

# Wimauma Downtown Revitalization Action Plan

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A COMMUNITY PLAN IMPLEMENTATION STRATEGY

*Community & Infrastructure Planning Department*

April 2024 | Progress Report



Hillsborough  
County Florida

## **Accommodation Statement**

In accordance with the requirements of title II of the Americans with Disabilities Act of 1990 (“ADA”), Hillsborough County will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. Persons with disabilities who need an accommodation for this document should email the [Hillsborough County ADA Officer](#) or call (813) 276-8401; TTY: 7-1-1.

# Introduction

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The Wimauma Action Plan was created as a comprehensive outline of strategies, actions, and resources aimed at implementing the community's vision and steering downtown Wimauma towards a successful revitalization. Annually, County staff will provide an action item progress report to community stakeholders in order to monitor the plan implementation, highlight success stories of Wimauma's revitalization, and to continue to work on building additional resources and support to meet plan goals.

The following covers the progress of the implementation of the Wimauma Action Plan through March 31, 2024.

# Strategy 1: Create an Environment for Community Building

## Action 1.1: Establish a Temporary Library at the Existing Senior Center Building (12 - 18 months)

Implementing a temporary library, while planning to build a new library, will provide the Wimauma community with much-needed and desired access to computers and other technology, internet, resources, and language classes. The temporary library, located on County-owned property, will be a low to medium investment that returns a high positive impact and satisfies a great need.

### Implementation Resources:

- **Partnerships:** Hillsborough County Public Library Cooperative (HCPLC), Hillsborough County Aging Services, Hillsborough County Parks & Recreation
- **Community Benefit Requirements Leveraged:** Potential developer contributions to downtown development and infrastructure per the Hillsborough County Land Development Code (LDC) for the Wimauma Village Residential-2 (WVR-2) comprehensive plan future land use category.



Temporary Wimauma Public Library

### Report

Library Services has been working on the design of both the main Senior Center building and the annex (the old cannery building). Interior and exterior renovations of the site are planned for the existing buildings so they will function as library spaces with computers, a small collection of materials for checkout, and hold and pickup and reference services. The design stage is ongoing, as serious vandalism on the site in late 2023 caused delays and required assessments of the damage and included repairs in the construction project designs. The permit process is expected to begin in spring of 2024, with construction beginning shortly after. Project completion is estimated to be in the fall of 2025.

## Action 1.2: Develop Civic Space for Capacity Building (12 - 24 months)

Develop a master plan for Bethune Park and the County-owned property (existing senior center) at the northern terminus of 4th Street, as shown in Exhibit 9. Development may include a welcome center, a permanent library, space for cultural displays and activities, along with office and flex space. The civic incubator will give community groups a place to grow and better coordinate their efforts. The built form will reflect the Wimauma Downtown Overlay as adopted in the Land Development Code. Programming and form will contribute to 4th Street (Main Street) as an anchor, catalyst, and destination.

### Implementation Resources:

- **Partnerships:** Hillsborough County (multiple departments), community organizations
- **Community Benefit Requirements Leveraged:** Potential developer contributions to downtown development and infrastructure per the LDC for the WVR-2



Paved trail at Bethune Park

### Report

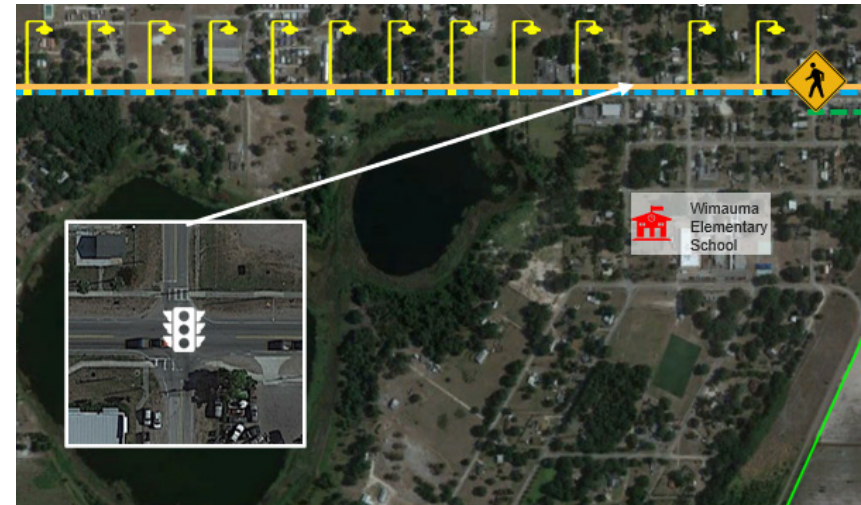
Staff has solicited consultant services for the development of the Bethune Park Master Plan. This project began in early 2024, in coordination with multiple Hillsborough County departments and stakeholders within the Wimauma community, and is expected to be completed by early fall of 2024. County staff and consultants will develop a community outreach strategy to include a variety of planned activities and events at which residents can give input into the Bethune Park space. Key public spaces for community meetings and design workshops are being considered in relation to this Master Plan.



