Introduction

Background

- Locally known as “Memphis” or “Washington Park”
- From 17th Street East (Memphis Road) to 49th 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 17th 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 16th Avenue East (Canal Road) and north of 17th Street East (Memphis Road)
- Industrial and manufacturing buildings most concentrated along 17th 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 16th 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 49th Street East, 17th Street East (Memphis Road), and 16th Avenue East (Canal Road)
• Principal main street U.S. 41 from 29th Street East to 17th 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
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 16th Avenue East (Canal Road) and south of 29th 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
  - 16th Avenue East (Canal Road) Reconstruction
  - Sidewalk construction
  - Drainage improvements

- Water Distribution System Master Plan
  - 30th Street East
  - 37th Street East from 16th Avenue East (Canal Road) to 36th 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 17th Street East
Socioeconomic Market Data

**Demographics**
- Young, educated, diverse population
- 48% Black or African American and 34% Hispanic (north of 17th 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 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 / 16th 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

- “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 17th 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…*

<table>
<thead>
<tr>
<th>Public Facilities &amp; Infrastructure – <em>Next 3, 5, and 10 Years</em></th>
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<tbody>
<tr>
<td>• Start construction of Washington Borrow Pit reclamation/public park project (funded) (by 2023)</td>
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<tr>
<td>• Plan and construct trail network (partially funded) (by 2023)</td>
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<td>• Complete planned traffic light and related improvements at 16&lt;sup&gt;th&lt;/sup&gt; Avenue East (Canal Road) and U.S. 301 (by 2023)</td>
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<tr>
<td>• Collaborate with FY 2019-2023 CIP, planned sidewalk/drainage improvements, and streetscape projects (by 2023)</td>
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<td>• Appropriate funds for land acquisition, design, and construction of a Community Center building (by 2023)</td>
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<td>• Negotiate with Manatee County Housing Authority for their land on 28&lt;sup&gt;th&lt;/sup&gt; Street Court East (15 acres) toward construction of Community Center building (by 2023)</td>
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<tr>
<td>• Fill canals along 16&lt;sup&gt;th&lt;/sup&gt; Avenue East (Canal Road) and widen 16&lt;sup&gt;th&lt;/sup&gt; Avenue East (Canal Road) (see FY 2019-2023 CIP, requires engineering/stormwater considerations) (by 2025)</td>
</tr>
<tr>
<td>• Design Community Center building (by 2025)</td>
</tr>
<tr>
<td>• Complete reconstruction and widening of 16&lt;sup&gt;th&lt;/sup&gt; Avenue East (Canal Road) (by 2030)</td>
</tr>
<tr>
<td>• Complete construction of Community Center building (by 2030)</td>
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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 qualify 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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