



# Washington Park

## Neighborhood Action Plan (NAP)

### Action Item Summary

**April 2019**

*Prepared For*  
Manatee County Government  
Neighborhood Services Department  
1112 Manatee Ave. W., 5<sup>th</sup> Floor  
Bradenton, Florida 34205



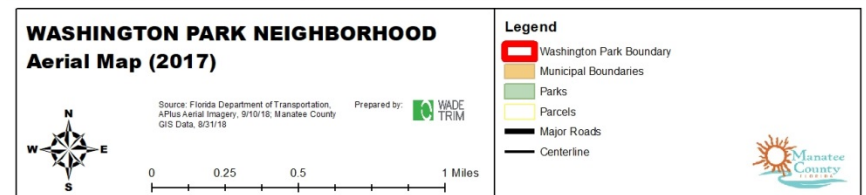
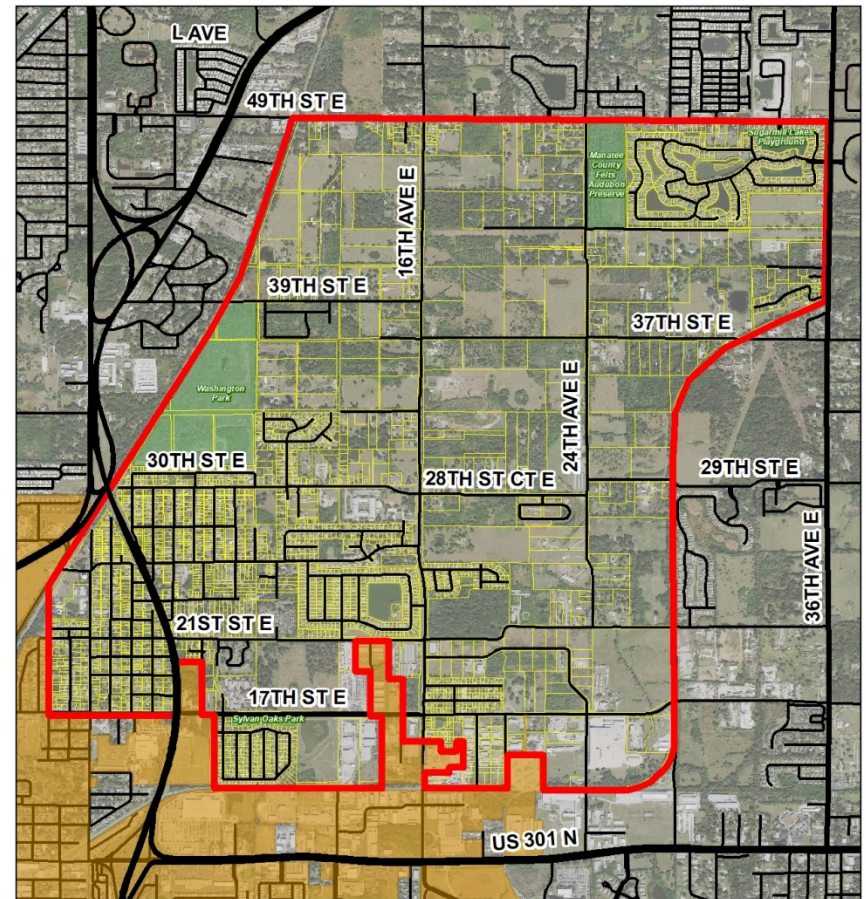
# Introduction