## Action 1.3: Implement Safety Improvements, Starting with Crosswalks across SR 674 (6 - 12 months)

Street crossings across SR 674 should be prioritized at 4th Street, highlighted in Exhibit 10, followed by crossings at SR 674 and 7th Street, Maggie Street, and West Lake Drive. The entire study area lies within the Urban Service Area and has no crosswalks on SR 674. Crosswalk safety improvements at 4th Street would allow for pedestrians to safely traverse SR 674 to get to and from Wimauma Elementary School (located just south of SR 674) and the Boys and Girls Club (north of SR 674). Providing a safe way for children to walk to school will save lives and reduce school-related congestion. Crossings should be well-marked and, where warranted, provide flashing beacons to notify drivers of pedestrians. Future crossings will be necessary as development continues and should be located no more than half a mile apart.

The Florida Department of Transportation (FDOT) has assigned a team, is coordinating with Hillsborough County planners and the Wimauma Community, and has conducted site visits. Initial crosswalk recommendations have been made and implementation will soon follow. Future pedestrian safety and mobility improvements should be earmarked to be ready for future developer contributions.



### Implementation Resources:

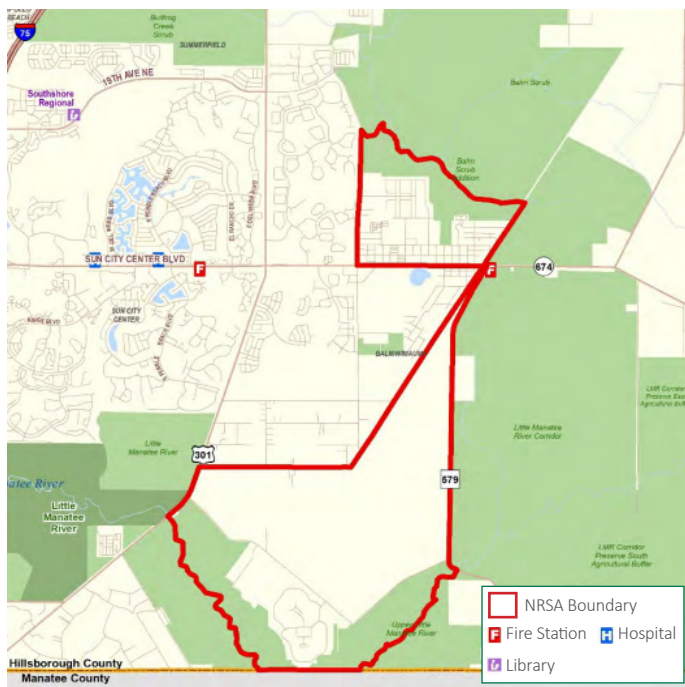
- **Partnerships:** Hillsborough County (multiple departments), FDOT District 7
- **Community Benefit Requirements Leveraged:** Not applicable

## Report

FDOT District 7 has analyzed issues noted in the Wimauma Community Plan and recommended improvements to include in the short, medium, and long terms. Sidewalk replacement, quick curb treatments, and pedestrian scale lighting are identified as short-term improvements (implemented within a one-to-three-year time frame). These improvements have been approved for inclusion on the regional Transportation Improvements Program (TIP) project list, which qualify these improvements for consideration for funding support. Protected crossings (4th Street, 7th Street, and West Lake Drive) are improvements identified for implementation on a medium-term time frame.

