

AUBURNDALE CRA

COMMUNITY REDEVELOPMENT PLAN UPDATE



ACKNOWLEDGMENTS

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PREVIOUS WORK

This plan update is rooted in the original work created by Glenn Acomb Associates of Orlando, FL. Significant ideas, images, and passages from Auburndale's 1992 Redevelopment Plan are therefore incorporated into this document.

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INTRODUCTION

1

1.1 PURPOSE OF THE PLAN

This updated Redevelopment Plan is a roadmap for the Auburndale Community Redevelopment Agency (CRA). It lays out a comprehensive and coordinated vision for revitalization of Downtown Auburndale, building upon the original Plan created in 1992. The Agency will use this Plan to guide its decisions with the aim of improving the physical environment, strengthening the local economy, and enhancing the overall quality of life within the CRA area.

As required under Chapter 163, Part III of Florida Statutes, the Redevelopment Plan defines how the CRA's resources can be used to reinvest in the community. The Plan identifies specific projects, programs, and initiatives that are eligible to receive CRA funding, ensuring that all CRA efforts are focused, strategic, and consistent with the community's redevelopment goals.

By statute, CRA resources may only be used for initiatives listed in this Plan and occurring within the defined CRA boundaries.

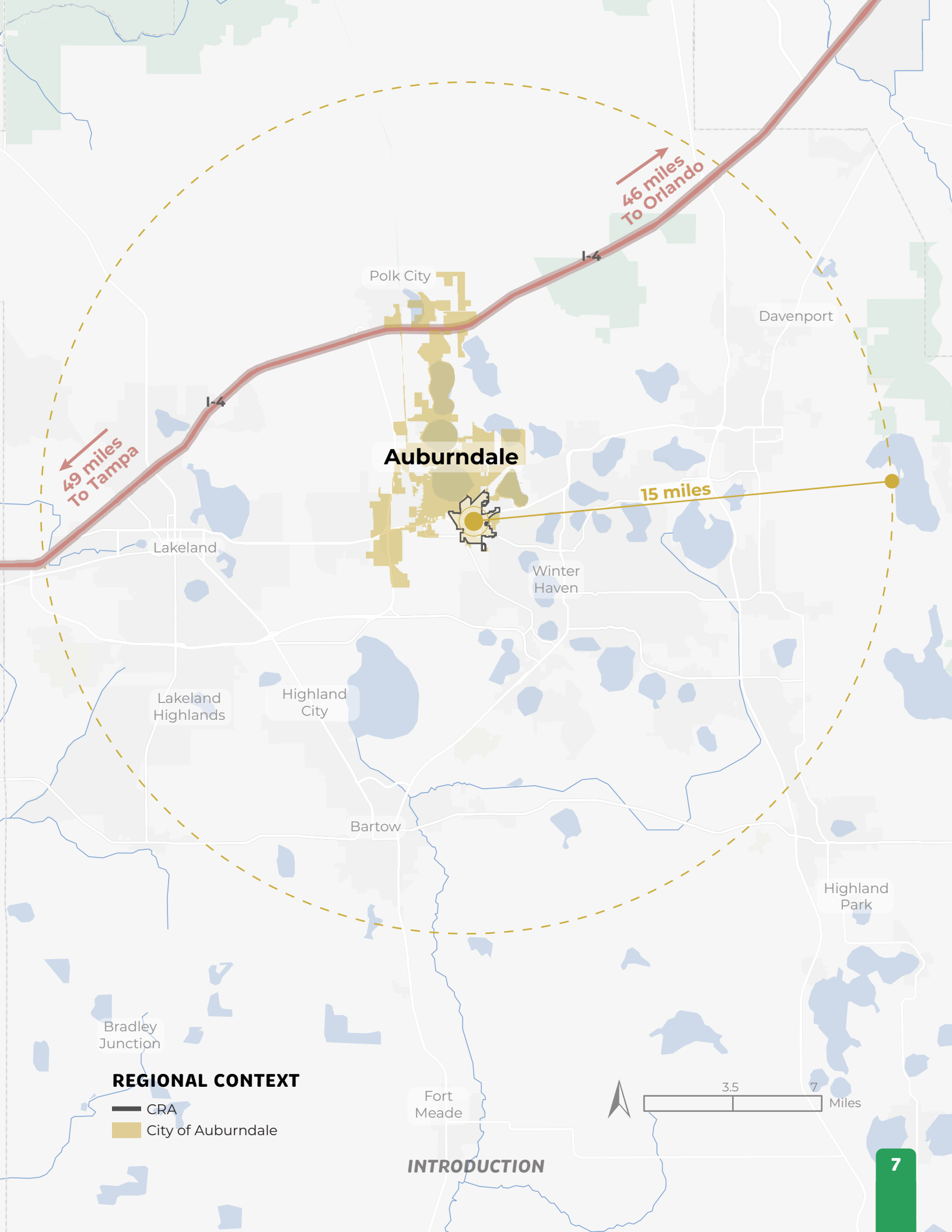
The 2025 Redevelopment Plan update re-evaluates the conditions in Downtown Auburndale, assesses progress to date, and reaffirms the City's commitment to long-term revitalization by extending the CRA's operations to 2052.

1.2 ABOUT AUBURNDALE

The City of Auburndale is centrally located in Polk County, Florida, between the cities of Winter Haven and Lakeland and roughly halfway between downtown Tampa and downtown Orlando.

The City began as small 1880s-era settlements along Lake Mariana and Lake Ariana, founded by northerners seeking railroad fortunes and refuge from cold weather. (Auburndale is the namesake of a Massachusetts village.) Its fertile lands were particularly suitable for growing citrus, cucumbers, strawberries, and watermelon. A downtown core developed around the railroad depot and the adjoining park that opened in 1887 and that still serve as the historic heart of the community. The City was incorporated in 1911.

Over time, Auburndale's development began clustering around U.S. Highway 92, a key coast-to-coast corridor built south of downtown in 1926, and later around I-4. The town's citrus industry remained robust until freezes in the 1980s damaged key groves, after which the industry moved to South Florida. The city has since diversified its economy and expanded far beyond downtown, nestling between many lakes to stretch north of I-4, west to Polk Parkway (S.R. 570), and east to Lake Alfred and the Winter Haven airport.



49 miles
To Tampa

46 miles
To Orlando

15 miles

REGIONAL CONTEXT

- CRA
- City of Auburndale

INTRODUCTION

1.3 ABOUT THE CRA

The City of Auburndale created the Community Redevelopment Area (CRA) in 1992. Prior to the CRA's establishment, Auburndale's historic downtown core faced significant challenges.

There were numerous empty storefronts and vacant properties as retail and business activity decentralized out toward U.S. 92 and I-4. Many structures downtown had been altered over time, resulting in the loss of architectural character and a disjointed streetscape. The prevalence of single-story buildings with large underutilized gaps between them contributed to a fragmented urban form and limited sense of place. In downtown and surrounding areas, about 70% of buildings were over 50 years old and often lacked modern upgrades, which hindered their functionality and deterred new investment. Twenty-two percent (22%) of parcels were owned by non-residents and 27% of properties were considered underutilized.

In response, the City of Auburndale conducted a formal Finding of Necessity (also known as a "Blight Study") in 1992. The study identified deteriorated site conditions, faulty lot layouts, fragmented property ownership, and inadequate street design as evidence of blight, meeting the statutory criteria for CRA designation. The City subsequently established the Auburndale CRA, with boundaries encompassing areas roughly around Stadium Road, Jersey Road, and the railroad tracks.

Early CRA efforts prioritized streetscape beautification, downtown revitalization, and economic development and the agency was initially set to end operations in 2012. However, in 2005, the operational timeframe was extended to 2035. In 2014, the agency launched targeted economic incentive programs to stimulate reinvestment by business owners. These grants have supported building rehabilitation, business expansion, and upper-floor redevelopment, strengthening the district's vitality.

As of today, the CRA has invested in improvements resulting in a noticeably more vibrant, resilient, and proud district. However, numerous opportunities for improvement remain, signifying a continued need for the CRA's operation. Thus, as a part of this Plan update, the CRA is being extended to 2052, its full operational timeframe allowed by Florida Statutes.



1,074
ACRES OF LAND AREA



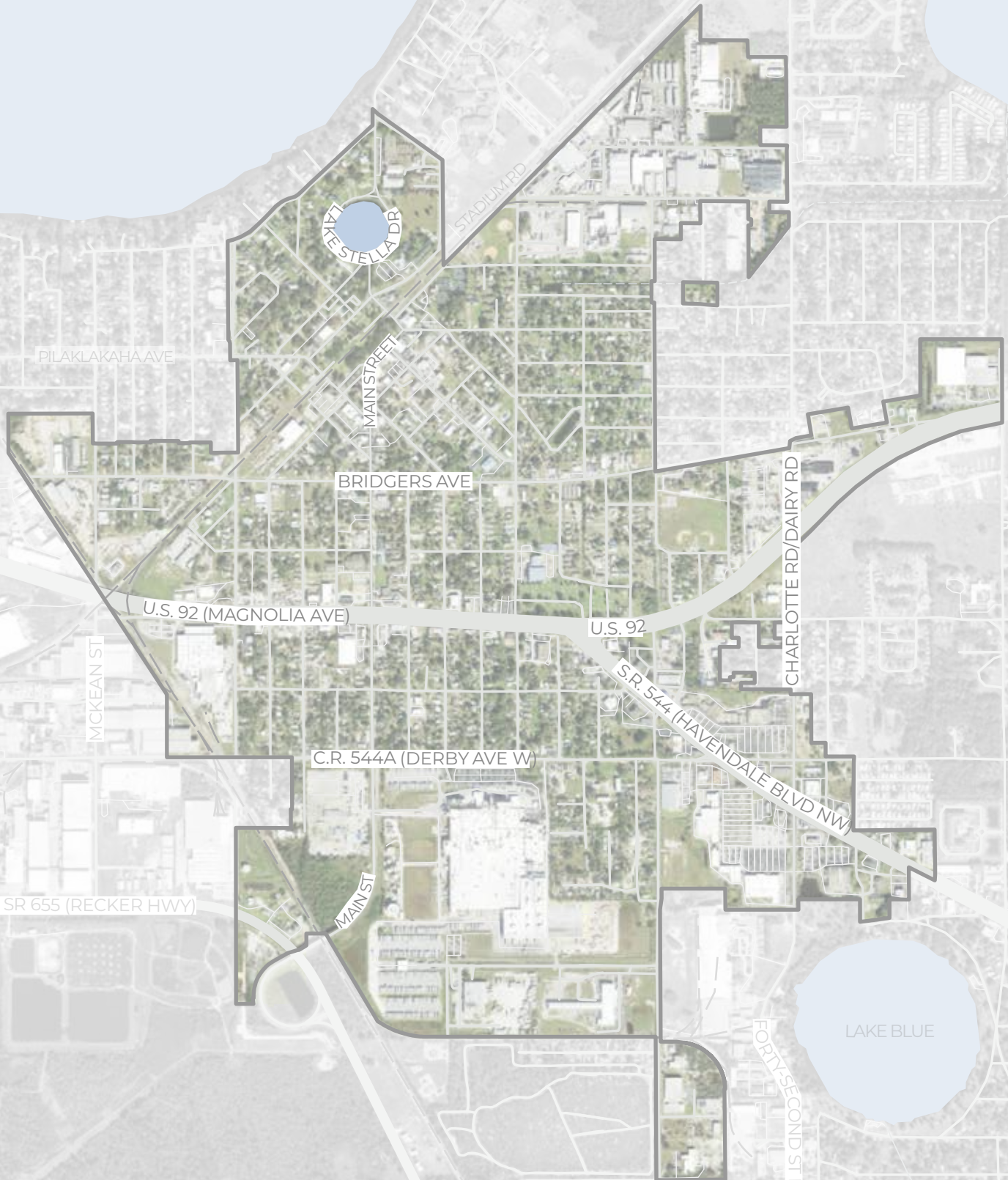
~2,500
RESIDENTS



~6,000
DAYTIME POPULATION
(RESIDENTS + WORKERS)

