mass transit w/ frequent service (e.g. EVERY 15 min)

52

LEGEND

- Memorial Boulevard Project Area
- Lakeland City Limits
- Matchline

Project Area Statistics

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Area of parcels = 687.1 acres
Right-of-way area = 303.8 acres
Length of segment = 6.1 miles

LOCATION MAP

MAP 15A

MAP 15B

SCALE: 1"= 2,000'

Let us know your thoughts or suggestions.

When will the repaving south and by CSX begin?

Bike path full distance of Memorial?

Make Mem. Blvd. Super Cleuse. to incentivize developments

Nodes: landscaping
- long range plan
- landscape buffer
- Consistentency w/ design

City "square" that has local businesses + a park in middle

- bring Characters of neighbors into corridor segments
- Lake Parker + Lake Bonnie historic site

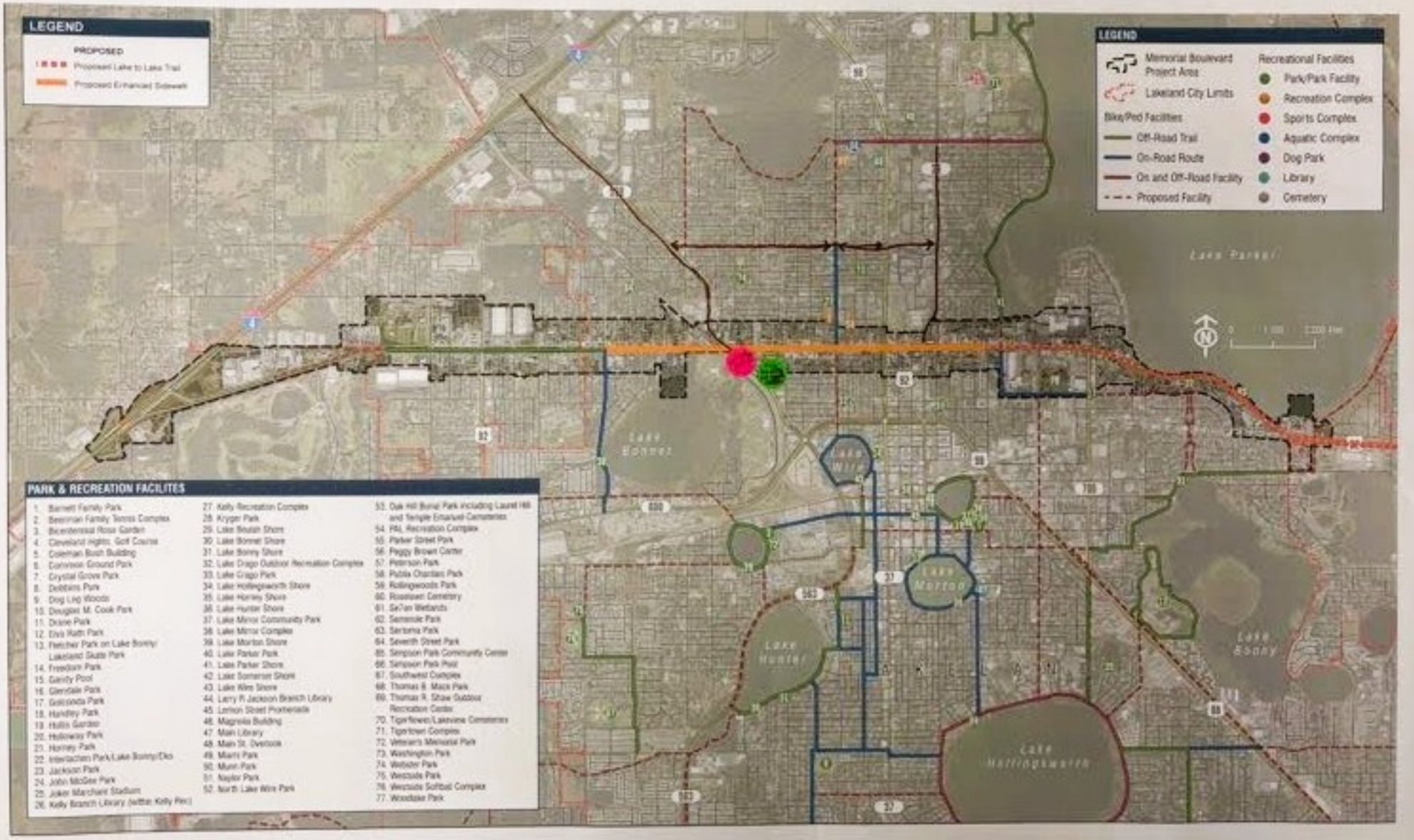
Why have street furnishings if there are no amenities

trolley running along memorial for public transit

Address infrastructure issues hurts businesses

Corridor Connectivity

Where should Memorial Boulevard be easy to connect to?