## Background

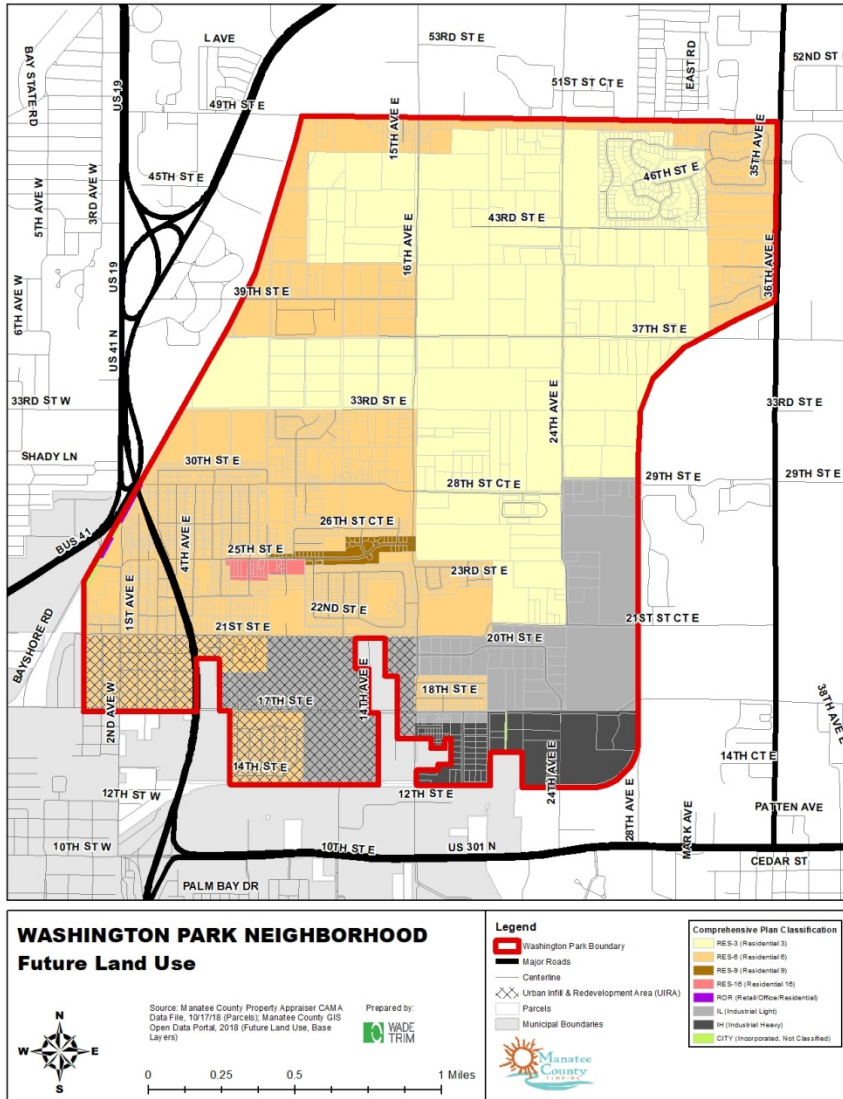
- Locally known as “Memphis” or “Washington Park”
- From 17<sup>th</sup> Street East (Memphis Road) to 49<sup>th</sup> Street East, between existing railway lines
- 3.78 square miles (2,418 acres)
- Recent County planning and capital improvements efforts (e.g. parks, trails, sidewalks, drainage, etc.)

## Purpose of NAP

- Examine development/ redevelopment potential of Washington Park as a whole
- Identify community needs
- Develop a strategy to enhance the neighborhood’s integrity and stability



# Existing Conditions & Building Function



## Land Use and Zoning

- Current mix of agricultural, residential, and non-residential uses, rights-of-way, utilities and drainage easements
- Zoning is agricultural, residential, and manufacturing
- Future Land Use is mostly residential, with some non-residential (light and heavy industrial) to south at 17<sup>th</sup> Street East

# Existing Conditions & Building Function



## Property Ownership, Values

- 83% of parcels uniquely owned, less than one-acre
- Balance of ownership by government, residential developers, and limited liability corporations (LLCs)
- Highest valued properties are institutional or industrial uses
- Residential values highest in Sugar Mill Lakes and Palmetto Estates neighborhoods or some properties outside of subdivisions with newer construction
- Median sales price of residential home is \$200,000



## Buildings

- Approximately 2,024 buildings (1,897 residential and 127 non-residential)
- Avg. residential gross floor area: 1,837 sf
- Avg. non-residential gross floor area: 7,429 sf
- Residential buildings most concentrated in older platted neighborhoods west of 16<sup>th</sup> Avenue East (Canal Road) and north of 17<sup>th</sup> Street East (Memphis Road)
- Industrial and manufacturing buildings most concentrated along 17<sup>th</sup> Street East (Memphis Road)
- Agricultural buildings throughout neighborhood
- Most buildings constructed after 1980, except for older platted neighborhoods near U.S. 41, where building rehabilitation is needed