LAKE ARIANA

LAKE MARIANA



CRA BOUNDARY

— CRA



INTRODUCTION

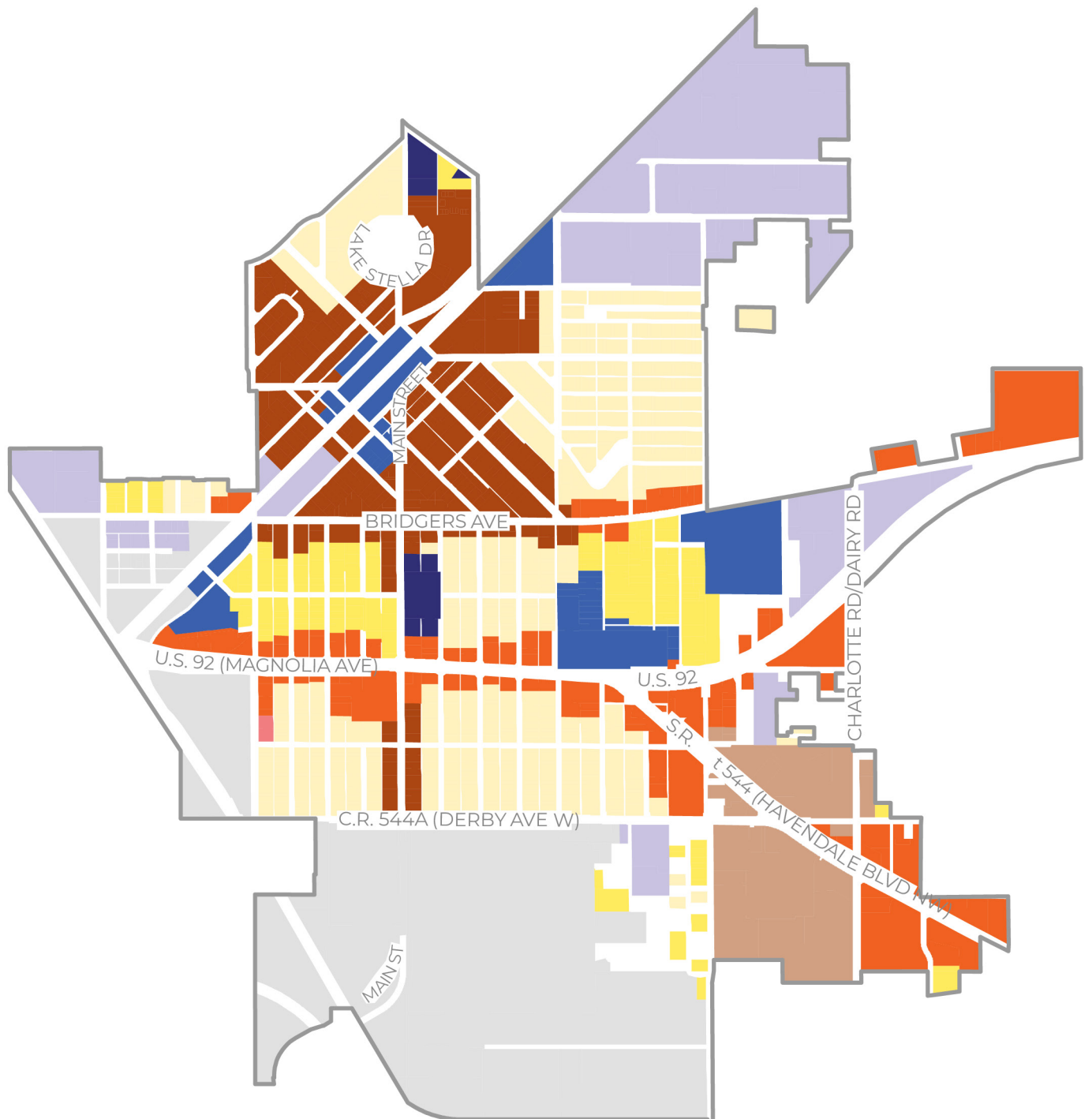
EXISTING CONDITIONS

2

2.1 REGULATORY CONTEXT

FUTURE LAND USE

Fourteen of Auburndale's 21 Future Land Use categories are found within the CRA. The largest are Industrial districts (230 acres, 27.7% of the CRA's total area), followed by Low Density Residential (139 acres, 16.7%), Business Park (124 acres, 14.9%), Community Activity Center (93 acres, 11.1%), and Commercial Corridor (90 acres, 10.9%). The CRA has two primary residential zones to the east and south of the historic downtown core. Commercial uses are appropriately located along major roads including U.S. 92 and Havendale Blvd. There are two industrial and business park areas with access to the active railroads which play an important role in the community as major employment centers. The historic downtown core provides a walkable area with retail, civic, and public spaces. These Future Land Use categories make for a healthy range of uses within the Auburndale CRA.



FUTURE LAND USE CATEGORIES

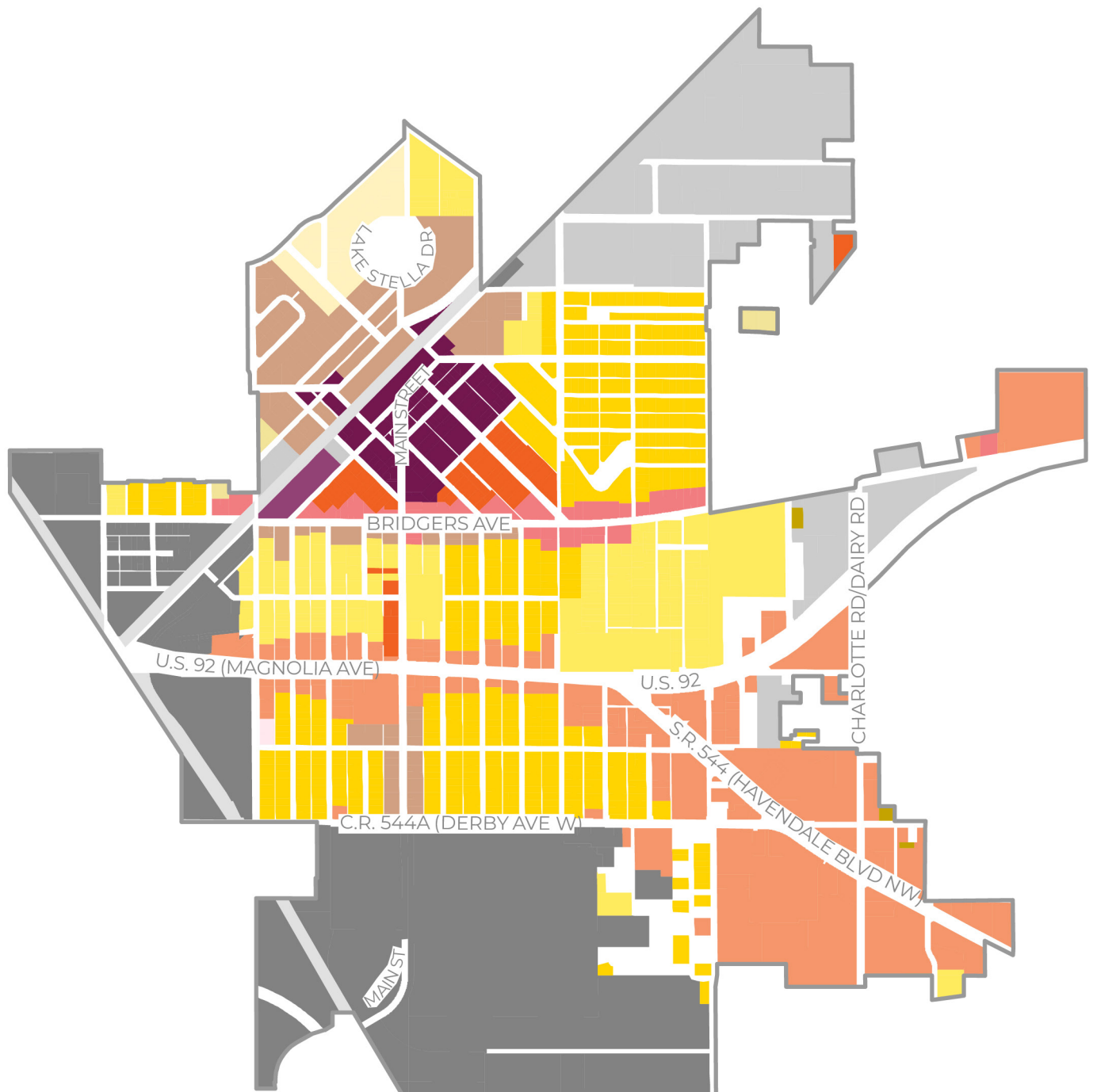
- | | |
|-----------------------------|--------------------------------|
| ■ Schools, Public & Private | ■ Commercial Corridor |
| ■ City, Public Uses, Parks | ■ Convenience Center |
| ■ Business Park | ■ Industrial |
| ■ Community Activity Center | ■ Low Density Residential |
| ■ Commercial Enclave | ■ Medium Density Residential |
| | ■ Neighborhood Activity Center |



ZONING

Nearly a quarter of the CRA's zoning is dedicated to Heavy Industrial (HI) (258 acres, 24% of the CRA's total land area), followed by Highway Commercial (CH) (173 acres, 16.1%), Light Industrial (LI) (127 acres, 11.8%), Single Family Residential (RS-3) (127 acres, 11.8%), and General Residential (RG-1) (91 acres, 8.5%). The zoning category Residential, Office, and Institutional (RIO) (51 acres, 4.8%), which constitutes over 50 acres of the CRA, is strategically located along major commercial corridors – Main Street south of Magnolia Avenue, along West Bridgers Avenue – and the downtown core. This designation presents significant potential for mixed-use development and should be actively leveraged to support redevelopment objectives.

The Central Business District (22 acres, 2.0%), zoning category accounts for nearly 22 acres duly clustered around the historic downtown core. The intent of the CBD district is to continue fostering traditional neighborhood design through select land uses and prohibited uses. This allows for tailored development that maintains the community's character and economic vitality.



ZONING

- LI: Light Industrial
- Vehicle Parks Railroad ROW
- RG-1 General Residential
- RG-2 General Residential
- RIO Residential, Institutional, and Office
- RS-1 Single Family Residential
- RS-2 Single Family Residential
- RS-3 Single Family Residential
- CBD Central Business District
- CG General Commercial
- CG-1 General Commercial
- CH Commercial, Highway
- CN Neighborhood Commercial
- HI Heavy Industrial

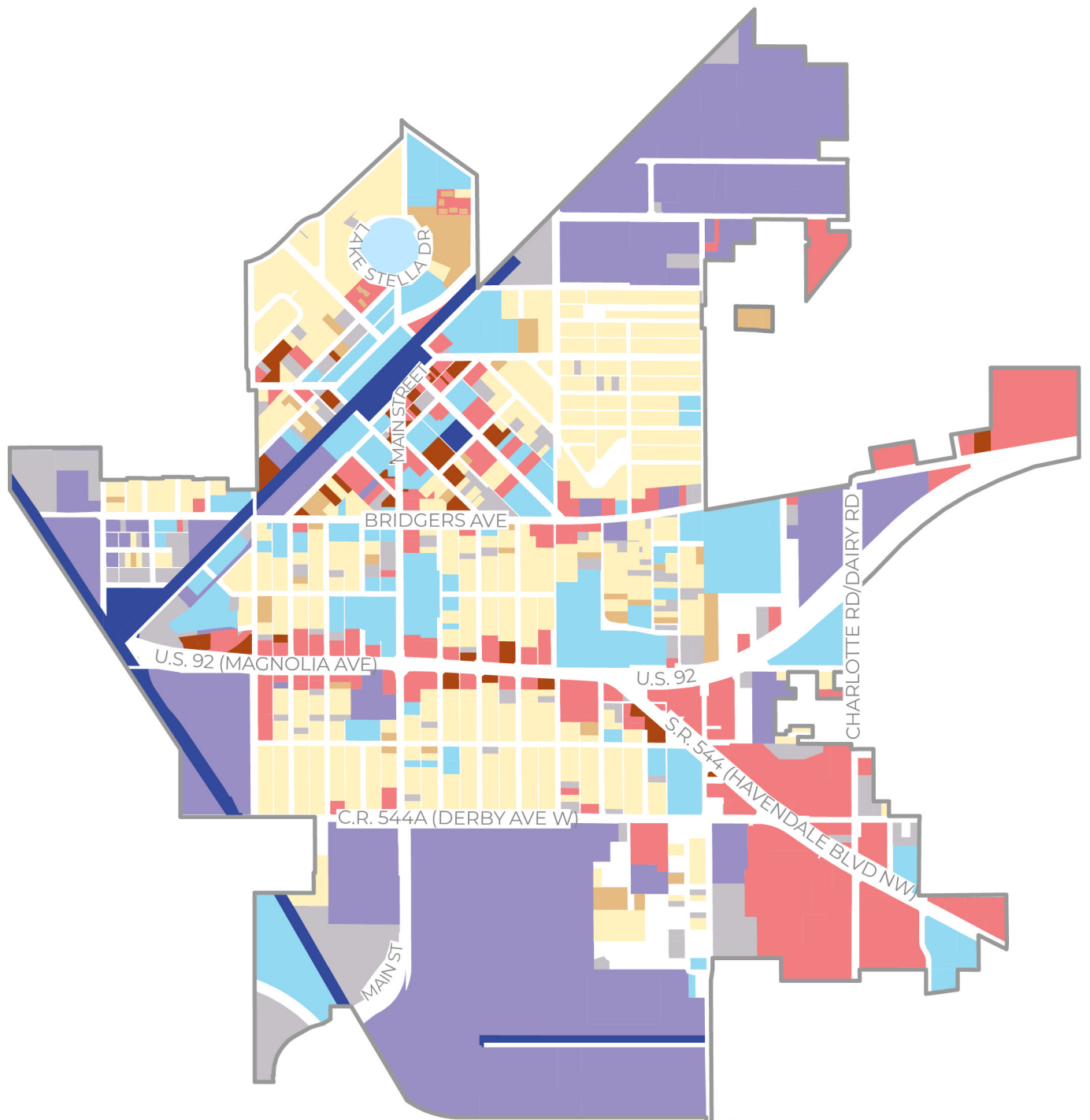


EXISTING CONDITIONS

EXISTING LAND USES

A large portion of the CRA's existing land use is dominated by Industrial uses (294 acres; 30.3% of the CRA's total area), followed by Single Family Residential (198 acres; 20.4%), Commercial (146 acres; 15%), Institutional (132 acres; 13.5%), and Vacant (102 acres; 10.4%). The Coca Cola Company is the largest landowner in the CRA, controlling approximately 120 acres, while the City of Auburndale is the second largest landowner, controlling approximately 55 acres. About 13.3 acres of City/CRA-owned land is vacant, presenting a compelling opportunity to explore strategic development projects.

Industrial uses are appropriately clustered around active rail lines and just off major highways, although active operations can create conflicts with nearby homes, schools, and commercial areas due to noise, traffic, and visual impacts. To the extent that the City and CRA choose to encourage diversifying uses in the area, a high proportion of industrial land presents several implications for redevelopment. Industrial sites may require reconsideration of its interface with surrounding neighborhoods and sensitive land uses, particularly schools. This reconsideration of interface is especially crucial due to the long-standing presence the industrial businesses have in the community, both in the past and moving forward. Retaining these large traditional industrial sites offer opportunities for job retention and creation, adaptive reuse of obsolete buildings, and large redevelopment sites that can serve as catalysts for change.