Memorial Boulevard Project Area

Lakeland City Limits

Matchline

Area Statistics

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# parcels = 687.1 acres
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LOCATION MAP

MAP 15A

MAP 15B

SCALE: 1" = 2,000'

Lake Parker

AUGUSTA ST

4TH ST W

3RD ST W

2ND ST W

1ST ST W

CAPITAL AUTO MALL

OMOHUNDRO AVE

WEBSTER AVE N

MADISON AVE

WALKER AVE N

JOSEPHINE ST

KEITH ST

TEXAS AVE

MARTIN L KING JR AVE

MISSOURI AVE N

FLORENCE AVE N

VIRGINIA AVE N

NEW YORK AVE N

FLORIDA AVE N

IOWA AVE N

VERMONT AVE N

LAKE AVE N

TONYA RD

15TH ST E

MEMORIAL BLVD W

MEMORIAL BLVD E

92

98

598

100

700

JOE K AVE

LINCOLN AVE

QUINCY ST

WILLIAMS TER

EMMA ST

KATHLEEN RD

BONNET SPRINGS BLVD

BONNET SPRINGS PARK

ADAMS ST

OHIO AVE N

PEAR ST

PARKER ST W

MYRTLE ST W

MAGNOLIA ST W

GEORGE JENKINS BLVD

SCOTT AVE N

DELAWARE AVE

PLUM ST

WALGREENS

KENTUCKY AVE N

MASSACHUSETTS AVE N

TENNESSEE AVE N

PARKER ST E

MYRTLE ST E

MAGNOLIA ST E

PEACHTREE ST E

OAK ST E

BAY ST W

BAY ST E

LAKE WIRE DR

MIRRORTON AVE

STELLA AVE N

MORGAN AVE N

MABEL AVE

INGRAHAM AVE N

EVELYN AVE

OLEANDER ST E

LAKE PARKER AVE N

GARY RD N

FERN PL

FERN RD N

FERN RD E

ELM RD E

DIXIE PL

CANAL AVE N

MAIN ST E

LAKE'S CHURCH

LAKEVIEW CEMETERY

POLK COUNTY GOVERNMENT CENTER

SPINNAKER DR

BONNIE RD

GREENWOOD

MITCHELL ST

HORNER AVE

ALICIA RD

HOLLY RD

GARY RD E

INTERLACHEN PKWY

SHORE ACRES DR

LAKE PARKER BOAT RAMP

FUN BIKE CENTER MOTORSPORTS

CHARLES LARSEN MEMORIAL POWER PLANT

0 120 240 Feet

us know your
oughts or
ggestions.

Memorial Boulevard Project Area

Lakeland City Limits

Matchline

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LOCATION MAP

MAP 15A

MAP 15B

SCALE: 1"=2,000

AUGUSTA ST
4TH ST W
3RD ST W
2ND ST W
1ST ST W
CAPITAL AUTO MALL
OHIO AVE N
WEBSTER AVE N
MADISON AVE N
WALKER AVE N
DUDLEY AVE N
KETTLESON AVE N
PEARL AVE N
MARTIN L KING JR AVE N
FLORENCE AVE N
VIRGINIA AVE N
NEW YORK AVE N
FLORIDA AVE N
MISSOURI AVE N
BONIA AVE N
VERMONT AVE N
STELLA AVE N
LAKE AVE N
LAKES CHURCH
MEMORIAL BLVD W
MEMORIAL BLVD E
QUINCY ST
WILLIAMS TER
EMMA ST
PLUM ST
TENNESSEE AVE N
KENTUCKY AVE N
MASSACHUSETTS AVE N
IOWA AVE N
DELAWARE AVE N
KINGSHORE DR
LAKEVIEW CEMETERY
LAKE PARKER AVE N
BOATHOUSE RD
BRIDGEPORT DR
BRIGHTWATER DR
MILLCHELL ST
PARKSIDE DR
LAKE PARKER BOAT RAMP
MEMORIAL PKWY
SHORE ACRES DR
CHARLES LARSEN MEMORIAL POWER PLANT
KATHLEEN RD
BONNET SPRINGS BLVD
BONNET SPRINGS PARK
ADAMS ST
TEXAS AVE
OHIO AVE N
PEAR ST
PARKER ST W
PARKER ST E
WALGREENS
POLK COUNTY GOVERNMENT CENTER
MYRTLE ST W
MYRTLE ST E
MAGNOLIA ST W
MAGNOLIA ST E
GEORGE JENKINS BLVD
PEACHTREE ST E
OAK ST E
BAY ST W
BAY ST E
OLEANDER ST E
MORGAN AVE N
MABEL AVE
INGRAHAM AVE N
EVELYN AVE
LAKE PARKER AVE N
GARY RD N
ALICIA RD
HOLLY RD
GARY RD E
FUN BIKE CENTER MOTORSPORTS
INTERLACHEN PKWY
FERN RD E
FERN PL
ELM RD E
DUKE PL
CANAL AVE N
MAIN ST E
LAKE WIRE DR
Lake Parker
0 120 240 Feet