# Strategy 2: Establish a Blueprint for Inclusion & Mitigating Gentrification

## Action 2.1: Request for Proposal (RFP) for Mixed-Use Development that Includes Mixed-Income Housing and Ground Floor Clinic/Childcare, etc. (24 - 36 months)



Wimauma Neighborhood Revitalization Strategy Area (NRSA)

Increase affordable housing options in Wimauma by utilizing County-owned property to develop a multifamily, mixed-use building that would include facilities such as early childhood care facility and health clinic on the ground floor. Affordable Housing will solicit a Request for Proposal in accordance with the goals and priorities identified in the 2021-2025 Consolidated Plan. All land and funding opportunities are competitive and deployed through the County's Procurement Services department. Any entity that desires to do business with the County should register for the Procurement Services Supplier Oracle Cloud-based system at [HCFL.gov/vendors](https://hcfcl.gov/vendors). The project should reflect Community Goals as adopted and benefit from the stacking/density bonuses written into the adopted Land Development Code.

### Implementation Resources:

- **Partnerships:** Hillsborough County Public Library Cooperative (HCPLC), Hillsborough County Aging Services, Hillsborough County Parks & Recreation
- **Community Benefit Requirements Leveraged:** Benefits that directly or indirectly contribute towards furthering a defined goal within the Wimauma Community Plan

## Report

Affordable Housing has solicited for housing providers in Community Development Block Grant (CDBG) eligible areas, which include the Wimauma Neighborhood Revitalization Strategy (NRSA) area.

## Action 2.2: Dedicate Public Space for Near-Term Incubator (0 - 6 months)

Utilize County-owned right-of-way for civic infrastructure or weekend public space/market focused on local businesses. Weekend markets provide the opportunity to test multi-benefit public space that would serve multiple community goals without the costly and time-consuming construction of a permanent building. The marketplace will provide a starter space for entrepreneurs to grow and scale up in size. The action requires low investment (no land or building costs, hire or partner with a community business coordinator to organize and rent out spaces for markets) with potentially high impact (social capital, community engagement, business incubator). This would potentially utilize 4th street and adjacent properties owned by Hillsborough County (as shown in Exhibit 10). Marketplaces like this typically need a facilitator to recruit and organize participants and to advertise the events. Existing organizations in the community would be candidates for this, with support from County departments.

### Implementation Resources:

- **Partnerships:** Hillsborough County (multiple departments), local businesses, and community organizations
- **Community Benefit Requirements Leveraged:** Potential developer contributions to downtown development and infrastructure per the LDC for the WVR-2

### Report

No progress on this item while organizational partners prioritize other initiatives. Land availability for a safe and effective space remains an obstacle. County will continue to work on identifying community organizations in the Wimauma area to facilitate efforts to create a marketplace.





## Action 2.3: Build and Operate a Business Incubator to Support Entrepreneurs (24 - 36 months)

An incubator supports business development and job growth, educational partnerships, and agricultural opportunities. They support local entrepreneurs and organizations that are motivated and organized, facing insurmountable infrastructure barriers. Wimauma lacks usable building space. An incubator that supports local growth and financial opportunity should be in the Downtown Center, Government Center, or Main Street. The business and civic incubators could be co-located, but further study needs to be done regarding the programmatic and physical needs of each. Training programs, such as early childhood care and catering, are currently available and provided to the community. Program participants and facilitators report that available building options are insufficient and that the high cost of accounting for missing infrastructure is a deterrent. The County will work to support the development of a sustainable operational framework – in which community organizations have the resources that they need to develop and oversee the long-term management of an incubator.

### Implementation Resources:

- **Partnerships:** Hillsborough County (multiple departments), Florida Community Loan Fund, community organizations
- **Community Benefit Requirements Leveraged:** Potential developer contributions to downtown development and infrastructure per the LDC for the WVR-2



### Report

Efforts continue to identify opportunities to expand space for a long-term business incubator in Wimauma. Nonprofit groups in the area, such as Enterprising Latinas, are active and successful in pursuing grants to expand their services to facilitate business development and support entrepreneurs. The County will continue to support these grassroots efforts through financial and organizational support from Hillsborough County's Economic Development department, and planning efforts to create an attractive area for Wimauma businesses.