EXISTING LAND USES

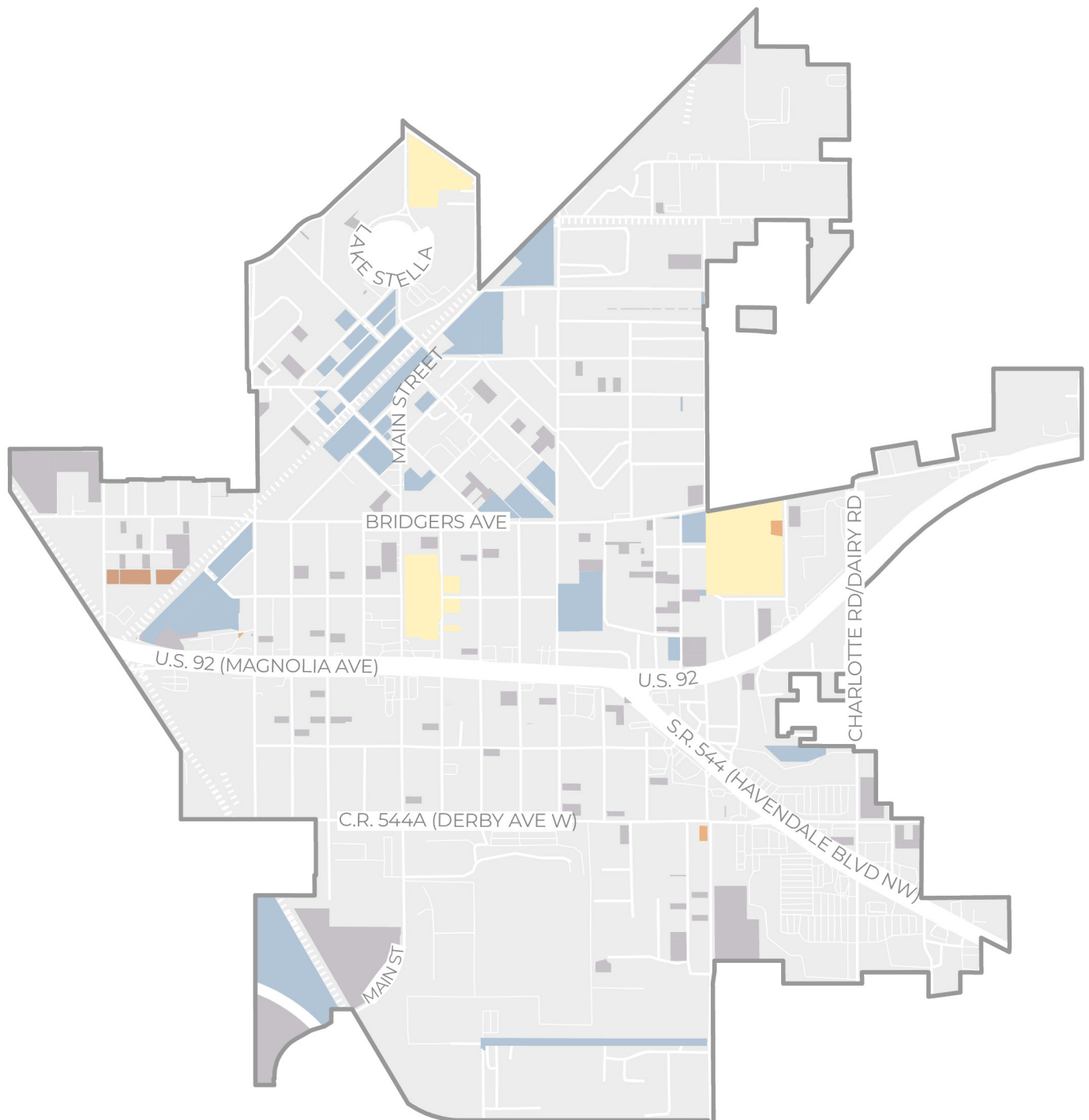
- | | |
|--|---|
| ■ Water | ■ Office |
| ■ Agriculture | ■ Industrial |
| ■ Single-Family Residential | ■ Institutional |
| ■ Multi-Family Residential | ■ Infrastructure |
| ■ Commercial | ■ Vacant |



EXISTING CONDITIONS

PARCEL OWNERSHIP

The City and CRA collectively own 54.7 acres of land within the district. A small number of these parcels are situated in highly visible and strategic downtown locations along Main Street and West Park Street and Bobby Green Plaza, positioning them as prime candidates for catalytic redevelopment projects or public-private partnerships. Most other parcels are more numerous and dispersed, including lakefront sites, parcels adjacent to civic facilities, and properties along major corridors. These publicly-owned parcels provide opportunities for targeted interventions for public realm enhancements such as neighborhood parks, streetscape improvements, or land assembly to support private investment.



PARCEL OWNERSHIP

- City of Auburndale or CRA
- School Board of Polk County
- Polk County
- CSX Corporation
- Vacant



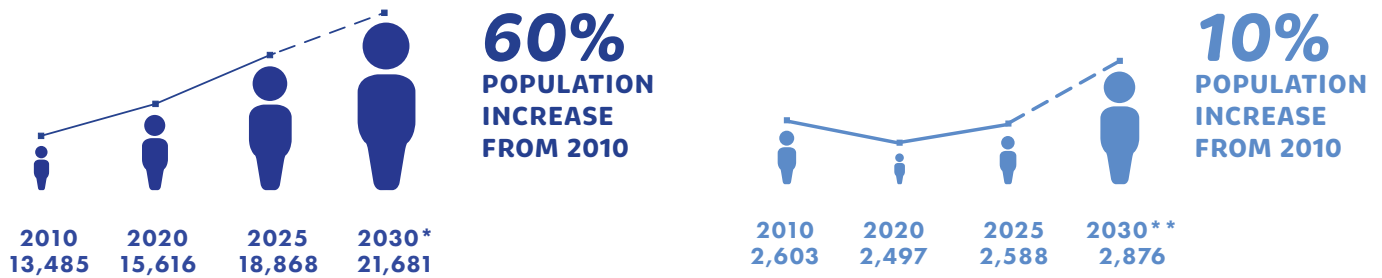
2.2 DEMOGRAPHICS

COMMUNITY PROFILE

The CRA is home to an approximate 2,588 residents in 2025 across 991 households, with an average household size of 2.57 people. By comparison, the City averages 2.68 people per household. Since 2020, the CRA’s population has grown slowly at 3.6%, while the City as a whole has expanded much more rapidly at 20.8%. Projections suggest the City will continue outpacing the CRA in growth through 2030.

Demographically, the CRA trends younger, with a median age of 37.7 compared to 40.6 Citywide. It also has a much higher share of residents who have never married (45.5% in the CRA vs. 29.8% in the City). This, paired with the smaller household size, suggests the CRA has more singles and couples—likely including younger professionals—while the City overall has a stronger presence of families. These factors point to demand in the CRA for smaller housing options, more rental choices, and amenities that cater to walkable, social lifestyles.

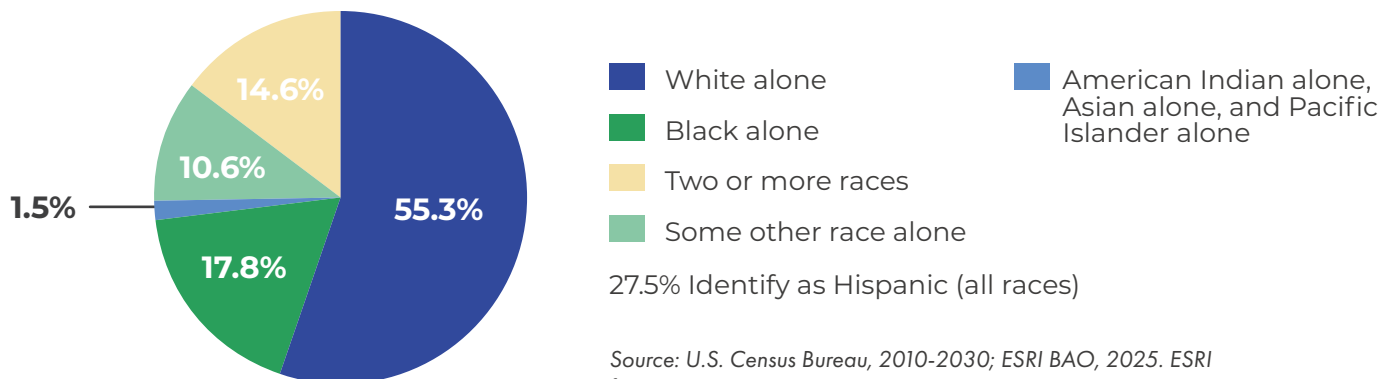
Population Increase



*Projection assumes an annual rate increase of 2.82%
 **Projection assumes an annual rate increase of 2.13%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Race/Ethnicity Demographics



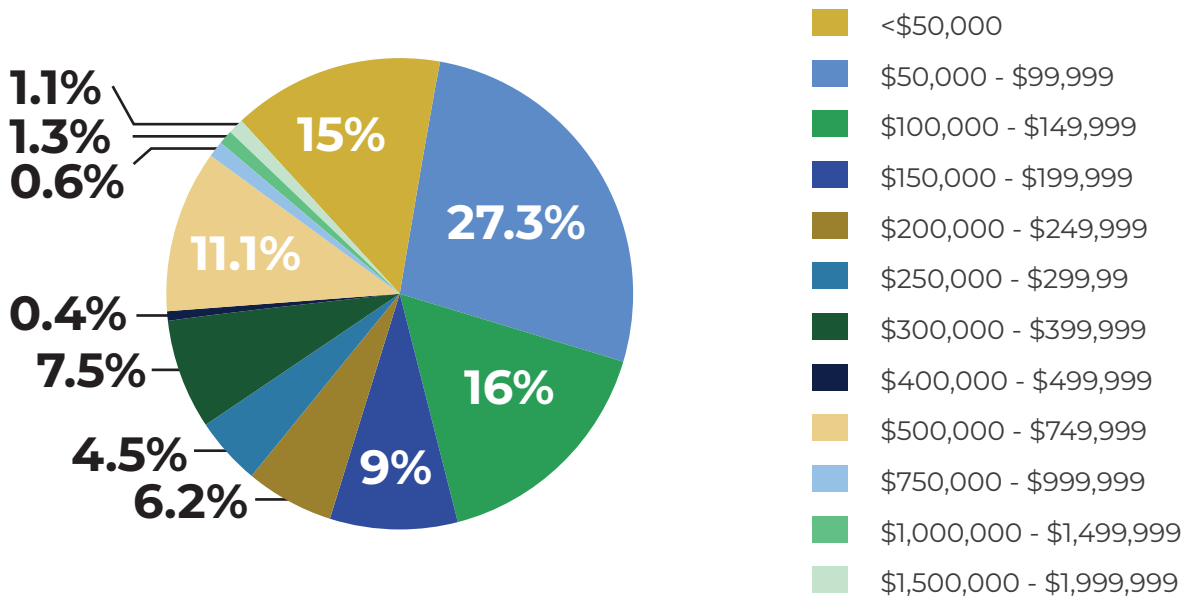
Source: U.S. Census Bureau, 2010-2030; ESRI BAO, 2025. ESRI forecasts 2025, 2030.

Economics

Economically, the CRA lags behind the City. Median household income is \$62,030, well below the City's \$82,804, and per capita income is \$26,053 compared to \$36,581 Citywide. Education levels also highlight the difference: only 7.4% of adults in the CRA have a bachelor's or graduate degree, versus 20.4% in the City. Most CRA residents have high school or some college, which provides a strong base but also shows room for workforce development and education programs to expand opportunities.

Despite these income and education gaps, the CRA plays an important role as an employment center. During the day, its population swells to nearly 6,000 people, driven by more than 4,400 workers coming into the district. This means the CRA draws far more people during the day than the number of residents who remain there, while the City as a whole sees its daytime and residential populations remain about equal.

2025 Households by Income



Source: U.S. Census Bureau, 2010-2030; ESRI BAO, 2025.

2.3 EXISTING CONDITIONS

RESIDENTIAL

The CRA's current population accounts for 13.72% of the City's current population. The City is expected to see a projected population growth of 10,000 incoming residents by the year 2050. Since 2020, the CRA's population has grown slowly at 3.6%, while the City overall has expanded much more rapidly at 20.8% and is expected to continue to outpace the CRA. However, the CRA will inevitably experience growth, and must prepare for such growth.

The CRA has 1,097 housing units, many of which are single-family homes. Homeownership is lower in the CRA as compared to the City (53.7% vs. 75.3% Citywide), and the rental share is nearly double. The vacancy rate is also slightly higher (9.7% vs. 7.8%). When considered alongside the demographics and expected population projections, the CRA housing stock does not seem to meet the demand. Demographics suggest the housing demand within the Auburndale CRA would consist of affordable, rented units, which would support a young labor force who are either singles living alone or married couples with no kids.

Housing values highlight the biggest gap: the median home value in the CRA is \$120,500, compared to a much higher \$336,396 Citywide. Additionally, over three quarters of the existing housing stock was built before 1970. While this may give reason to home affordability in the CRA, it also may point to a need in the future to redevelop older residential units. It is also important to consider the need for rehabilitation assistance, land assemblies for newer residential projects, as well as flood and storm mitigation measures.

Between 2020 and 2025, the City added a substantial number of housing units, while the CRA's supply barely changed (from 1,069 to 1,097 units), showing that growth pressures aren't being absorbed in the CRA. The two primary residential districts are directly adjacent to active industrial districts. This interface of potentially conflicting land uses, while at some level is acceptable for a small town in need of jobs, can be disruptive for residents' peace of mind and could contribute to encumbering home values. The CRA's lower values and higher renter share argue for housing stabilization (code compliance, rehab/energy upgrades) and mixed-income residential infill that carefully manages displacement risk while broadening ownership and renter opportunities.