# Existing Conditions & Building Function

## Public Facilities & Infrastructure

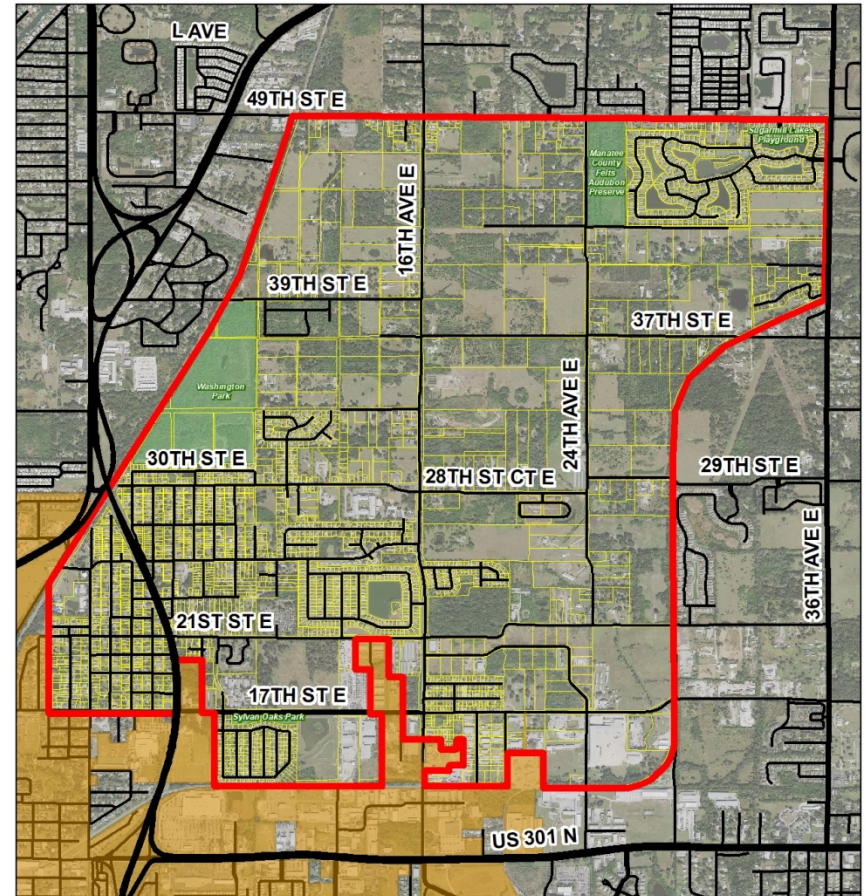
- Electricity by Florida Power & Light Company (FPL) and Peace River Electric Cooperative (PRECO)
- Manatee County public water and sewer to existing neighborhoods and subdivisions
- Potable water main line runs along 16<sup>th</sup> Avenue East (Canal Road)
- Rural properties served by well and septic tanks
- No reclaimed water
- Solid waste collection twice weekly
- Network of ditches and canals in public right-of-way manages stormwater



# Existing Conditions & Building Function

## Transportation

- Grid-based network of local streets
- Major urban streets include 49<sup>th</sup> Street East, 17<sup>th</sup> Street East (Memphis Road), and 16<sup>th</sup> Avenue East (Canal Road)
- Principal main street U.S. 41 from 29<sup>th</sup> Street East to 17<sup>th</sup> Street East (Memphis Road)
- Limited street lighting
- Few public sidewalks due to large canals and open ditches that consume right-of-way width
- Most accidents at intersections with U.S. 41 where traffic volume is highest
- MCAT Route 13 goes through the neighborhood – Most of area unserved by public transit



**WASHINGTON PARK NEIGHBORHOOD**  
**Aerial Map (2017)**



Source: Florida Department of Transportation,  
APlus Aerial Imagery, 9/10/16, Manatee County  
GIS Data, 02/1/19