us know your
ughts or
ggestions.

Let us know your thoughts

While A Revitization project could improve our community, before the "pretty" things Are done, A true Needs to be put on water management with Appropiate Drain Water Management & Sewage issues. The infrastructure is Already pushed past capacity with lines which Are 100 or more years old. Improving one Area of the city should not come At the cost of Another Area which is Already Damaged.

Let us know your thoughts

resident near interlachen

public forum, speed bumps, wants hotel gone, needle in neighbor's yard, accidents on memorial lead to fast traffic in residential, people living in hotels,

Lakeland Mem. Blvd Open House

- [ ] Create station signage up to 10
- Kathleen Rd. the detour to Memorial has high density w/ all the apartments along Quincy - short street - 3 stories, lots of traffic. The intersection at Lincoln + Memorial are not kitty corner which causes problems w/ see straight through traffic from across the street crossing over to get to Kathleen Rd from Lincoln-Quincy

REDEVLOPMENT PRIORITY AND INFILL SITES



KETTLES AVENUE PRIORITY SITE 1

OWNER: ZAID JIMARD YUSSEFF
NUMBER OF PARCELS: 2
AREA: 0.45 ACRES
ADDRESS: 631 W. MEMORIAL BLVD.
ZONING: COMMERCIAL
DESCRIPTION: VACANT COMMERCIAL

INFILL/REUSE POTENTIAL: MIXED COMMERCIAL, RETAIL & DINING













KETTLES AVENUE PRIORITY SITE 2

OWNER: ABELDELHADE AMEN TAJA
NUMBER OF PARCELS: 1
AREA: 0.23 ACRES
ADDRESS: 617 W. MEMORIAL BLVD.
ZONING: COMMERCIAL
DESCRIPTION: VACANT COMMERCIAL

INFILL/REUSE POTENTIAL: MIXED COMMERCIAL, RETAIL & DINING













MARTIN L. KING JR. AVENUE PRIORITY SITE 1

OWNER: MULTIPLE OWNERS
NUMBER OF PARCELS: 12
AREA: 1.29 ACRES
ADDRESSES: 501-1003 W. MEMORIAL BLVD., 1008-1018 MARTIN L. KING JR. AVE. & 500-520 W. 1ST ST.
ZONING: COMMERCIAL
DESCRIPTION: VACANT COMMERCIAL STORE, OFFICE WITH RESIDENCE & DUPLEXES/TRI'S/QUADS 9 UNITS OR LESS

REDEVELOPMENT POTENTIAL: MIXED USE, RETAIL & RESIDENTIAL













Martin L. King Jr. Avenue Priority Site 2

Owners: Shalhab Nour, Porquett Randall
Number of Parcels: 3
Area: 0.76 Acres
Addresses: 425 W. Memorial Blvd., 1016 N. Florence Ave.
Zoning: Commercial
Description: Retail up to 4,999sf, vacant commercial

Infill/Reuse Potential: Mixed commercial, retail & dining













Martin L. King Jr. Avenue Priority Site 3

Owners: Multiple Owners
Number of Parcels: 8
Area: 1.12 Acres
Addresses: 929-935 Martin L. King Jr. Ave., 401-405 Quincy St. & 936 N. Virginia Ave.
Zoning: Commercial
Description: Churches, vacant municipal, Single family residential, vacant commercial, vacant residential, Class D office & commercial