MOBILITY

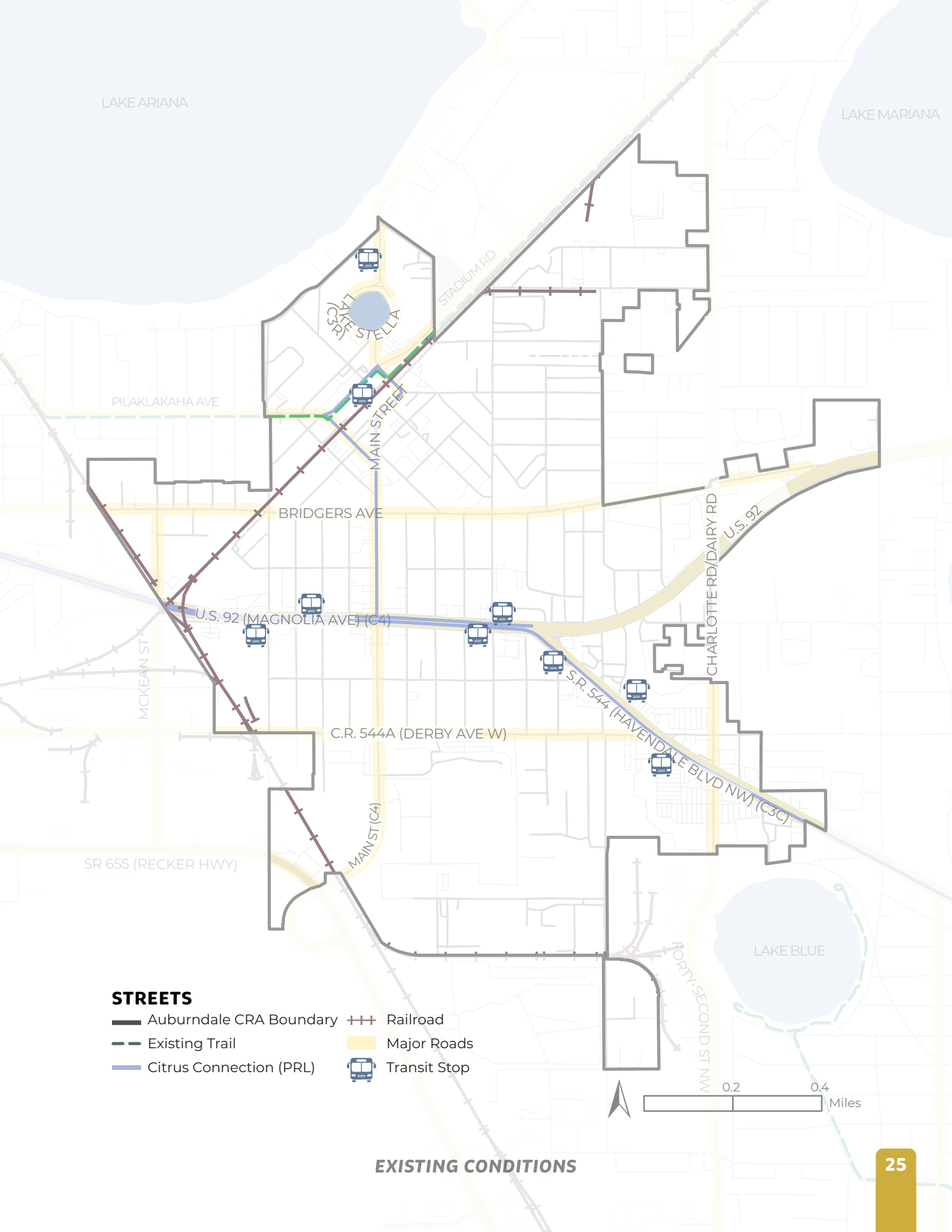
The City of Auburndale has worked on improving connectivity and circulation within downtown in several ways, including modifying some intersections in the course of redevelopment and obtaining control of roadways. Notably, the extraneous southwestern leg of the Park Street/Main Street triangular intersection was converted into parking. Main Street, which FDOT transferred to the City in March, 2020, runs north-south right through Downtown Auburndale with 11,600 AADT its southern segments and 6,200 AADT in the core. The ownership change allowed the City to re-route the truck route out of downtown, eliminating the conflict of industrial and semi-truck traffic through the quaint downtown business district and existing pedestrian-style streetscapes. City ownership also opens the door to allow further streetscape opportunities on Main Street.

There are several roadways within the CRA that are owned and managed by entities other than the City. Magnolia Avenue (U.S. 92) is an FDOT-maintained federal highway that runs west-east across the middle of the CRA boundaries and sees significant traffic – over 41,000 vehicles per day (AADT) in 2024. U.S. 92 has dual state context classifications – C4 Urban General and C3C Suburban General – which may open opportunities to work with FDOT on roadway design and streetscape improvements that better support the CRA’s vision of a more walkable, inviting, and safe urban area. Havendale Boulevard (SR 544) is a state road with 28,000 AADT in 2024.

The Auburndale CRA does have several transit stops for the CitrusConnection bus transit service managed by Polk County. Additionally, the Amtrak rail system runs through the CRA but does not stop in Auburndale. The nearest Amtrak station is located in Winter Haven, approximately 7 miles south, as well as the Lakeland station approximately 11 miles west of the CRA. At present, there is public transit that connects passengers from Winter Haven to Auburndale; however, the transit options are not direct connections. Passengers often still need to find transit from the Winter Haven Amtrak station to the bus terminal. Transit system operations are out of direct local control, but the CRA should position itself with transit-ready urban design— especially since FDOT’s 2023 study on SunRail expansion to Polk County recommended a stop at the downtown depot. With direct, safe transit connections in place, downtown Auburndale can readily advertise itself to tourists and locals alike as a charming, easy-to-reach destination.

LAKE ARIANA

LAKE MARIANA



STREETS

- Auburndale CRA Boundary
- Existing Trail
- Citrus Connection (PRL)
- Railroad
- Major Roads
- Transit Stop

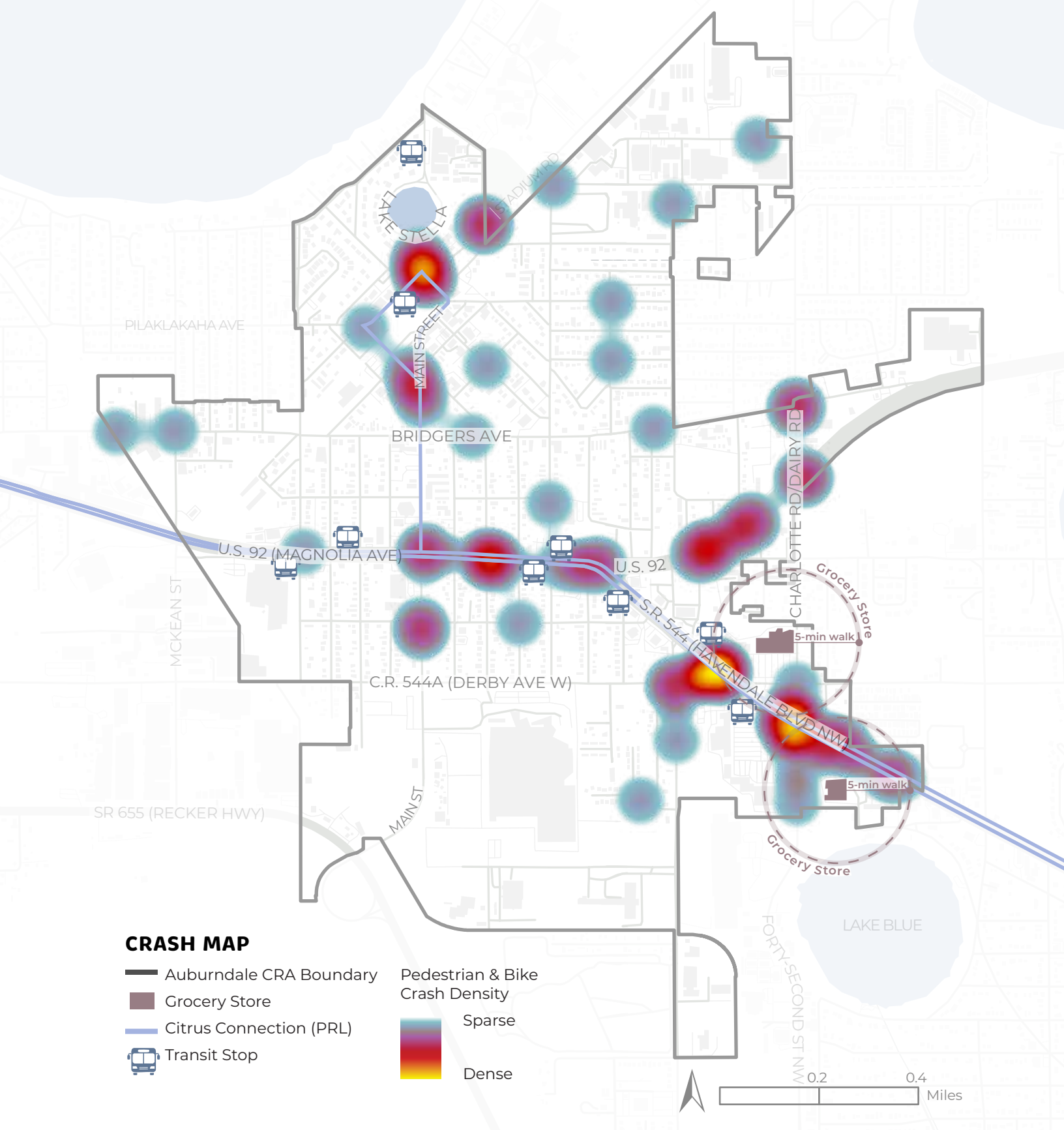
EXISTING CONDITIONS

SAFETY





Pedestrian and bicycle infrastructure seems to be fairly consistent throughout the CRA. However, like in much of the U.S., there is much room for improvement to be made before truly considering Auburndale CRA to be an inviting, walkable district. Some roadways such as East Lake Ave, South Main Street, and E. Bridgers Ave, have the appropriate land use and destinations to merit improved pedestrian infrastructure. Additionally, certain destinations including all transit stops, all parks and recreational facilities, and all educational and medical institutions should be given priority for pedestrian infrastructure as vital assets and resources to the Auburndale community. Interestingly, the highest hotspots for bicycle & pedestrian crashes are alongside Havendale Blvd, where the only two grocery stores, Publix and Winn-Dixie, exist within the CRA. Other hotspots for bicycle & pedestrian crashes are found within the downtown core, and consistently along Magnolia Ave (U.S. 92) where the commercial corridor exists.


LAKE ARIANA

LAKE MARIANA



CRASH MAP

-  Auburndale CRA Boundary
-  Grocery Store
-  Citrus Connection (PRL)
-  Transit Stop

- Pedestrian & Bike Crash Density
-  Sparse to Dense



EXISTING CONDITIONS

DESTINATIONS

The Auburndale CRA contains a total of 393 businesses across a wide range of sectors. There are several healthcare related facilities, including Lakeland Regional Health, Urgent Cares, and some outpatient or specialty care practices. Civic and cultural facilities are mainly centered around the Downtown core of the City. There are also several educational facilities within or bordering the CRA, including Auburndale Central Elementary, Stambaugh Middle School, and Auburndale High School, as well as some preschools and private academies. It is important to note that while the two grocery options located along Havendale Boulevard at the edge of the CRA are technically within walking distance for some residents, it has been proven hazardous to reach for pedestrians and bicyclists due to the corridor's design. Throughout the CRA, car-centric corridor design is an impediment to access to essential community destinations and to the CRA's economic activity overall.