# Strategy 3: Allocate Resources for Access to Infrastructure

## Action 3.1: Establish a Transfer of Development Rights (TDR) Bank (12 - 24 months)

Create a TDR bank to facilitate the transfer of development rights between willing sellers and willing buyers. A TDR bank will provide a marketplace for potential buyers and sellers of development rights, which will facilitate the kind of density that is fiscally responsible for providing services. For further information, refer to the Wimauma Community Plan. The online marketplace may be modeled after the impact fee credit buyback program and administered by County staff.

### Implementation Resources:

- **Partnerships:** Hillsborough County (multiple departments), development industry (landowners, developers, legal counsel)
- **Community Benefit Requirements Leveraged:** None



### Report

A report on a potential pilot project for TDR was presented to the Board of County Commissioners on June 22, 2022. Board approval would be required for adoption and would trigger a Comprehensive Plan Amendment and a change in the land development code. BOCC has not yet acted on adoption of a TDR policy.

## Action 3.2: Increase Density and Protect Community Scale (24 - 36 months)

Change the Future Land Use on properties fronting 4th Street north of SR 674 from Residential – 6 to Residential – 9. Overlay conditions, as adopted in the most recent LDC update, will still apply. The form-based code included in the Downtown Wimauma overlay is designed to promote community-centric design and density. The current future land use designation of Residential – 6 does not support the development pattern that the community aims to maintain or that the County can afford to maintain. The Wimauma Budget Analysis echoes the LDC by recommending 0.5 FAR with a mix of residential, commercial, and civic development. By doing this, the county hopes to avoid the time consuming and costly rezoning (Planned Development process) that acts as a disincentive to developing in the downtown. The County will implement the Wimauma Downtown Overlay, including an education campaign about the benefits to TDR and density increases for affordable housing. The education campaign will help landowners streamline permitting and entitlement.

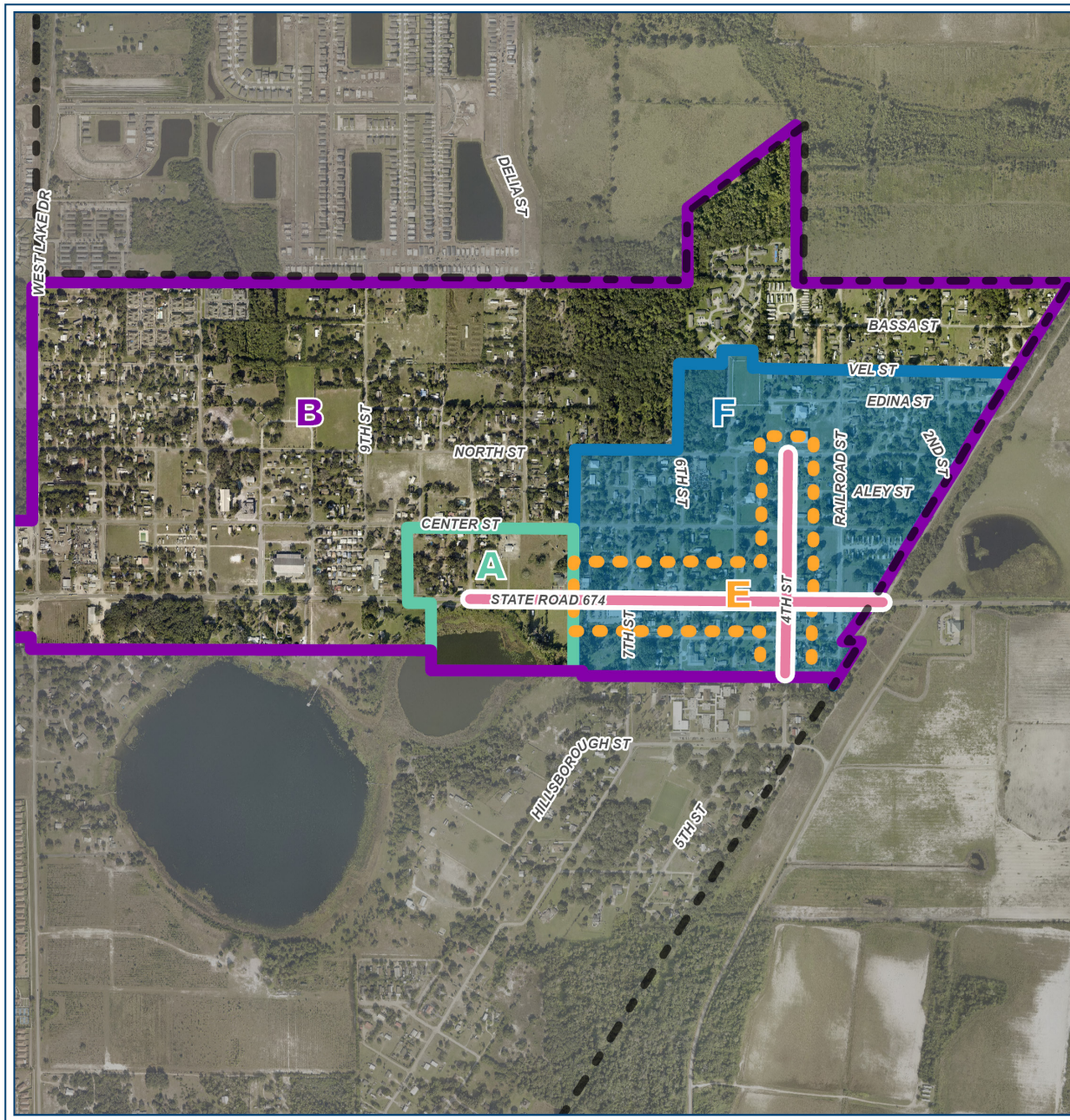
### Implementation Resources:

- **Partnerships:** Hillsborough County (multiple departments), Hillsborough County City-County Planning Commission, Wimauma community organizations, and residents
- **Community Benefit Requirements Leveraged:** None

### Report

As developers show continued interest in Wimauma, County staff and the Planning Commission will encourage increased density and the protection of community scale through Future Land Use map changes and other policy initiatives. The Downtown Wimauma overlay district will continue to be implemented through the adopted Land Development Code. A few residential and non-residential projects have been submitted for site review and are within the Wimauma Downtown Overlay, although not all are subject to the overlay requirements.





## Legend

- Main Streets
- A: Government District
- B: Downtown Center
- E: Main Street Core District
- F: TDR Receiving Zone
- Urban Service Area
- Boundary



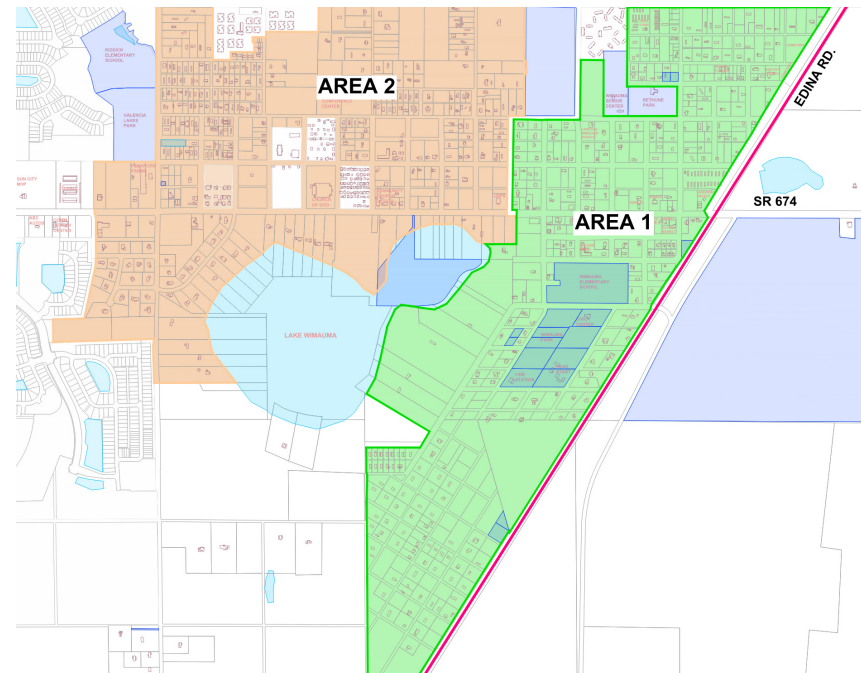


### Action 3.3: Septic-to-Sewer – Ongoing System Upgrades and Economic Development Program for Small Business Hook-Up Assistance (12 - 36 months)