Prepared by: **WADE TRIM**

0 0.25 0.5 1 Miles

### Legend

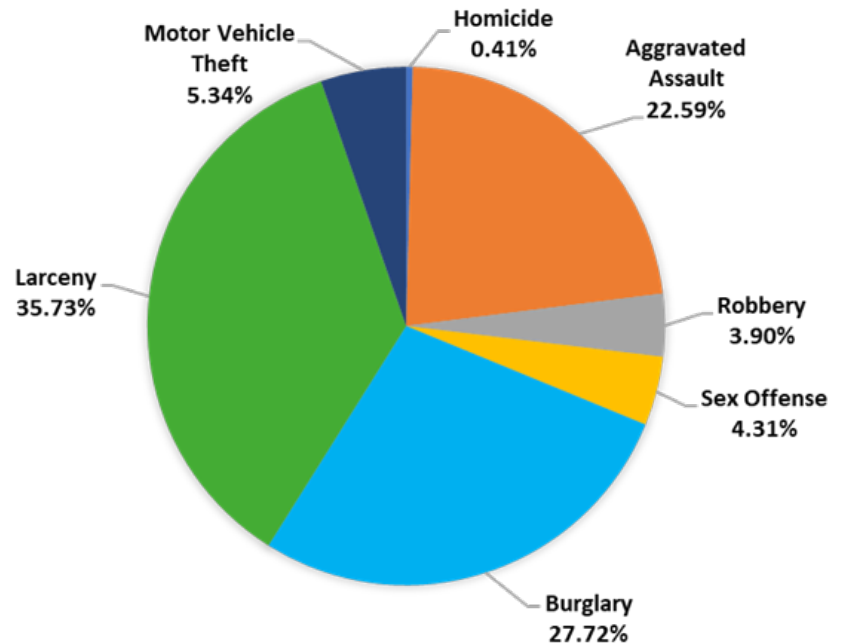
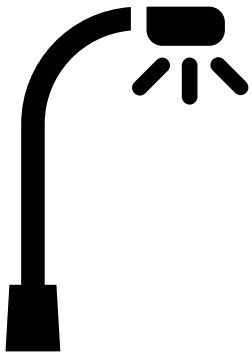
- Washington Park Boundary
- Municipal Boundaries
- Parks
- Parcels
- Major Roads
- Centerline



# Existing Conditions & Building Function

## Code Enforcement & Criminal Activity

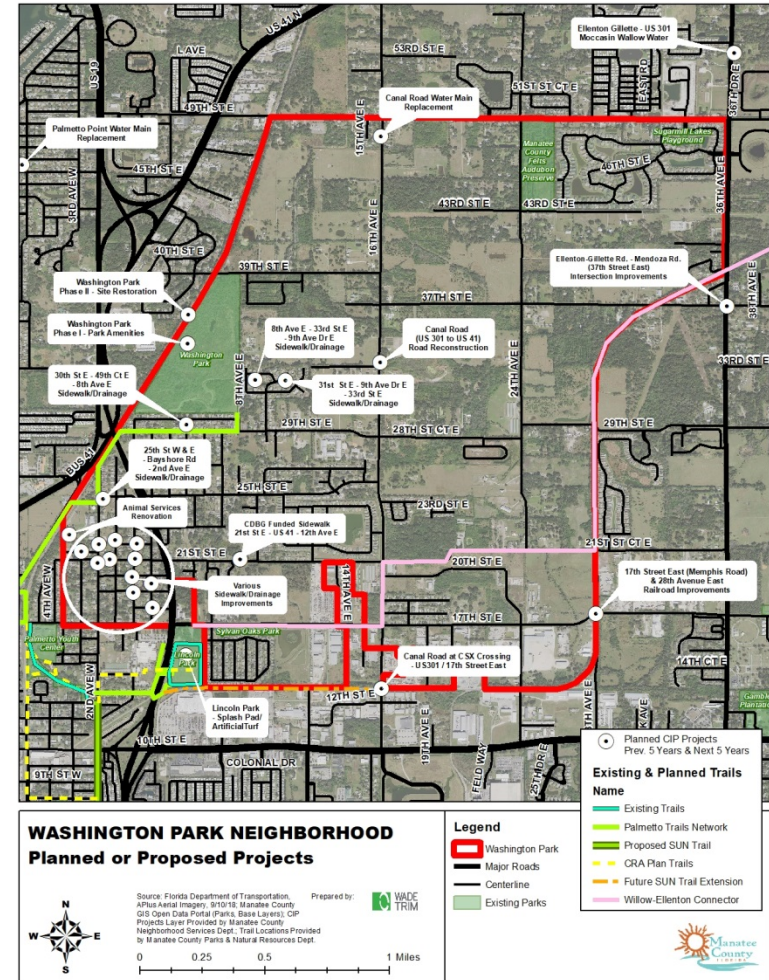
- Most frequent code enforcement includes overgrown conditions, junk vehicles, trash and debris
- Average of 200 crimes annually since 2013
- Crimes most concentrated west of 16<sup>th</sup> Avenue East (Canal Road) and south of 29<sup>th</sup> Avenue East