Redevelopment Potential: Mixed use, retail & residential













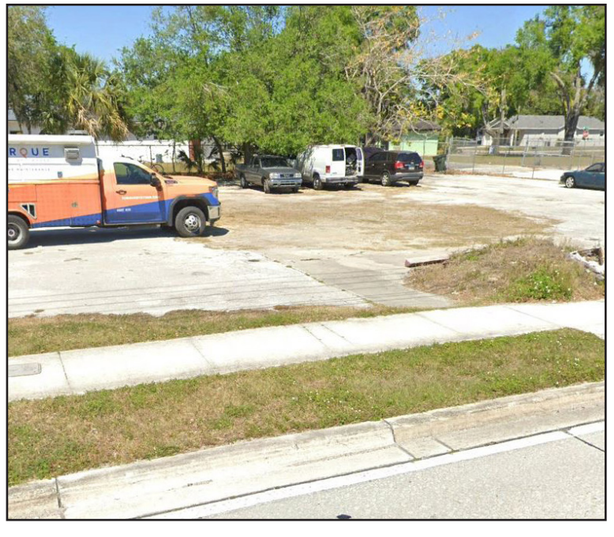
NEW YORK AVENUE PRIORITY SITE

OWNERS: LAKELAND MASONIC LODGE 52, ANTAR ABDULLAH
NUMBER OF PARCELS: 4
AREA: 0.99 ACRES
ADDRESSES: 305-315 W. MEMORIAL BLVD., 1015 N. VIRGINIA AVE.
ZONING: COMMERCIAL
DESCRIPTION: VACANT COMMERCIAL, INSURANCE COMPANY, CLUBHOUSE/COUNTRY CLUB/CULTURAL ORG., USED SALES AND RENTAL/LEASING

INFILL/REUSE POTENTIAL: MIXED USE RESIDENTIAL, RETAIL & OFFICE









Missouri Avenue Priority Site

Owner: Devine Danille, Overstreet Paul N III
Number of Parcels: 2
Area: 0.68 Acres
Addresses: 200 W. Memorial Blvd., 201 Quincy St.
Zoning: Commercial
Description: Used sales and rental/leasing, SFR up to 2.49 ac

Infill Potential: Mixed use, residential, retail & office











FLORIDA AVENUE PRIORITY SITE

OWNER: SIVA INVESTMENTS, OVERSTREET PAUL N III, CASTLES WAYNE B AND PAT SY A REV TRUST, REIHANI DIANA JUAREZ
NUMBER OF PARCELS: 6
AREA: 1.67 ACRES
ADDRESSES: 101-215 W. MEMORIAL BLVD., 1013 MISSOURI BLVD., 1015 N. NEW YORK AVE.
ZONING: COMMERCIAL
DESCRIPTION: VACANT COMMERCIAL, USED SALES AND RENTAL/LEASING, NATIONAL CHAIN/FAST FOOD RESTAURANTS