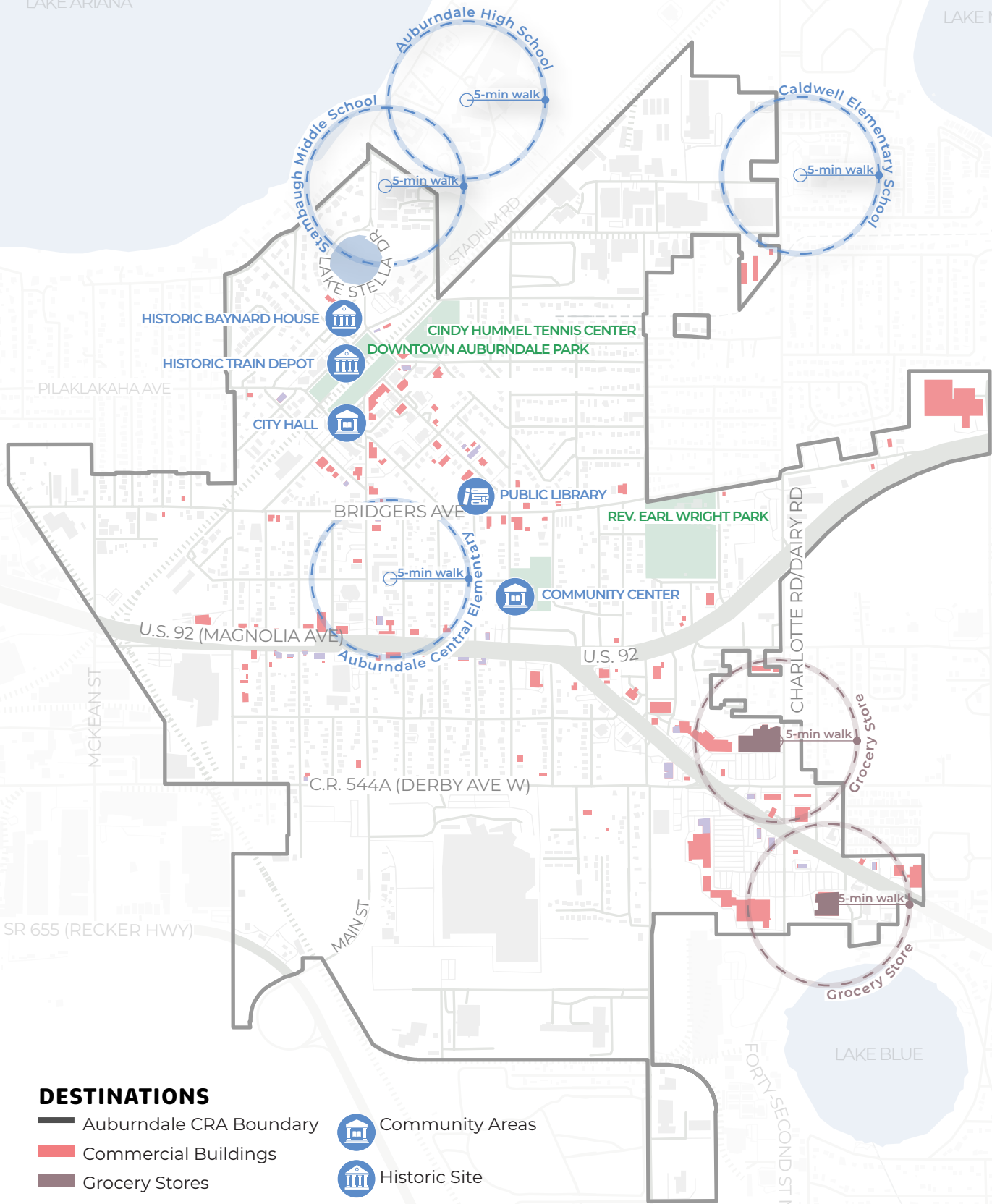
Ancillary services such as personal care, laundry, pet services, repair shops, and religious organizations are vital to any community. Within this category, Other Services Except Public Admin, represents the largest share of businesses, accounting for 17.1 percent of all businesses (67 in total). The next largest share includes Retail Trade (11.2 percent), Accommodation & Food Services (9.4 percent), Construction (9.2 percent), Health Care & Social Assistance (8.1 percent). Based on 2025 Consumer Spending, Auburndale can be categorized as a commuter/sleeper community, with high spending on housing and necessities, and low discretionary spending on food, entertainment, and retail. Residents in the CRA are likely traveling to areas outside the CRA – the City of Auburndale, Lakeland, Winter Haven, or even Tampa or Orlando – to spend discretionary money.

The Auburndale CRA's location, being in the Downtown core of the City between two metropolitan cities, provides a clear opportunity to leverage both local spending and visitors. The Auburndale CRA has seen an increase of vacancy in retail spaces of up to 3.3 percent since 2021, as well as an increase in rent per square footage. Vacancy rates across the City are consistently below the CRA's vacancy rate, suggesting that there is room for more business support within the downtown. Grants and loan programs through the CRA could help bolster economic activity by incentivizing and reducing barriers to attractive local businesses. Targeted recruitment of restaurants, entertainment, and specialty retail could reduce spending leakage while strengthening downtown as a destination. Existing anchors such as healthcare and manufacturing bring in large numbers of daytime employees and can be leveraged through mixed-use developments and placemaking investments. By focusing on diversifying its consumer-facing economy for both locals and visitors, the CRA can retain more spending and capture additional economic activity from regional pass-through traffic.

Source: ESRI BAO, 2025 and CoStar, 2025

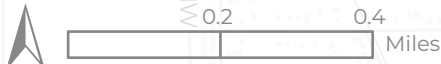
LAKE ARIANA

LAKE MARIANA



DESTINATIONS

-  Auburndale CRA Boundary
-  Commercial Buildings
-  Grocery Stores
-  Restaurants
-  Parks
-  Community Areas
-  Historic Site
-  Library



EXISTING CONDITIONS

ENVIRONMENT

The Auburndale CRA is situated within the Peace River watershed and drains into two distinct sub-basins—Lake Ariana to the north and Lake Eloise to the east. Each of these areas contains large industrial zones, underscoring the importance of regularly testing groundwater quality to monitor for potential contamination. Flooding does not appear to pose a major threat to the CRA, as the 100-year floodplain is largely contained within stormwater retention ponds on industrial properties, with only minor impacts around Lake Stella. Tree cover is generally strong in the residential districts, although the presence of linear infrastructures such as U.S. 92, S.R. 544, the rail line, and overhead transmission corridors imposes constraints on both ecological connectivity and opportunities for additional tree canopy, a key aspect to bolstering walkability.

LAKE ARIANA

LAKE MARIANA

LAKE ARIANA SUB-BASIN

LAKE ELOISE SUB-BASIN

PILAKLAKAHA AVE

MAIN STREET

BRIDGERS AVE

U.S. 92 (MAGNOLIA AVE)

U.S. 92

MCKEAN ST

C.R. 544A (DERBY AVE W)

S.R. 544 (HAVENDALE BLVD NW)

CHARLOTTE RD/DAIRY RD








SR 655 (RECKER HWY)



MAIN ST

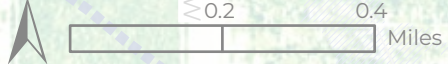
FORTY-SECOND ST NW

LAKE BLUE

ENVIRONMENT

-  Auburndale CRA Boundary
-  Evacuation Route
-  Risk Shelter
-  Sub-Basin Boundary
-  Wetlands
-  500-Year Floodplain
-  100-Year Floodplain

 Dense Vegetation & Vigor
 No Vegetation



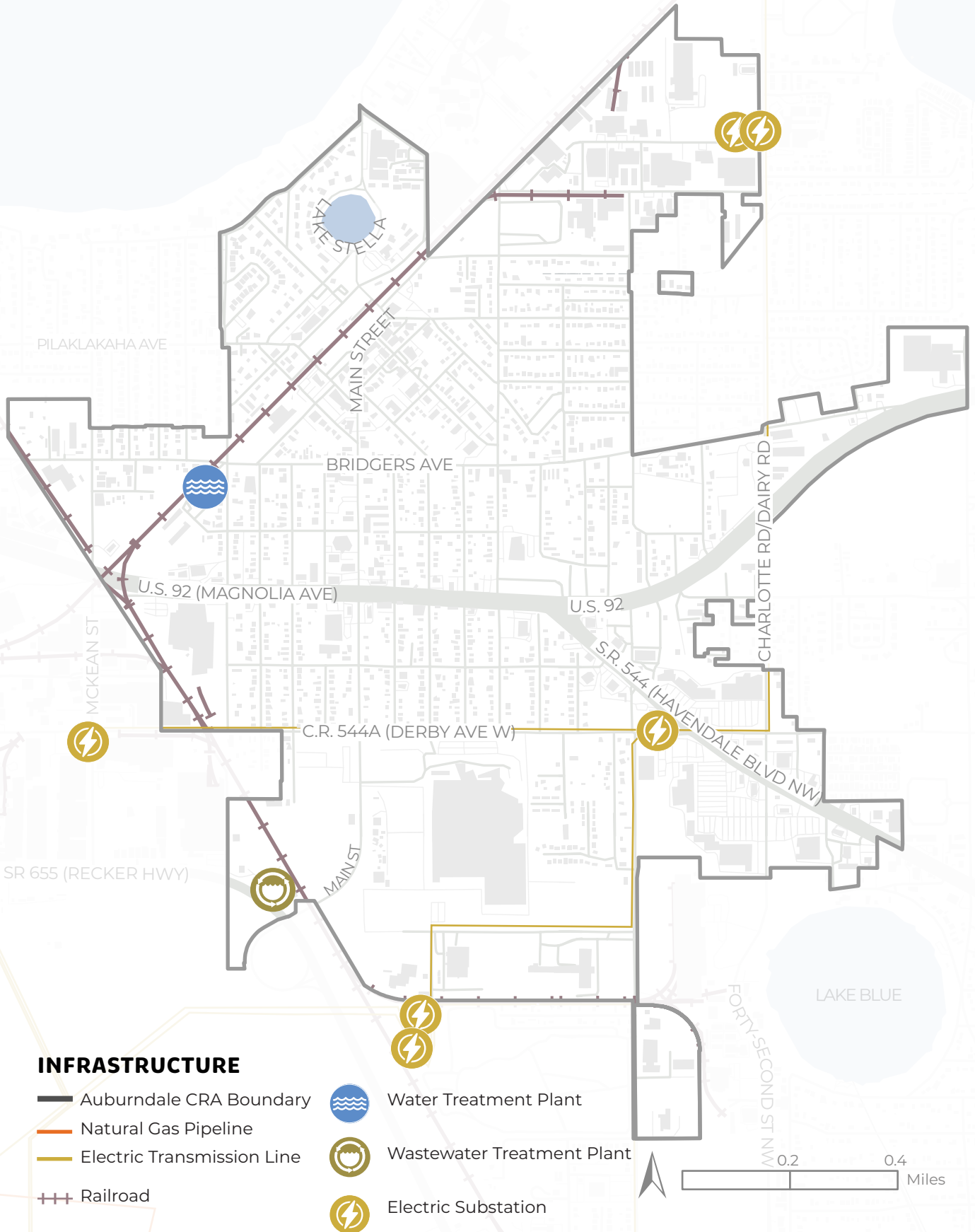
EXISTING CONDITIONS

INFRASTRUCTURE





U.S. 92 (Magnolia Avenue) and S.R. 544 (Havendale Boulevard) bisect the CRA from east to west, reinforcing auto-dependent commercial development patterns characterized by large parking frontages. Magnolia Avenue in particular functions as a barrier for residents in the southern neighborhoods attempting to access the downtown core. The alignment of the rail line, which cuts through the CRA at a 45-degree angle, reflects the community's historic growth around rail infrastructure and continues to provide service to large industrial properties in the south and northeast area. While this alignment creates unique block patterns and parcel configurations that can be challenging to reconcile with the surrounding street grid, the conversion of the former station into a civic park demonstrates successful adaptive reuse. Given the line's continued activity, however, safety remains a priority. Finally, electric substations and transmission lines introduce long-term conflicts with proposed street and buffer tree plantings, requiring careful consideration in landscape and infrastructure planning.




LAKE ARIANA

LAKE MARIANA



INFRASTRUCTURE

-  Auburndale CRA Boundary
-  Natural Gas Pipeline
-  Electric Transmission Line
-  Railroad

-  Water Treatment Plant
-  Wastewater Treatment Plant
-  Electric Substation

EXISTING CONDITIONS



2.4 CRA ACCOMPLISHMENTS

The Auburndale CRA has completed or initiated several of the redevelopment projects listed in the initial 1992 Plan. In addition to physical improvements, such as landscaping, beautification, and streetscape updates, the CRA has also implemented several planning and economic development initiatives, such as its two financial assistance grants. Additionally, the CRA has made steps to redevelop underutilized lots through property purchases and by contracting firms for design and construction.

The following charts show the status for goals outlined in the original CRA Plan as well as additional projects completed. The CRA should be responsible for the maintenance of its projects during the timeline of the Agency's operations, and it is strongly recommended to account for maintenance expenses in the annual budgets.

PLANNING & ECONOMIC DEVELOPMENT INITIATIVES	
Create incentive grants for businesses and property owners (Impact Fee Grant, Redevelopment Grant)	Complete
Expand recreational opportunities Property acquisition for new civic facilities Vacant lot acquisition and redevelopment	Ongoing
Contribute to historic awareness initiatives Conduct region-wide market analysis	In Progress
Enforce code and maintenance standards	Not Started

CAPITAL IMPROVEMENTS	
Lake Stella enhancements and maintenance (lighting, benches) Railroad buffer plantings Streetscape improvements for Primary Streets (tree planting, landscaping, lighting) PK Avenue stormwater and road diet project Downtown clock tower installation and service Period-style lighting installation	Complete*
Gateway enhancements (Downtown entrances + CRA District gateways) Streetscape improvements for Secondary Streets (tree planting)	In Progress

*The CRA will continually maintain these improvements until the sunset of the agency.

LAKE ARIANA

LAKE MARIANA

NORTHERN DOWNTOWN GATEWAY

PARK BEAUTIFICATION

PARK ST PROPERTY PURCHASE

PK AVE STREETSCAPE & ROAD DIET

HOWARD ST PROPERTY PURCHASE, PLANNED STREETSCAPE

CLOCK TOWER

CONCRETE PLANTERS

PALMETTO ST, CENTER ST PLANNED STREETSCAPE

ANTIQUE LIGHTING MAINTENANCE

U.S. 92 (MAGNOLIA AVE)

WESTERN GATEWAY

SOUTHERN DOWNTOWN GATEWAY

U.S. 92

C.R. 544A (DERBY AVE W)

S.R. 544 (HAVENDALE BLVD NW)





SOUTHEAST GATEWAY

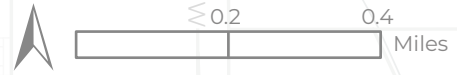
SR 655 (RECKER HWY)

MAIN ST
SOUTHWEST GATEWAY

LAKE BLUE

CRA ACCOMPLISHMENTS

-  Auburndale CRA Boundary
-  Completed Projects
-  Projects In Progress
-  Projects Not Started



EXISTING CONDITIONS

ANTIQU
LIGHTING



CLOCK
TOWER



PARK STREET PROPERTY



**PILAKLAKAHA AVE
STREETSCAPE IMPROVEMENT**



**CONCRETE
PLANTER**



GATEWAY SIGNAGE



**COMMERCIAL
GRANT FUNDING**



**COMMERCIAL
GRANT FUNDING**

2.5 OPPORTUNITIES AND A PATH FORWARD

The Auburndale CRA is in a promising position to continue the momentum created by the CRA's successful investments while working to transform its current challenges into pathways for opportunity.