# Existing Conditions & Building Function

## Planned Public Facilities

- Washington Park Borrow Pit Restoration & Park Amenities (88 Acres)
- Palmetto Trails Network
- Willow-Ellenton Trail Connector
- Lincoln Park Improvements
- Manatee County FY 2019-2023 CIP
  - ✓ 24 projects in Washington Park
  - ✓ 16<sup>th</sup> Avenue East (Canal Road) Reconstruction
  - ✓ Sidewalk construction
  - ✓ Drainage improvements
- Water Distribution System Master Plan
  - ✓ 30<sup>th</sup> Street East
  - ✓ 37<sup>th</sup> Street East from 16<sup>th</sup> Avenue East (Canal Road) to 36<sup>th</sup> Avenue East (Ellenton-Gillette Road)





# Community Stakeholder Consultation

## Consultation Efforts

- Focus Group Meetings (2) on October 25, 2018 with County staff & community leaders
- Phone Interviews (9) with residents, workers, church leaders, community activists, local business owners, and large property owners

## Community Priorities



# Community Stakeholder Consultation

## Concerns of Businesses and Property Owners

### *Threats?*

- Decline of properties/property values
- Transient/seasonal population
- Infrastructure (streets, sewer, drainage, sidewalks etc.) and transportation deficiencies
- Competition with other economic generators at I-75 (e.g. SR 64 and Ellenton interchanges) and US 301 (e.g. Whitfield Avenue Industrial)



### *Opportunities?*

- Transportation improvements (road widening, paving, intersections)
- Need for public facilities and amenities
- Improvements to local economy within neighborhood
- Capitalize on proximity to I-275 and St. Petersburg/Pinellas County market for light industrial/manufacturing and trade-related occupations
- Availability of affordable/workforce housing, job training in manufacturing and trade-related occupations, and existing light industrial and manufacturing businesses at 17<sup>th</sup> Street East



# Socioeconomic Market Data



## Demographics

- Young, educated, diverse population
- 48% Black or African American and 34% Hispanic (north of 17<sup>th</sup> Street East / Memphis Road)

## Housing

- High percentage of homeownership and occupied units
- Mostly detached single family units that are aging
- Household incomes, housing values, and rents remain lower than other areas of County