Create an Economic Development Program to assist existing community members in the final step of connecting to new infrastructure and mitigating older systems (septic). The County will continue to work to secure funding and programming to support the final cost of connecting individual properties/clients to the main system. The fee is typically the responsibility of the property/business owner but alleviating these costs will greatly assist in revitalization efforts. Continuing to invest in systemwide sewer upgrades, while coordinating assistance/incentives for low-to-moderate income (LMI) households and small businesses, will perform as a catalyst that affects every other objective/goal of community growth and stabilization. Sewer and water are needed for commercial development, including small businesses in the downtown area of Wimauma, and for multifamily housing development. This is basic infrastructure that the County is working to provide countywide. Without assistance, community members may not be able to access or benefit from newly implemented infrastructure. Education and outreach are critical components of assistance programs, providing an essential and feasible component to neighborhood stabilization for small businesses and low-income homeowners.

#### Implementation Resources:

- **Partnerships:** Hillsborough County (multiple departments). Look for programs like the Southwest Florida Water Management District (SWFWMD) Florida State Department of Environmental Protection (DEP) Septic Upgrade Incentive Program for remediation of site and Federal grants to establish Florida State Wastewater Grant Program
- **Community Benefit Requirements Leveraged:** Potential developer contributions to downtown development and infrastructure



#### Report

Two wastewater collection areas have been proposed for Wimauma: Area 1 in the eastern and southeastern side, and Area 2 in the central west central side. Currently, funding is available only for the Area 1 collection area and design is underway. The Hillsborough County Water Resources department has started the procurement process to get a construction contractor solicited, selected, and under contract. The construction schedule for Area 1 is still tentative but will be communicated once it is determined. Public meetings will be scheduled when a construction contractor is onboard. The details of the connection assistance program are being developed. The program would require BOCC review and approval.

### Action 3.4: Transform SR 674 into a Complete Street from East of Edina Street to West of Sheffield Street (24 - 36 months)

Transform SR 674 into a Complete Street from East of Edina Street to West of Sheffield Street (24- 36 months)

#### Implementation Resources:

- **Partnerships:** FDOT, Hillsborough County (multiple departments), Community Organizations
- **Community Benefit Requirements Leveraged:** Potential developer contributions to downtown development and infrastructure



#### Report

FDOT District 7 has analyzed issues noted in the Wimauma Community Plan and identified recommended improvements to be included in the short, medium, and long term. Short term improvements, which have an estimated 2-3 year timeline for completion, include replacing sidewalks on the south side of street, pedestrian scale lighting, and Quick Kurb from 4th to Railroad Street. These improvements have been approved for inclusion on the regional Transportation Improvements Program (TIP) project list, which qualify these improvements for consideration for funding support. Complete street improvements proposed for completion in the medium term are a shared use path on the north side of SR 674, a small roundabout at Edina Road, and a dedicated area for truck parking. Longer term improvements include operational or capacity improvements, as well as curb and gutter. FDOT representatives will be available at future community meetings and events to provide project updates.

### Action 3.5: Install Sidewalks and Street Lighting on 4th Street (Main Street) (36 - 60 months)

Design and implement the transformation of 4th Street, defined by Main Street characteristics (making way for local business) that accounts for multiple types of users and facilitates reinvestment in Downtown Wimauma. After installation of the sewer system, resurfacing and repairs to the road will be necessary. The County will plan for this and be prepared to implement changes at that time.

#### Implementation Resources:

- **Partnerships:** Hillsborough County (multiple departments)
- **Community Benefit Requirements Leveraged:** Potential developer contributions to downtown development and infrastructure



#### Report

No progress yet on sidewalks and street lighting for 4th Street. County has noted issues identified in the plan and will continue to coordinate with partners on organizing a timeline for improvements. The County will not begin planning and design for these improvements until Water Resources has completed its planned work in expanding sewer and water lines in the area.