REDEVELOPMENT POTENTIAL: MIXED USE, RETAIL, OFFICE & RESIDENTIAL











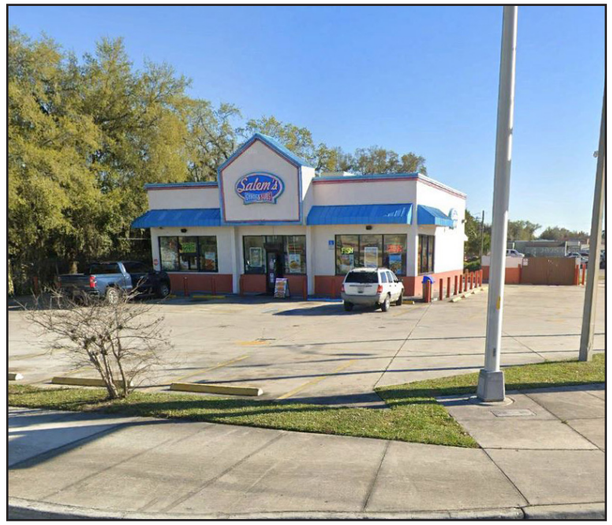


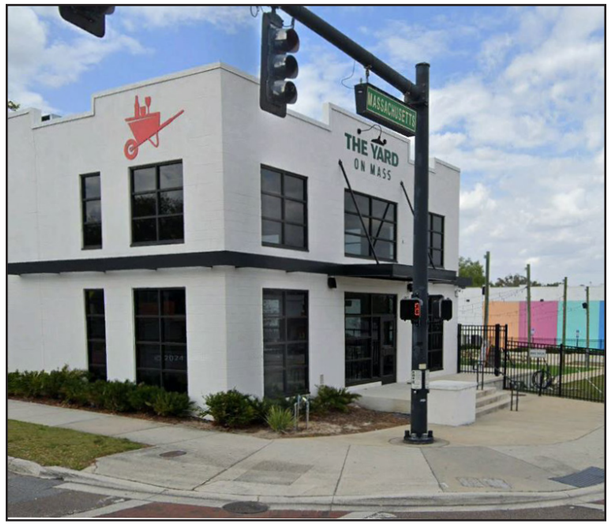
MASS MARKET AREA PRIORITY SITE

OWNER: MULTIPLE OWNERS
NUMBER OF PARCELS: 98
AREA: 38.0 ACRES
ADDRESSES: MULTIPLE ADDRESSES
ZONING: COMMERCIAL, OFFICE & MULTIPLE FAMILY
DESCRIPTION: OFFICE, AUTO REPAIR, BARS & LOUNGES, CHURCHES, RETAIL, RESIDENTIAL, LIGHT INDUSTRIAL, DRUG STORE, FAST FOOD, MUNICIPAL & VACANT

REDEVELOPMENT POTENTIAL: MIXED USE RETAIL, DINING, OFFICE & RESIDENTIAL













Kentucky Avenue Priority Site

Owner: JPM of Central Florida
Number of Parcels: 1
Area: 0.39 Acres
Addresses: 218 E. Memorial Blvd.
Zoning: Commercial
Description: Auto repair/commercial service garage

Infill/Reuse Potential: mixed commercial, retail









Iowa Avenue Priority Site

Owner: Madhav Inc., THISISAWESOME LLC
Number of Parcels: 3
Area: 3.39 Acres
Addresses: 508 E. Memorial Blvd., 515 Bon Air St.
Zoning: Commercial, Office
Description: Hotels/motels, multi-family 50 units +

Infill/Reuse Potential: Re branded hospitality and/or residential













LAKESHORE DRIVE PRIORITY SITE 1

OWNER: MGMT CORP, IACOVELLA PASQUALE P, SERVIGROUP INSURANCE LLC, LAMM JEFFREY
NUMBER OF PARCELS: 4
AREA: 1.02 ACRES
ADDRESSES: 804-820 E. MEMORIAL BLVD.,
1022 LAKESHORE DR.
ZONING: COMMERCIAL
DESCRIPTION: CONVENIENCE STORE, LOCAL RESTAURANT, CLASS C OFFICE, SFR UP TO 2.49 AC

INFILL/REUSE POTENTIAL: MIXED COMMERCIAL, RETAIL & DINING













LAKESHORE DRIVE PRIORITY SITE 2

OWNER: LAKE PARKER HOLDINGS LLC, CITY OF LAKELAND
NUMBER OF PARCELS: 4
AREA: 7.76 ACRES
ADDRESSES: 910 E. MEMORIAL BLVD.,
1025 LAKESHORE DR.
ZONING: COMMERCIAL, OFFICE
DESCRIPTION: HOTELS/MOTELS, VACANT MUNICIPAL

INFILL/REUSE POTENTIAL: RE BRANDED HOSPITALITY AND/OR RESIDENTIAL













LAKESHORE DRIVE PRIORITY SITE 3

OWNER: LAKELAND TOWN CENTER LLLP, CITY OF LAKELAND
NUMBER OF PARCELS: 7
AREA: 26.3 ACRES
ADDRESSES: 900-1000 E. MEMORIAL BLVD.,
815-821 LAKESHORE DR., 930 E. PARKER ST.
ZONING: COMMERCIAL
DESCRIPTION: COMMUNITY SHOPPING CENTER, RETAIL UP TO 4,999 SF, COMMERCIAL PARKING LOTS, CLASS C OFFICE & VACANT MUNICIPAL