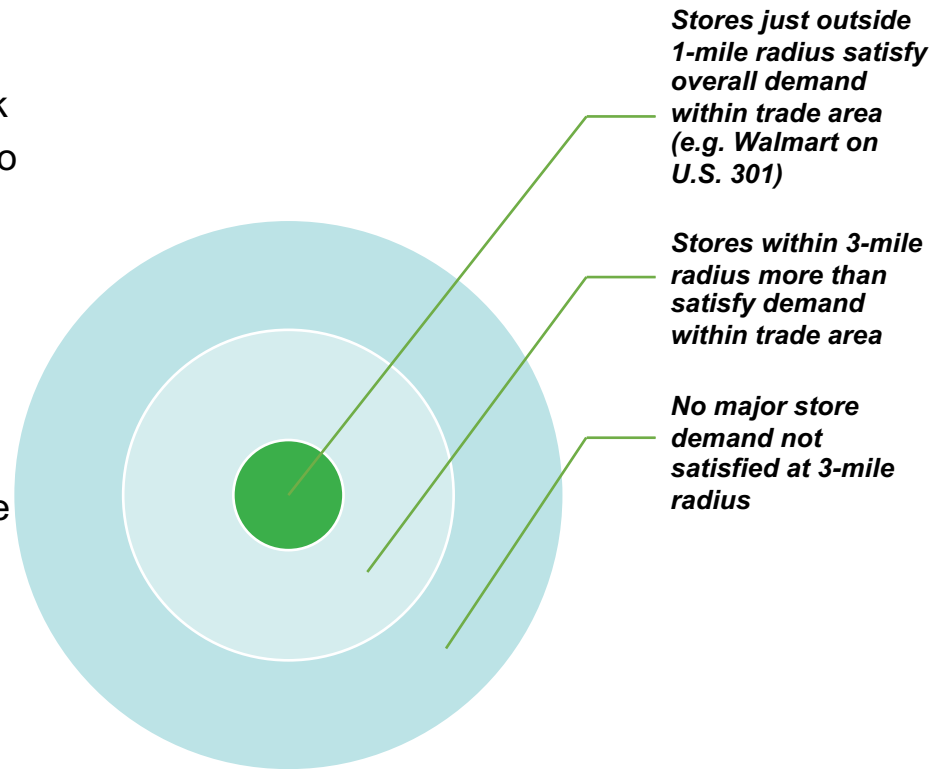
## Employment

- High unemployment rate and high percentage of low- and moderate-income persons
- Need for targeted reinvestment and job training in specific business sectors with labor deficits (e.g. agriculture/mining, arts/entertainment/accommodations, manufacturing, retail trade, wholesale trade)

# Market & Trade Area Conditions & Analysis

## Market Conditions

- Retail gap analysis within Washington Park shows that only two types of stores have no opportunity (i.e., electronic/appliance and clothing/accessories stores)
- Most major active property listings in Washington Park are for commercial, industrial, and warehouse properties
- Retail, office, and industrial space rents are in-line with Bradenton and south county markets
- Average asking price for commercial property is \$90,000/acre and industrial property is \$107,000/acre



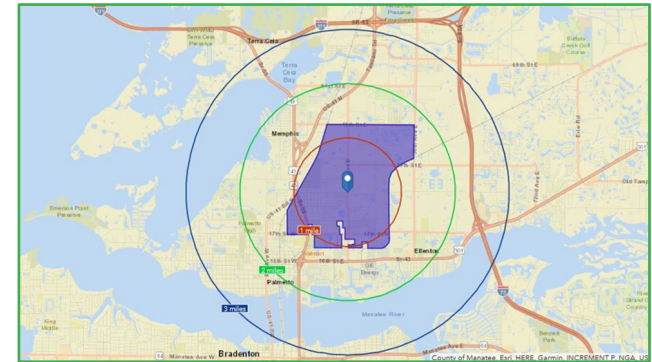
# Development/Redevelopment Suitability

## ASSETS

**3 miles to City of Bradenton (south)**  
**3 miles to Ellenton Premium Outlets Mall (east)**  
**2 miles to Benderson Florida International Trade Port (east)**  
**Easy access to I-275 (St. Petersburg) and I-75 (Hillsborough and Sarasota counties)**

## BARRIERS

**Geography/Isolation (e.g. Manatee River/Terra Ceia Bay, Interstates/ Highways)**  
**No “front door” – Lack of access/visibility (e.g. narrow roads with few access points)**  
**Competition from nearby U.S. 301 corridor / Bradenton market**