There is already a solid foundation for growth. The district has significant regional connectivity via U.S. 92; a relatively diverse employment base, with more than 4,400 daytime workers supported by anchors in manufacturing, healthcare, retail, and food services; and affordable housing that could attract and retain new generations of residents. Significant City- and CRA-owned parcels are being primed for catalytic redevelopment. The community's revamped streetscapes and successful adaptive reuse projects, such as the downtown park and historic rail station, demonstrate the potential to further strengthen the district's character and walkability.

At the same time, the CRA's vulnerabilities reveal where targeted action could produce meaningful progress toward the district's vision and goals. Key opportunity paths include:

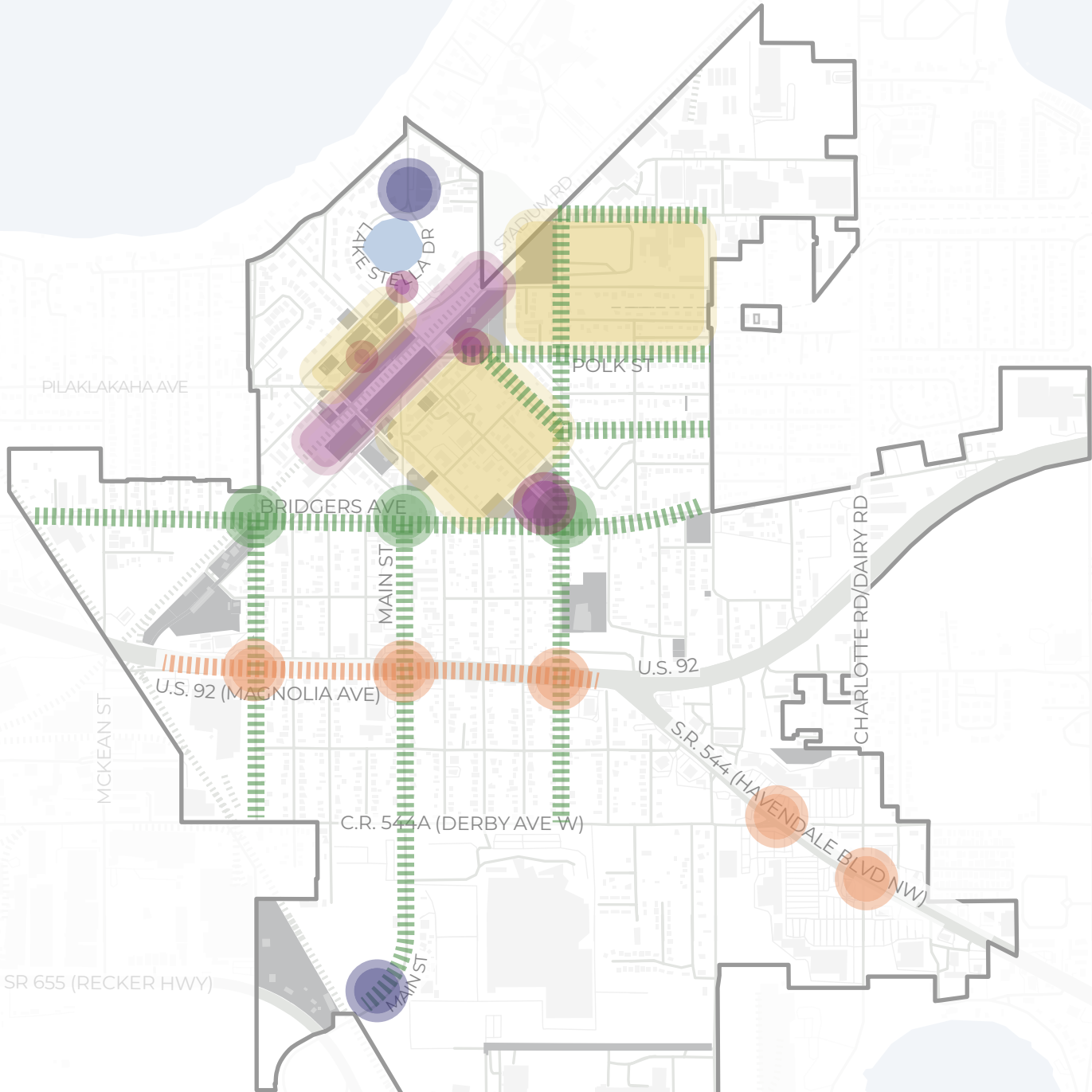
Bridging the Gaps. Continual investments in roadway improvements, FDOT's adoption of context-based road design, and the potential for a commuter rail stop right downtown point to abundant opportunity to unify the CRA's fragmented 1,100-acres with connectivity improvements that boost its sense of place and could save lives along the way. Currently, multi-lane, high-speed roadway corridors like U.S. 92 and S.R. 544 limit the possibilities for CRA's neighborhoods and character areas, reinforcing car-dependent patterns and creating dangerous crash hotspots at essential destinations such as grocery stores, transit stops, and community destinations. Even smaller streets could use safety and comfort improvements. These types of clashes undermine the district's potential, although the CRA has a roadway grid that can support a traditional neighborhood with tighter and higher density regulatory and roadway design standards. Such modifications can make the CRA feel more like a cohesive, connected downtown with identifiable edges and a core;

shopping at the grocery store down the street, grabbing lunch at the local coffee shop, and picking up the kids from school should feel like easy, safe trips within the same neighborhood. Streetscape improvements that address comfort and safety for all users – whether driving, biking, walking, or rolling – and particularly those that improve the pedestrian experience, are critical in fostering access to local destinations beyond the small downtown core and supporting long-term economic vitality.

Thinking Small to Make Big Strides. Because Auburndale has fewer retail, dining, and entertainment options than neighboring cities - and lacks the high-income downtown population that typically attracts such amenities - the CRA has a strong incentive to promote mixed-use redevelopment that incorporates small business spaces. Positioning itself as the go-to destination for authentic, “only-in-Auburndale” establishments that complement (rather than try to compete with) big-box retail in the district's southern half will strengthen the CRA's unique identity and its overall appeal. Small retail and commercial spaces also reduce investment risks and lower barriers of entry for local entrepreneurs. With the right programs and partnerships to build and support small businesses, the CRA can boost local spending, nurture entrepreneurship, and reinforce its role as a hub of community life.

Becoming Move-In Ready. Rapid population growth in the city and region offers a ready market for investments in the aging housing stock and improvements in expanding the limited housing variety. Programs that incentivize rehabilitation, façade improvements, and the development of “missing middle” housing can diversify options and, when partnered with consistent code enforcement, can revitalize residential neighborhoods. These efforts not only help long-term residents live in safer homes and improve financial security, but they are also attractive to those looking to put down new roots. The CRA has plenty of room to absorb a proportionate share of the post-pandemic migration into Florida and Polk County.

Taken together, the CRA's challenges do not have to be limitations; they can be springboards. With strategic land assembly, targeted incentives, and investments in infrastructure and people, the CRA can transform weaknesses into opportunities. By embracing forward-thinking redevelopment, Auburndale's CRA can continue evolving into a more vibrant, connected, and resilient district - one that enhances quality of life for residents while drawing new investment and activity from across the region.



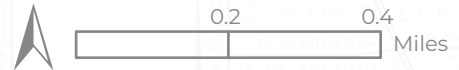
OPPORTUNITIES

- Auburndale CRA Boundary
- CRA & City-Owned Properties

OPPORTUNITIES TO CREATE:

- Urban Activation Opportunities
- Civic Heart Opportunities
- ▨ Urban Streetscape Improvement
- Urban Crossing Improvement
- ▨ Neighborhood Streetscape Improvement
- Neighborhood Crossing Improvement
- Gateway

EXISTING CONDITIONS



DESIGN OPPORTUNITIES

Urban Streetscape

Urban streetscapes should support walkability for residents, and commercial development should support the everyday needs of residents. It is proposed that the FDOT context classification of C4 be extended through the intersection of Bennett Street. This stretch of existing and proposed C4 classification would allow for a streetscape redesign that would be safer for all users and better support future commercial development.

Urban Crossing

Urban crossings are enhanced intersections that provide safe connectivity for pedestrian and non-vehicular users. While there are signalized intersections with painted crosswalks at Main Street and Bennett Street, the western entry point at Ariana Avenue is not signalized. Adding a traffic signal and crosswalk facilities at the Ariana Avenue intersection will improve safe connectivity to the downtown area for residents south of U.S. 92.

Neighborhood Streetscape

Neighborhood streetscapes are characterized by being safe, comfortable, interesting, and purposeful corridors that encourage walking or biking to and from the downtown. Streets can be made more walkable by planting and maintaining shade trees and site furnishings such as benches, human scale lighting, bike racks, visual or protective buffers when necessary, and even drinking fountains to create a safe & enjoyable walking environment.

Urban Activation

Urban activation is human scale interest through architectural and streetscape design or points of interaction and activation. These points of interest encourage small scale, local, and entrepreneurial commercial activity in the downtown that draw visitors and locals alike.

Civic Heart

The civic heart creates the character for the area and is what draws visitors and residents. Leveraging publicly owned properties to create high quality destinations that draw guests into the heart of Auburndale is both crucial and highly desired. Further, creating civic gateways that inform and navigate people can help create a whole string of joyful experiences.



Civic Heart & Urban Activation

Source: Melbourne | ASPECT Studio



Neighborhood Streetscape

Source: 3D Revolution



Urban Streetscape & Crossing

Source: FDOT C4 Context Classification

REDEVELOPMENT PLAN

3

3.1 OVERALL VISION

The Redevelopment Plan is more than just a collection of projects and programs that address a community's needs. It represents a vision of a unified Auburndale where residents can live, work and recreate in a community of strong identity, business vitality and sense of pride.

In order to prepare a Redevelopment Plan that meets Auburndale's needs, key leaders and interested residents were asked the following questions during the original planning process:

What qualities inherent in Auburndale are important to preserve or enhance?

What type of city do you wish to become? What is your vision for the historic downtown core?

How do you feel this vision should be created? What assets can be utilized to achieve that vision?

From this input came 3 key goals, which have been slightly modified in this Plan update to reflect Auburndale's significant progress since 1992:

1. To unify Auburndale's physical form
2. To maintain united leadership and direction
3. To maintain a sense of vitality

The Redevelopment Plan addresses the CRA's identified needs by providing a coordinated strategy of improvements. In many ways, it is a comprehensive vision for what the CRA district can become. The goals/objectives, as well as the projects proposed herein are the result of significant participation by those interested in the future of Auburndale and is prepared as a flexible, realistic and suitable plan that responds to the needs and unique character of the City of Auburndale.

3.2 GOALS & STRATEGIES

GOAL 1: TO UNIFY AUBURNDALE'S PHYSICAL FORM

Objective: Create a Consistent Quality and “Hometown” Appearance of Buildings and Streets

ACTION ITEMS



Downtown Master Plan

To fully leverage activity generated from the CRA's substantial investments such as its parks and recreation facilities, a Downtown Master Plan should be developed. A Master Plan guides improvements in a more detailed and coordinated manner, allowing integration of transportation and land use systems, streetscape design, and even vital site design details such as setbacks and building orientation to ensure that development evolves in a coordinated way -- whether funded by the CRA or otherwise -- that maximizes chances of success.



Architectural Design Guidelines

Design Guidelines are helpful to identify standards for the improvement of property within the CRA District and are an important tool in describing the desired quality of improvement or appearance. The Guidelines must have regard for the historic architecture, nature of commercial building architecture, public gathering areas and integration of a comprehensive streetscape design.

The Guidelines should be based in a comprehensive understanding of Architectural style of facades, building massing, color, materials, ornamentation, canopies, sidewalk, lighting, streetscape elements and sign design should be considered.

A key feature is to integrate the guidelines into the City Codes for enforcement. The level of design requirements implemented should be balanced with an understanding of the flexibility and cost needed to rehabilitate or construct new buildings in the downtown area.



Future Land Use, Zoning, & Planning

The City's Future Land Use Plan could be amended to reflect the downtown as a distinct mixed-use district. Downtown commercial areas typically have their own identity, problems and concerns such as lot size, parking ratios, setbacks, etc., which need to be addressed separately from other highway-oriented commercial areas.

A zoning overlay could offer incentives throughout the CRA for using site design that unifies the urban fabric and creates a more “traditional,” historic downtown appearance – for example, shared use, structured, or rear parking rather than front-yard surface parking lots.



Incentive Grants for Facade Improvements

Grants for facade renovations can offer reimbursement for approved building improvements. Considered by application, proposed building improvements would be reviewed by a design review committee for adherence to newly established Architectural Design Guidelines. Grants can be issued on a priority or first-come-first-serve basis.



Maintenance Standards & Code Enforcement

The City must enforce existing ordinances related to the maintenance of buildings and property in both commercial and residential areas. The City’s existing Special Magistrate has the authority to review and report properties that do not comply with City ordinances and regulations. Enforcement should be in a consistent and equitable manner; a Code Enforcement officer could be dedicated to the CRA for this purpose. A Minimum Maintenance Ordinance is recommended.



Revolving Loans

A Low-Interest Revolving Loan (revolving loan pool) can be established through the City, Community Block Grants, corporate donations, or other sources. Funds would be loaned to property owners who meet the defined criteria on a priority basis. The money is typically lent at a low interest rate for a short period of time. The interest and principal are paid back into the fund for future loan applicants.



ACTION ITEMS

Right of Way and Mobility Planning

Conducting mobility and/or corridor studies that help determine specific right of way and adjacent land use needs is important for small towns experiencing growth. A study identifies where safe and efficient connections to the broader city and regional transportation network can be made, based on realistic data on how and where people currently travel – or are likely to in the future.

Mobility and corridor studies consider various elements that were less emphasized or nonexistent at the time of the original plan – such as wider sidewalks or multi-use paths, bicycle lanes with appropriate buffering, transit and ride share, and scooter usage. It also presents the opportunity to collaborate with FDOT on context classifications along U.S. 92, ensuring that future roadway design choices reflect the character and needs of the surrounding environment.