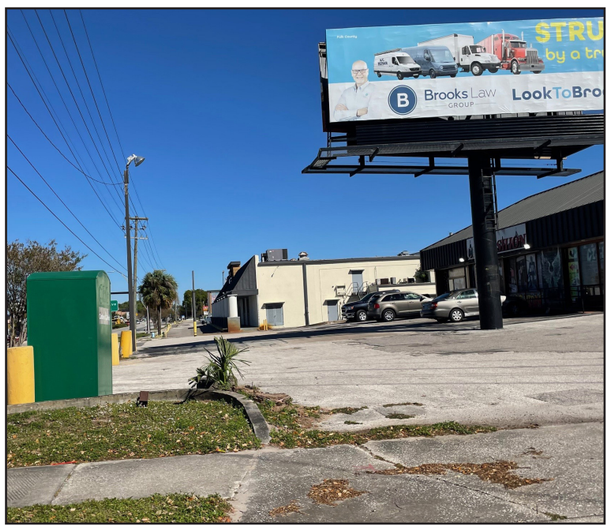
REDEVELOPMENT POTENTIAL: MIXED SHOPPING CENTER, RESIDENTIAL & ENTERTAINMENT













INGRAHAM AVENUE PRIORITY SITE 1

OWNER: CITY OF LAKELAND, SAGE LD 1 LLC
NUMBER OF PARCELS: 2
AREA: 6.56 ACRES
ADDRESSES: 1005 E. MEMORIAL BLVD.,
905 N. INGRAHAM AVE.
ZONING: COMMERCIAL, OFFICE
DESCRIPTION: MUNICIPAL

REDEVELOPMENT POTENTIAL: MIXED USE, RESIDENTIAL & COMMUNITY FACILITIES













KETTLES AVENUE PRIORITY SITE 2

OWNER: ABELDELHADE AMEN TAJA
NUMBER OF PARCELS: 1
AREA: 0.23 ACRES
ADDRESS: 617 W. MEMORIAL BLVD.
ZONING: COMMERCIAL
DESCRIPTION: VACANT COMMERCIAL

INFILL/REUSE POTENTIAL: MIXED COMMERCIAL, RETAIL & DINING











ROW PRIORITY SITES



I-4 Interchange Right-of-Way Node

Owner: Interstate Right-of-Way
Number of Parcels: 0
Area: ~8.3 Acres
Address: Intersection of I-4 & W. Memorial Blvd.
Zoning: Right-of-Way
Description: Interstate highway off-ramps, drainage areas

Improvements: Vertical landmark/gateway feature













KATHLEEN RD./MEMORIAL BLVD. RIGHT-OF-WAY NODE

OWNER: NONE (RIGHT-OF-WAY)
NUMBER OF PARCELS: 0
AREA: 2.08 ACRES
ADDRESSES: INTERSECTION OF KATHLEEN RD. & W. MEMORIAL BLVD.
ZONING: INDUSTRIAL & LIMITED DEVELOPMENT
DESCRIPTION: RIGHT-OF-WAY

IMPROVEMENTS: BRIDGE DESIGN ENHANCEMENT AND BIKE-PED TRAIL CONNECTION













MLK Jr. Ave./Memorial Blvd. Right-of-Way Node

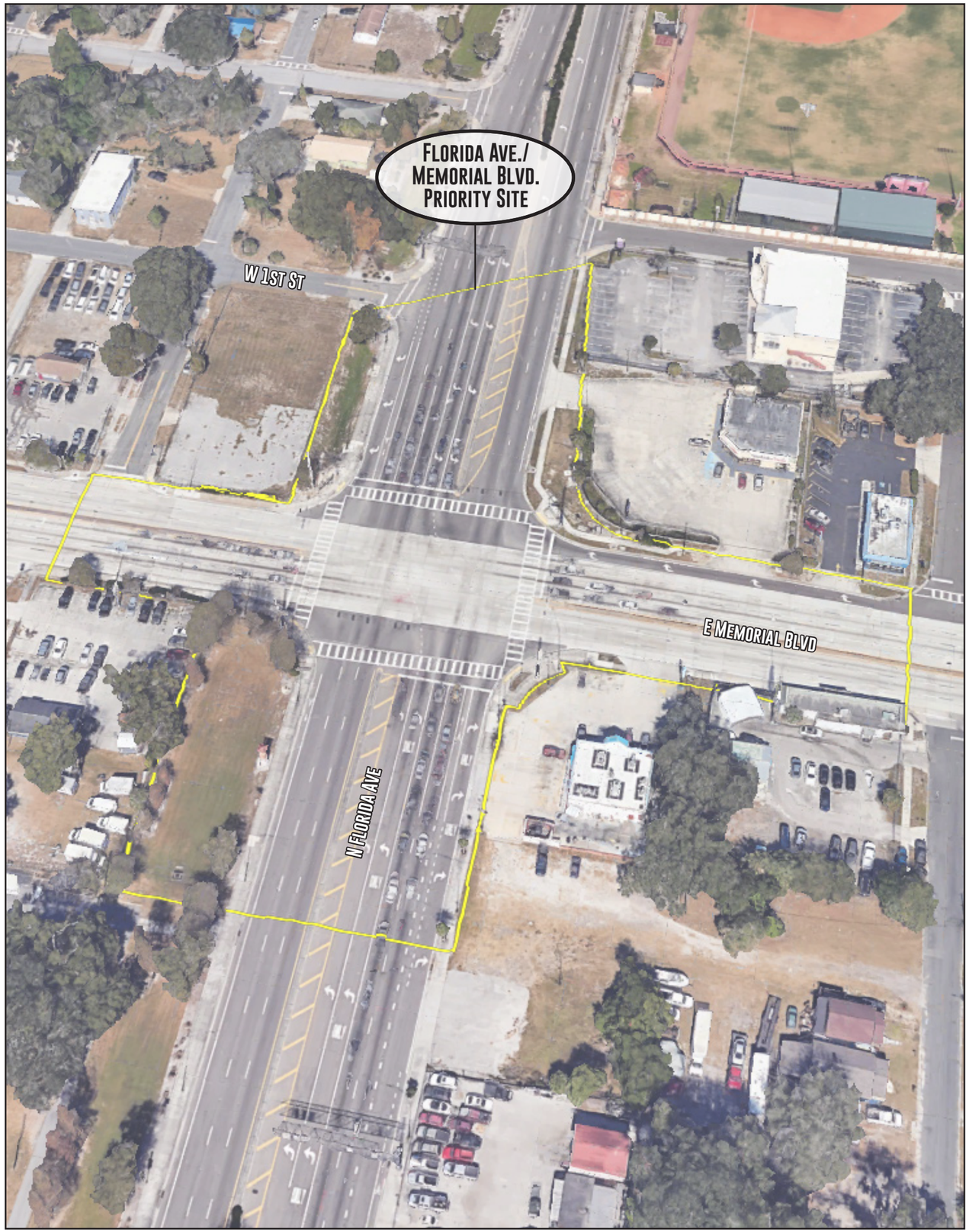
Owner: None (Right-of-Way)
Number of Parcels: 0
Area: 2.31 Acres
Address: Intersection of MLK Jr. Ave. &
W. Memorial Blvd.
Zoning: Commercial
Description: Right-of-Way