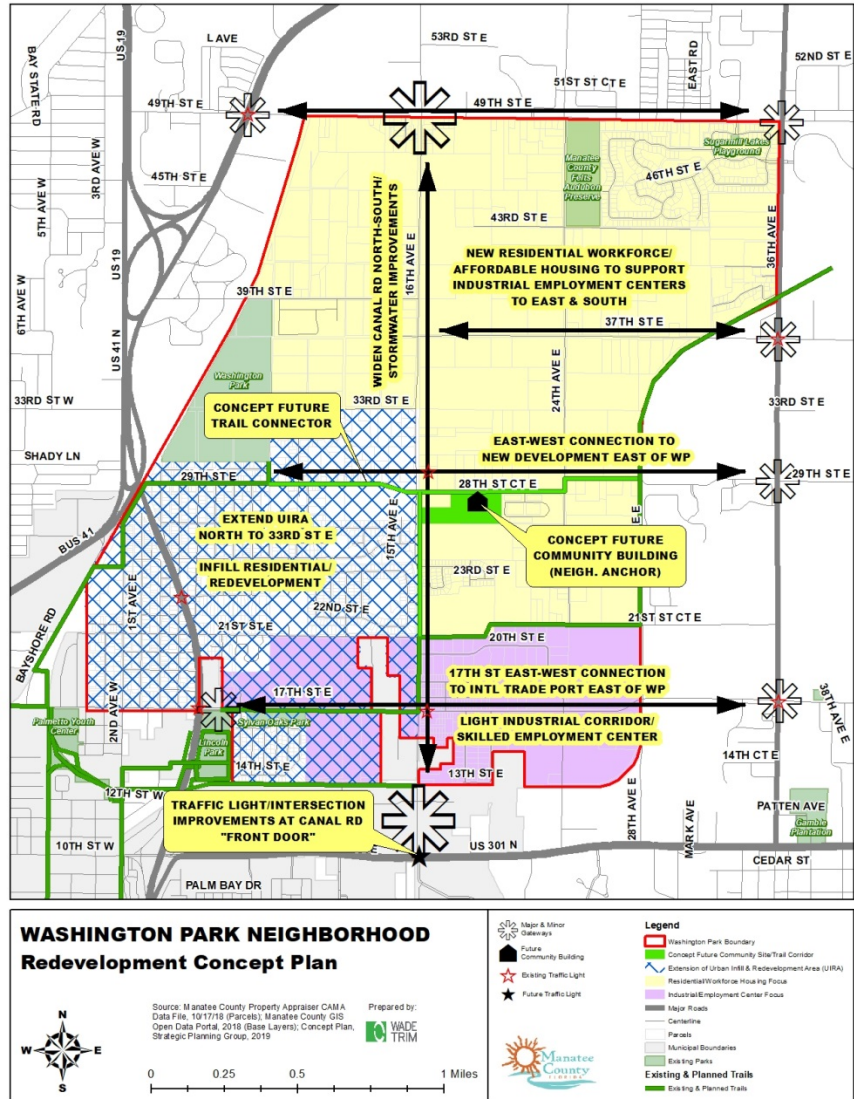
## Opportunities

- Intersection improvements to U.S. 301 / 16<sup>th</sup> Avenue East (Canal Road) intersection
- Synergy with Manatee County capital improvement dollars (parks, trails, infrastructure)
- Significant amount of vacant land potentially available for residential or mixed use development
- Potential for significant growth in industrial and manufacturing industries
- Nearby employment opportunities adjacent to I-75 at Ellenton interchange

# Redevelopment Concept Plan

## Redevelopment Concept Plan

- “Front door” signage for visibility
- New community center “focal point” with trail connectors to County-planned facilities and larger trail systems
- Continue residential and business redevelopment and capital projects per County Capital Improvement Plan (CIP)
- Expand existing redevelopment area (UIRA) and allow Accessory Dwelling Units (ADUs) to support workforce/affordable housing in existing platted neighborhoods
- Develop new workforce/affordable housing to support nearby skilled employment centers
- Develop transportation alternatives to allow for connections with light industrial area along 17<sup>th</sup> Street East (Memphis Road) to improve employment opportunities
- Consider Complete Streets in conjunction with other projects (e.g. road widening/stormwater improvements)



# Implementation Strategy: Manatee County

## *What the County can do...*



### **Neighborhood Enhancement – Immediate & Continuing**

- Identify leaders within each of the neighborhood's communities and provide leadership training
- Develop programs or projects to reduce crime using Crime Prevention Through Environmental Design (CPTED) techniques

### **Community Development – Immediate & Continuing**

- Apply for grants or seek available funding to provide for community enhancements (ex. Neighborhood Enhancement Grant)
- Partner with nonprofit organizations and private developers to build market-grade and workforce/affordable housing
- Work with partners and support programs to increase income levels of low-income households such as workforce preparation/job training and employment initiatives.

### **Community Identity & Wayfinding – Next 3 Years**

- Identify projects that will establish a positive sense of community identity
- Develop a signage program (opportunity for Neighborhood Enhancement Grant)
- Add gateway/wayfinding signage at key intersections

# Implementation Strategy: Manatee County

## *What the County can do...*

### **Economic Development & Redevelopment – Next 3 Years**

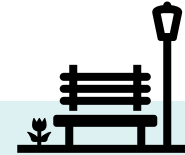
- Continue to work with large property owners to implement Redevelopment Concept Plan
- Update County's Comprehensive Plan and Zoning to correspond to Redevelopment Concept Plan
- Expand UIRA in short-term and consider designation of Urban Corridors on select roadways as neighborhood transitions from rural/suburban to urban in character
- Allow by policy Accessory Dwelling Units (ADUs) on existing platted lots in established neighborhoods as means of supporting workforce/affordable housing
- Secure funding for incentives for business attraction and retention
- Secure funding to hire a public relations firm to develop an image and marketing program, strategies, and materials
- Develop an implementation schedule for marketing, to include success milestones
- Begin (or continue) conversation and marketing with Benderson Florida International Trade Port and/or brokers as to advantages of Washington Park neighborhood's location and industrial zoning districts