A district-wide mobility study or corridor study sets a solid, measurable foundation for designing and prioritizing streetscape investments.

Streetscape Experience



One of the most effective means for unifying and enhancing the appearance of Downtown is through streetscape improvements. These improvements can deliver a strong visual message of reinvestment, signaling to the community that redevelopment of Auburndale is underway and will be successful. A Streetscape Master Plan serves as the “blueprint” to guide the appearance of public rights-of-way and establish consistent enhancements such as street tree plantings and pedestrian amenities throughout the CRA District. A hierarchy of streetscape design—neighborhood, urban, and secondary—provides a framework for prioritizing improvements based on visibility, intensity, and cost.

Urban Streetscapes should reflect the highest level of design treatment, incorporating elements such as street trees with irrigation, enhanced crosswalks, special paving, coordinated street furniture, benches, banners, and pedestrian-scaled lighting. These improvements create a distinctive identity, promote walkability, and reinforce Downtown as a vibrant community destination.

Neighborhood Streetscapes should extend enhancements more broadly throughout the CRA, focusing on cost-effective improvements that promote safety and comfort. Opportunities include consistent tree planting where right-of-way space allows, sidewalk upgrades, standard lighting, and other small-scale interventions that improve neighborhood connectivity and walkability. A coordinated tree-planting program can unify these areas, provide shade, and contribute to the overall character of the CRA.

The CRA will manage the implementation and maintenance of this streetscape program so that consistency and uniformity are achieved. Responsibility for streetscape maintenance will transfer to the City upon sunset of the CRA.



Streetscape Safety

Streetscape safety, both in reality and perception, is critical in maintaining an inviting, active, and economically vibrant downtown. Within the CRA, a range of street types—including major commercial corridors such as U.S. 92 and Havendale Boulevard, the local retail environment of Main Street, and neighborhood streets that provide residential interconnectivity—each serve different purposes and therefore require different design approaches. Opportunities for enhancing safety can be advanced through both projects and programs.

Projects may include the installation of enhanced pedestrian crosswalks, traffic calming measures to reduce vehicle speeds, and complete streets elements such as wider sidewalks, shade trees, pedestrian-scaled lighting, and protected bicycle facilities. Programming efforts can focus on coordinated mobility planning, safe routes to school initiatives, and public awareness campaigns promoting pedestrian and cyclist safety. Together, these strategies strengthen safe mobility across all street types, foster economic activity, and enhance overall quality of life within the CRA.

GOAL 2: TO MAINTAIN UNITED LEADERSHIP & DIRECTION

Objective: Advance Planning and Positioning for Continued Economic Development and Revitalization



ACTION ITEMS

Maintain Strong Leadership

The Auburndale CRA will continue to provide leadership in economic development and redevelopment efforts throughout the CRA district. Strong administration, active pursuit of opportunities, and continued public and stakeholder engagement will ensure the CRA remains a strong leader in the development of the downtown Auburndale.



Land Acquisition

The CRA should acquire land to position for redevelopment and other uses for public benefit. Leveraging public and private investment to develop spaces that encourage repeat visits -- such as community recreation facilities, restaurants, retail, sports venues, and innovation hubs -- can catalyze growth of nearby businesses.



Business Support & Retention

If downtown Auburndale is to thrive, it must be re-established as the center for activities and events and the purchase of goods and services. Downtown must become a destination for consumers and a place where they enjoy spending time.

Strengthening the CRA's economic base requires focused efforts to attract, retain, and support local businesses and entrepreneurs. Programmatic opportunities include small business grants, mentorship and training programs, and technical assistance to help businesses grow and remain competitive. Programs such as façade improvements, and redevelopment of underutilized properties provide the physical framework for business growth. Maintaining an updated inventory of available space will further support recruitment and retention. Partnerships with workforce development organizations can expand job training and entrepreneurship support.

GOAL 3: TO MAINTAIN A SENSE OF VITALITY

Objective: Install Beautification Elements and Community-Friendly Upgrades

ACTION ITEMS



Gateways

Gateways at key entrance points into Auburndale allow visitors and residents to experience a sense of place and arrival. Gateway placement should consider multiple ways that travelers enter downtown – not only on standard streets, but along rail lines and trails as well. To define these Gateways, it is suggested that a standard sign design of a “period” style be developed for uniform use, with size adaptation based on context. Standard features include use of brick, lighting, a downtown logo and related landscape.



Adoption and Similar Sponsorships

An “adoption” program may be established for a specific project or its components, allowing individuals, businesses, or civic organizations to sponsor a share of the project and offset the CRA’s costs. Locations for benches, planters, bicycle and scooter racks, and other street furniture throughout the CRA District will be identified as a part of streetscape improvement efforts.



Wayfinding

Informative, attractive, and creative signs guide visitors to key destinations and share cultural or historical facts. Wayfinding signage designed to complement the streetscape and local architecture greatly enhance the district’s sense of place and identity.



Development of Recreation & Leisure Destinations

The CRA should make efforts to reinforce its community character as an active recreation and leisure hub through continuous reinvestment into public spaces, high standards of maintenance of existing and future facilities, and marketing of recreational facilities.

3.3 FUNDING PLAN

The cost of redevelopment programs and projects will vary dependent upon when and to what degree they are implemented. The timing of projects, development costs, and tax revenue projections are based upon existing information and current assumptions relative to demographics and the economy. All projects will require a specific plan to be developed for their design and implementation.

3.4 TIF PROJECTIONS

Roll Year	FY	Taxable Valuation	Increment	County Contribution @ 95%	City Contribution @ 95%	Total TIF
BASE YEAR 1992		\$ 59,948,355.00		6.6852	4.2515	
Actual 2024		\$ 276,408,783.00				
2025	2026	\$ 284,701,046.49	\$ 224,752,691.49	\$ 1,427,390.86	\$ 907,759.26	\$ 2,335,150.12
2026	2027	\$ 293,242,077.88	\$ 233,293,722.88	\$ 1,481,634.44	\$ 942,255.85	\$ 2,423,890.29
2027	2028	\$ 302,039,340.22	\$ 242,090,985.22	\$ 1,537,505.32	\$ 977,787.33	\$ 2,515,292.65
2028	2029	\$ 311,100,520.43	\$ 251,152,165.43	\$ 1,595,052.33	\$ 1,014,384.76	\$ 2,609,437.09
2029	2030	\$ 320,433,536.04	\$ 260,485,181.04	\$ 1,654,325.76	\$ 1,052,080.11	\$ 2,706,405.87
2030	2031	\$ 330,046,542.12	\$ 270,098,187.12	\$ 1,715,377.38	\$ 1,090,906.32	\$ 2,806,283.70
2031	2032	\$ 339,947,938.39	\$ 279,999,583.39	\$ 1,778,260.55	\$ 1,130,897.32	\$ 2,909,157.87
2032	2033	\$ 350,146,376.54	\$ 290,198,021.54	\$ 1,843,030.22	\$ 1,172,088.04	\$ 3,015,118.27
2033	2034	\$ 360,650,767.83	\$ 300,702,412.83	\$ 1,909,742.98	\$ 1,214,514.49	\$ 3,124,257.47
2034	2035	\$ 371,470,290.87	\$ 311,521,935.87	\$ 1,978,457.12	\$ 1,258,213.73	\$ 3,236,670.86
2035	2036	\$ 382,614,399.59	\$ 322,666,044.59	\$ 2,049,232.69	\$ 1,303,223.95	\$ 3,352,456.64
2036	2037	\$ 394,092,831.58	\$ 334,144,476.58	\$ 2,122,131.52	\$ 1,349,584.48	\$ 3,471,716.00
2037	2038	\$ 405,915,616.53	\$ 345,967,261.53	\$ 2,197,217.32	\$ 1,397,335.82	\$ 3,594,553.14
2038	2039	\$ 418,093,085.03	\$ 358,144,730.03	\$ 2,274,555.69	\$ 1,446,519.70	\$ 3,721,075.40
2039	2040	\$ 430,635,877.58	\$ 370,687,522.58	\$ 2,354,214.21	\$ 1,497,179.10	\$ 3,851,393.32
2040	2041	\$ 443,554,953.90	\$ 383,606,598.90	\$ 2,436,262.49	\$ 1,549,358.28	\$ 3,985,620.78
2041	2042	\$ 456,861,602.52	\$ 396,913,247.52	\$ 2,520,772.22	\$ 1,603,102.84	\$ 4,123,875.06
2042	2043	\$ 470,567,450.60	\$ 410,619,095.60	\$ 2,607,817.24	\$ 1,658,459.73	\$ 4,266,276.97
2043	2044	\$ 484,684,474.11	\$ 424,736,119.11	\$ 2,697,473.61	\$ 1,715,477.33	\$ 4,412,950.94
2044	2045	\$ 499,225,008.34	\$ 439,276,653.34	\$ 2,789,819.67	\$ 1,774,205.46	\$ 4,564,025.13
2045	2046	\$ 514,201,758.59	\$ 454,253,403.59	\$ 2,884,936.11	\$ 1,834,695.43	\$ 4,719,631.54
2046	2047	\$ 529,627,811.35	\$ 469,679,456.35	\$ 2,982,906.05	\$ 1,897,000.10	\$ 4,879,906.14
2047	2048	\$ 545,516,645.69	\$ 485,568,290.69	\$ 3,083,815.08	\$ 1,961,173.91	\$ 5,044,988.99
2048	2049	\$ 561,882,145.06	\$ 501,933,790.06	\$ 3,187,751.38	\$ 2,027,272.93	\$ 5,215,024.32
2049	2050	\$ 578,738,609.41	\$ 518,790,254.41	\$ 3,294,805.78	\$ 2,095,354.93	\$ 5,390,160.71
2050	2051	\$ 596,100,767.69	\$ 536,152,412.69	\$ 3,405,071.80	\$ 2,165,479.38	\$ 5,570,551.19
2051	2052	\$ 613,983,790.72	\$ 554,035,435.72	\$ 3,518,645.81	\$ 2,237,707.57	\$ 5,756,353.38
2052	2053	\$ 632,403,304.44	\$ 572,454,949.44	\$ 3,635,627.04	\$ 2,312,102.61	\$ 5,947,729.64
	Total			\$ 66,963,832.69	\$ 42,586,120.78	\$ 109,549,953.47

FUNDING STRATEGIES

Funding for Auburndale will require a strong commitment from a private/public sector partnership. Public funds will need to be invested as a catalyst to spur private investment. In turn, the property value increases return a “bonus” to the public sector via the CRA Tax Increment Financing for new capital improvements. The attraction of private investment will occur only through an assertive program of policies, strategies and incentives to produce necessary redevelopment.

Strategies include, but are not limited to:

Community Redevelopment Trust Fund

The Auburndale Community Redevelopment Agency is required to establish a trust fund. The allowable uses for these funds are outlined in detail in Chapter 163 of the Florida Statutes and include: administration, capital improvements and consulting fees related to studies, plans or surveys. Tax increment revenues from the CRA District comprise the majority of funds, but there may be additional contributors. Contributions must be made specifically for the use of the CRA. Annual reporting is also a requirement that must be met by the CRA Board.

Tax Increment Financing

The CRA is also a Tax Increment Financing District. Known as “TIF”, it is a method of funding public investment within a targeted area utilizing ad valorem tax increment revenues generated from that area. The funds are provided for debt service. This funding program establishes a “base year” which for Auburndale is 1991. As property values increase beyond the base year, the millage rate is applied to the increased tax assessment value and the increment taxes deposited into the trust fund. The base year serves simply as a point of reference. Redevelopment encourages a rise in the tax base so that the increment can be increased.

TIF provides a local source of revenue for community redevelopment. Efforts in the community are directed toward the improvement of the defined area for the CRA District. Stimulation of private investment improves the tax base and reverses the patterns of disinvestment and deterioration through increases in property values. These tax revenues can be used to retire revenue bonds with which public improvements can be made to support private investment.

The CRA determines how increment revenues are utilized. An annual budget must be prepared as a matter of record, as well as an accounting of trust fund revenues and expenditures. An annual report should be filed with the Department of Community Affairs (DCA), Special Districts Bureau, including a financial report, audit, meeting schedule and an update on the name of the registered agent who is to receive mailed information and correspondence from the DCA.

In Auburndale, the applicable taxing authorities are the City of Auburndale and Polk County. Tax increment for the CRA accrues from January 1 of the year following the base year (1991), and can be collected by year end.

Revenue Bonds

Revenue bonds can be issued to finance facilities that will help support growth and redevelopment of the CRA District. Typical uses are for funding additional infrastructure necessary to serve development. Other improvements can be included in a bond issue.

Grants

Grants may be available for specific projects in the redevelopment plan. Every effort should be pursued to take advantage of available grants to decrease the direct cost of projects. Examples include FDOT Highway Beautification Grants; State of Florida Historic Preservation Grants; and Community Development Block Grants.

Private and Corporate Donations

Donations to finance the redevelopment program can be solicited from individuals and businesses in Auburndale, Polk County and throughout Florida. Many businesses have funds available for community service.

Special Assessment Districts

Special Assessment Districts can be created within the CRA District to raise funds for redevelopment projects. It is a tax system whereby property owners within the district or a portion of the district agree to pay an additional fee or an ad valorem tax to raise additional funds for specific projects which will benefit them. The taxes raised can only be used for the identified projects within the defined special assessment district.

Small Business Administration Loans

The Small Business Administration (SBA), a federal agency, provides low-interest loans to business people who cannot qualify for standard commercial loans. This loan program encourages economic development by encouraging small business start up and expansion within the CRA District.

APPENDIX

4

4.1 PUBLIC INPUT

EVENT:

Auburndale CRA Workshop
August 18, 2025, 7:30 PM – 9:00 PM
City Hall Commission Chambers
1 Bobby Green Plaza

NOTIFICATIONS: This event was conducted during the regularly scheduled CRA board meeting, which was publicly noticed in accordance with state statutes.