Reuse Potential: Intersection and corridor improvements









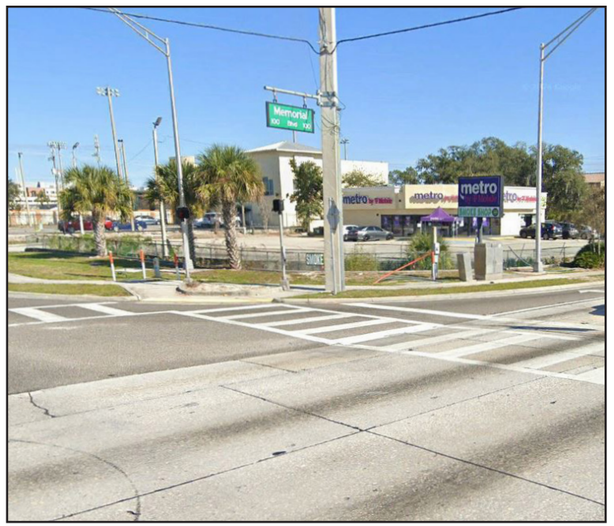
Florida Ave./Memorial Blvd. Right-of-Way Node

Owner: None (Right-of-Way)
Number of Parcels: 0
Area: 3.64 Acres
Address: Intersection of Florida Ave. & W. Memorial Blvd.
Zoning: Commercial
Description: Right-of-Way

Improvements: Intersection and corridor improvements, enhanced stormwater retention landscape and boardwalk









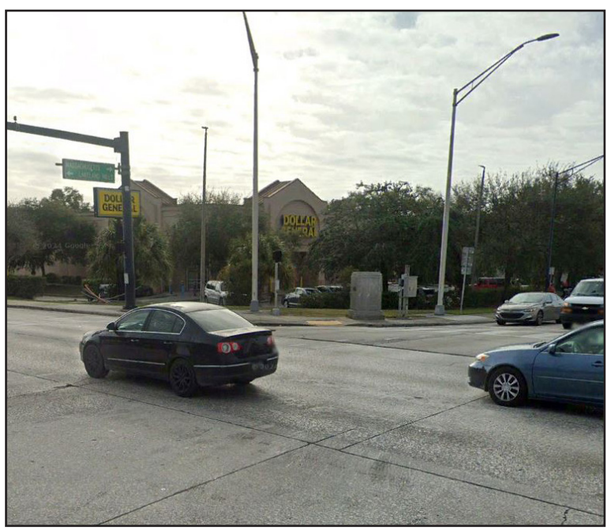
Lakeland Hills Blvd./Memorial Blvd. R-o-W Node