# Implementation Strategy: Manatee County

## *What the County can do...*



### **Public Facilities & Infrastructure – Next 3, 5, and 10 Years**

- Start construction of Washington Borrow Pit reclamation/public park project (funded) (by 2023)
- Plan and construct trail network (partially funded) (by 2023)
- Complete planned traffic light and related improvements at 16<sup>th</sup> Avenue East (Canal Road) and U.S. 301 (by 2023)
- Collaborate with FY 2019-2023 CIP, planned sidewalk/drainage improvements, and streetscape projects (by 2023)
- Appropriate funds for land acquisition, design, and construction of a Community Center building (by 2023)
- Negotiate with Manatee County Housing Authority for their land on 28<sup>th</sup> Street Court East (15 acres) toward construction of Community Center building (by 2023)
- Fill canals along 16<sup>th</sup> Avenue East (Canal Road) and widen 16<sup>th</sup> Avenue East (Canal Road) (see FY 2019-2023 CIP, requires engineering/stormwater considerations) (by 2025)
- Design Community Center building (by 2025)
- Complete reconstruction and widening of 16<sup>th</sup> Avenue East (Canal Road) (by 2030)
- Complete construction of Community Center building (by 2030)

# Implementation Strategy: Community Action

## *What residents can do now...*



### **Neighborhood Enhancement**

- Neighborhood residents and homeowner association (HOA) leaders to improve overall aesthetics, landscaping, and beautification of common areas (opportunity for Neighborhood Enhancement Grant)
- Residents, property owners, and local nonprofit organizations to identify and utilize vacant sites for neighborhood gardens

### **Community Development**

- Utilize County's CDBG and HOME homebuyer education, down payment assistance, housing repair, and housing replacement program for owner-occupied housing (residents must apply to County for these benefits)

[https://www.mymanatee.org/departments/redevelopment\\_economic\\_opportunity/community\\_development/housing\\_programs](https://www.mymanatee.org/departments/redevelopment_economic_opportunity/community_development/housing_programs)



### **Economic Development & Redevelopment**

- Community Development Corporations (CDCs) to seek funding from New Market Tax Credits

### **Public Facilities & Infrastructure**

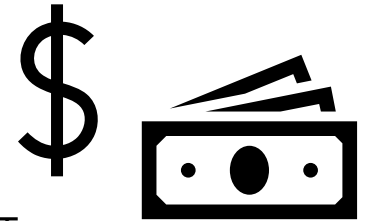
- Work with County staff to prepare a “Streetscape and Lighting Plan” to prioritize streets in Washington Park neighborhood – continue to support sidewalk and drainage improvements

# Potential Incentives & Funding Sources



## Potential Incentives

- Brownfields initiatives
- Regulatory assistance
  - Manatee County Rapid Response Team
- Manatee County Economic Development Incentives
  - Economic Development Incentive (EDI)
  - Multi-Modal Transportation Impact Fee Incentive (MTIFI)
  - Economic Development Ad Valorem Tax Exemption (EDAVTE)
- Manatee County Urban Infill & Redevelopment Area (UIRA)



## Funding Sources

- Capital Revolving Loan Program (CRLP)
- Flexible SBA 7(a) (Loan Growth American Fund)
- Manatee County General Fund
- Manatee County ½ Cent Infrastructure Sales Tax
- Manatee County Neighborhood Enhancement Grant Program
- Community Development Block Grant (CDBG) and HOME Investment Partnership Program
- State Housing Initiative Partnership (SHIP) Program

# Conclusion

- Washington Park is challenged by geography, narrow internal roadways, and deep ditches
- Washington Park benefits from established neighborhoods, planned public projects, and proximity to light industrial/flex space employment centers
- Well positioned for new residential development

## Goals of the NAP

- Improve connectivity and quality life
- Improve housing stock
- Improve property values
- Improve earning potential within the neighborhood

## Summary of Action Items

- Complete planned public projects
- Acquire land and design new Community Center
- Collaborate and partner with nonprofits and developers
- Create connection between workforce/affordable housing, light industrial/flex space development, and targeted job training

For more information regarding the Washington Park Neighborhood Action Plan (NAP), contact:

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