Owner: None (Right-of-Way)
Number of Parcels: 0
Area: 1.41 Acres
Address: Intersection of Lakeland Hills Blvd. & E. Memorial Blvd.
Zoning: Commercial & office
Description: Right-of-Way

Reuse Potential: Intersection and corridor improvements







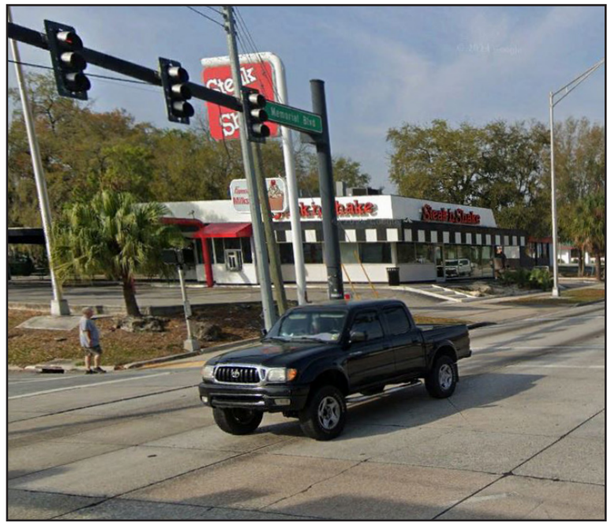


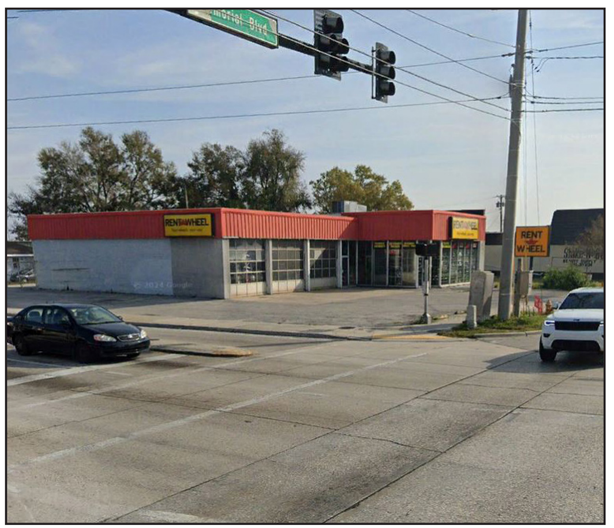
Lakeshore Dr./Memorial Blvd. Right-of-Way Node

Owner: None (Right-of-Way)
Number of Parcels: 0
Area: 1.01 Acres
Address: Intersection of Lakeshore Dr. &
E. Memorial Blvd.
Zoning: Commercial
Description: Right-of-Way

Improvements: Intersection and corridor improvements









EDGEWATER BEACH DR./MEMORIAL BLVD. R-O-W NODE

OWNER: NONE (RIGHT-OF-WAY)
NUMBER OF PARCELS: 0
AREA: 6.22 ACRES
ADDRESS: INTERSECTION OF EDGEWATER BEACH DR. & E. MEMORIAL BLVD.
ZONING: COMMERCIAL, SINGLE FAMILY & TWO FAMILY
DESCRIPTION: RIGHT-OF-WAY

IMPROVEMENTS: ROUNDABOUT WITH LANDMARK FEATURE AND TRAIL













Interlachen Pkwy./Memorial Blvd. R-o-W Node

Owner: None (Right-of-Way)
Number of Parcels: 0
Area: 0.74 Acres
Address: Intersection of Interlachen Pkwy. & E. Memorial blvd.
Zoning: Single family & commercial
Description: Right-of-Way

Improvements: Traffic calming and crosswalk(s), lake viewing deck, trail, and boardwalk









Boat Launch/Memorial Blvd. Right-of-Way Node

Owner: None (Right-of-Way)
Number of Parcels: 0
Area: 0.48 Acres
Address: Intersection of Holly Rd. & E. Memorial Blvd
Zoning: Commercial, office & single family
Description: Right-of-Way

Improvements: crosswalk with landmark features, viewing deck and trail









E. Gary Rd./Memorial Blvd. Right-of-Way Node

Owner: None (Right-of-Way)
Number of Parcels: 0
Area: 5.52 Acres
Address: Intersection of E. Gary Rd & E. Memorial Blvd.
Zoning: Commercial & industrial
Description: Right-of-Way

Improvements: Roundabout with landmark features and trail







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