PURPOSE

A CRA Board workshop was held on August 18th at 7:30 pm promptly following the City Commission meeting in the City Hall Commission Chambers. Inspire Placemaking Collective, acting as the consultant to the City, gave a presentation (about 30 minutes) summarizing the purpose, progress, and initial findings of the CRA Redevelopment Plan Update project. The team then invited the Board and public attendees to gather for informal discussions at several project boards. There were approximately 10 residents in attendance, and 8 board members. The purpose of the workshop was to elicit guidance from the CRA Board and public attendees on which goals, objectives, strategies, and opportunity sites to prioritize or add to the Plan as it extends to 2052.

WHAT WE LEARNED

The **Goals** board prompted participants to consider whether the existing Redevelopment Plan’s three goals and corresponding objectives are relevant, precise, and complete, and therefore whether updates are needed. The **Guidance** board prompted the same considerations for the eight detailed support “objectives” listed in the Plan.

GOALS

Responses were primarily obtained verbally, with the Inspire team taking notes and affixing them to the board. Attendees indicated that they value all of the goals, but the leadership/consensus aspect of Goal 2 (Create Unified Leadership and Direction) was of less interest overall. It was noted that there is substantial overlap between the goals and objectives related to physical improvements and beautification. Generally, none of the goals were missing major elements.

Comments included:

Goal 1: To Unify Auburndale’s Physical Form - *Relevant, Clear*

- “Small town feel” still exists – modernize the area, but still keep it the same
- Make the downtown park experience consistent; focus on connectivity
- Sense of place, a district. “District” means not feeling disjointed. Lights can help
- indicate where you are
- In a “district” the buildings aren’t separated too much
- Focus on complements to the park. Add more shade sails in strategic places

Goal 2: To Create Unified Leadership & Direction - *Relevant, Missing*

- Auburndale already embraces what it was, so now dream of the future
- Seeking a variety of options for retail/food/entertainment in downtown to walk between
- Objective 3 (pedestrian environment) seems misplaced
- Need more emphasis on pedestrian environment
- People are coming here, so we have to do our best to accommodate that
- Missing: Emphasize the feel of a unified district; Master Plan with specific design standards

Goal 3: To Create a New Sense of Vitality & Attitude - *Relevant, Clear*

- Maintenance is key; people are moving here for the details
- Going in a good direction, but the area is not utilized to the fullest

Inspire
PLACEMAKING COLLECTIVE

TO: Amy Palmer, Assistant City Manager, City of Auburndale
FROM: Megan Barrow, AICP
CC: Laura Martinez, AICP
 George Kramer, AICP
 Viviana Castro, PLA
DATE: September 2, 2025
SUBJECT: Auburndale CRA Update – Technical Memo #2 (Workshop Summary)

EVENT: **Auburndale CRA Workshop**
 August 18, 2025, 7:30 PM – 9:00 PM
 City Hall Commission Chambers
 1 Bobby Green Plaza

NOTIFICATIONS:
 This event was conducted during the regularly scheduled CRA board meeting, which was publicly noticed in accordance with state statutes.

PURPOSE:
 The workshop was the second item on the CRA board's agenda. Inspire Placemaking Collective, acting as the consultant to the City, gave a presentation (about 30 minutes) summarizing the purpose, progress, and initial findings of the CRA Redevelopment Plan Update project. The team then invited the Board and public attendees to gather for informal discussions at several project boards. There were approximately 30 residents in attendance, and 8 board members. The purpose of the workshop was to elicit guidance from the CRA Board and public attendees on which goals, objectives, strategies, and opportunity sites to prioritize or add to the Plan as it extends to 2052.

In attendance from the project team were:

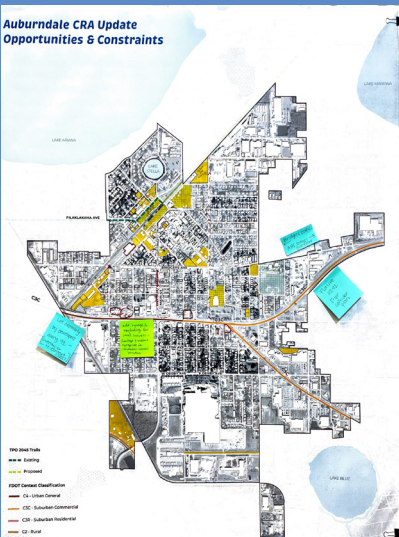
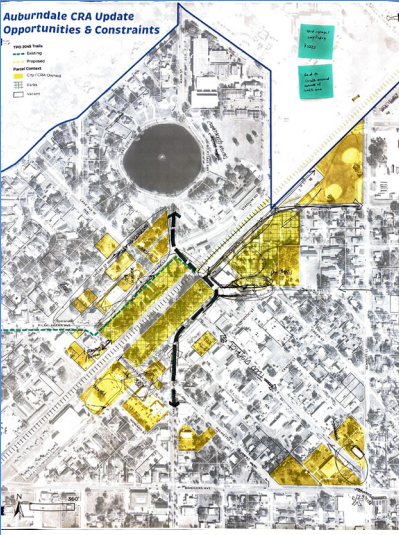
- Amy Palmer, City of Auburndale
- Megan Barrow, Inspire Placemaking
- Viviana Castro, Inspire Placemaking
- Laura Martinez, Inspire Placemaking

The engagement boards presented were:

- Goals and Guidance
- Opportunities and Constraints Map – Citywide
- Opportunities and Constraints Map – Downtown Core

Inspire Placemaking Collective, Inc.

CRA BOARD WORKSHOP





GUIDANCE

Direct responses to this board were much more limited. Generally, residents and CRA Board members' discussions assigned some value to all the listed guidance items except one: there was no feedback provided on the item "Establish a consensus group to assist with Auburndale's development," which is similar to what occurred at the Goals board.

It's clear that all of Auburndale's goals and objectives are ultimately interrelated, and some overlap is inevitable; but reorganizing the objectives and improving their precision should be considered. Each goal should easily telegraph its purpose and lead to relatively distinct objectives and action items.

OPPORTUNITIES & CONSTRAINTS

The Opportunities and Constraints boards gave participants a more open-ended space to share comments and identify important sites and issues. Responses were primarily obtained verbally, with the Inspire team taking notes and all attendees drawing on the board.

Comments included:

- Add signage and wayfinding for local businesses; add kiosks
- Hard to walk around outside of central plaza area
- Improve connective streets between downtown redevelopment sites (park, splash pad, pickleball) and out to US 92
- Encourage welcoming splash pad interface with neighborhoods on Church Street
- Address frontage and buffers appropriate for residential-business juncture
- Bridgers Avenue has high traffic volume
- Private property assembly may be occurring
- School connectivity – overflow of AHS at eastern corner of CRA
- Streetscape along Shelby Street
- Consider uses and parking locations at southwest corner of central park
- Civic plaza connection along Bobby Green Plaza
- Cultivate a food district southward along Lake Avenue
- Have a plan for redevelopment for the eventual phasing out of industrial areas
- Embrace the brand of Auburndale as an active recreation hotspot
- Consider lot consolidation assistance along Bridgers Ave to support redevelopment efforts
- Support frontage & buffer grants to alleviate residential – business compliance

Notably, attendees and staff discussed opportunities that may arise around U.S. 92, an important area that has not yet received focused CRA investment. The City anticipates creating a future U.S. 92 Corridor Plan, which would be an important vehicle for achieving CRA goals and objectives like physical unification and creating impactful gateways to the neighborhood.

4.2 ADMINISTRATION

COMPLETENESS OF THE PLAN

The Auburndale CRA Plan (Plan) is sufficiently complete and provides necessary elements controls as required by Chapter 163, Part III, of the Florida Statutes.

CONSISTENCY WITH THE COMPREHENSIVE PLAN

The Auburndale CRA Plan conforms to the City of Auburndale Comprehensive Plan 2020-2030.

4.3 REDEVELOPMENT AUTHORITY

Notwithstanding anything herein, except for those powers reserved to the Governing Body by general law, this plan delegates to and vests the Board of Commissioners of the Auburndale Community Redevelopment Agency with all statutory powers of redevelopment that the City of Auburndale and the Auburndale Community Redevelopment Agency may exercise under Part III of Chapter 163 of the Florida Statutes. By way of example, and not of limitation, such powers include:

1. All powers necessary or convenient to carry out and effectuate the purposes and provisions of the Community Redevelopment Act of 1969, as amended, including such powers stated in Section 163.370, Florida Statutes;
2. The power to acquire real or personal property within the Auburndale Community Redevelopment Area;
3. The power to dispose of real property within the Auburndale Community Redevelopment Area pursuant to Section 163.380, Florida Statutes;
4. The power to issue redevelopment bonds from time to time to finance the undertaking of any community redevelopment authorized under Part III of Chapter 163, Florida Statutes;
5. The power to appropriate and expend moneys in the redevelopment trust fund pursuant to an annual budget adopted in accordance with law and for the purposes specified in Section 163.387, Florida Statutes; and
6. The power to appropriate funds remaining in the redevelopment trust fund on the last day of the fiscal year to any specific redevelopment project stated in this community redevelopment plan, developed pursuant to this community redevelopment plan, or developed pursuant to the delegated and vested redevelopment powers of the Board of Commissioners of the Auburndale Community Redevelopment Agency.

4.4 COMPLIANCE STATEMENTS

The Auburndale Community Redevelopment Agency was created by Ordinance No. 769 of the City of Auburndale Florida adopted February 17, 1992.

A Finding of Necessity for the Auburndale Community Redevelopment Area was made by Resolution 92-5 of the City of Auburndale adopted on February 3, 1992.

The base year for tax increment calculations is 1992 for those lands described in said Resolution 92-5 and Resolution 05-11 of the City of Auburndale adopted May 2, 2005.

The time certain for the completion of redevelopment activity by the Auburndale Community Redevelopment Agency pursuant to this community redevelopment plan is September 30, 2052.

Adoption of this community redevelopment plan was recommended by Resolution No. _____ of the Board of Commissioners of the Auburndale Community Redevelopment Agency adopted on October 20, 2005.

Notice of intent to consider and adopt this community redevelopment plan was furnished to the public and to each taxing authority which levies ad valorem taxes on the real property contained within the geographic boundaries of the community redevelopment agency pursuant to Section 163.346, Florida Statutes, on _____ and _____, respectively.

Pursuant to Section 163.361, Florida Statutes, a written report was provided to each taxing authority concerning this community redevelopment plan on _____.

This community redevelopment plan was found to be compliance with the Comprehensive Plan of the City of Auburndale by the City of Auburndale Planning Commission, in its capacity as Local Planning Agency for the City of Auburndale under the Community Planning Act on October 7, 2025.

Pursuant to Section 163.361, Florida Statutes, a public hearing was convened on November 3, 2025 before the City Commission of the City of Auburndale, Florida to consider and adopt this community redevelopment plan. This community redevelopment plan was adopted by the City of Auburndale by Resolution No. _____ on November 3, 2025 with immediate effect.

A resolution approving the existence of the Auburndale Community Redevelopment Agency beyond the termination dates specified in Section 6 of Chapter 2019-163, Laws of Florida, was adopted by majority vote of the governing body of the City of Auburndale on November 3, 2025.

By adoption of this community redevelopment plan, the Board of Commissioners of the Auburndale Community Redevelopment Agency and the City Commission

of the City of Auburndale, Florida jointly find that this community redevelopment plan contains specific information regarding (a) the impact of redevelopment upon the residents of the community redevelopment area, (b) planned public capital improvements, (c) safeguards, (d) assurances, and (e) projected costs for redevelopment, all in compliance with the minimum requirements of Sections 163.362(3)-(9), Florida Statutes.

All capital improvement plans, five-year work plans, and fixed capital outlay plans adopted by the executive departments and agencies of the State of Florida, by Polk County, by the School Board of Polk County, and by the City of Auburndale that are effective as of the date of adoption of this community redevelopment plan, are incorporated herein by reference to the extent such plans reflect publicly funded capital projects to be undertaken within the community redevelopment area.

To the extent required by or necessary according to law, a copy of Part III of Chapter 163, Florida Statutes, in the form thereof as of the date of adoption of this community redevelopment plan, subject to all future amendments thereto, is incorporated herein by reference and the Auburndale Community Redevelopment Agency may rely upon such language as if set forth herein in full.

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4.5 STATUTORY CRITERIA

This Redevelopment Plan has been prepared in a manner consistent with the ten requirements of Chapter 163.362 of the Florida Statutes:

<p>F.S. 163.362 requires certain contents in a Redevelopment Plan. The 2025 Plan update content satisfies the Florida Statute requirements. Following are the requirements and the items within the Plan that specifically address these requirements.</p>	
<p>(1) Contain a legal description of the boundaries of the community redevelopment area and the reasons for establishing such boundaries shown in the plan.</p>	<p>Boundaries are described in Appendix pages 69-75, and remain the same as previously established in Resolution 05-11.</p>
<p>(2) Show by diagram and in general terms:</p> <p>(a) The approximate amount of open space to be provided and the street layout.</p> <p>(b) Limitations on the type, size, height, number, and proposed use of buildings.</p> <p>(c) The approximate number of dwelling units.</p> <p>(d) Such property as is intended for use as public parks, recreation areas, streets, public utilities, and public improvements of any nature.</p>	<p>(a) See pages 25 and 29.</p> <p>(b) Limitations are regulated by the City of Auburndale Comprehensive Plan and Land Development Code.</p> <p>(c) Approx. 1,097 units, see page 22.</p> <p>(d) Public parks, recreation areas, streets, public utilities, and other proposed improvements are indicated throughout the Plan in narrative and illustrative format where appropriate.</p>

<p>(3) If the redevelopment area contains low or moderate income housing, contain a neighborhood impact element which describes in detail the impact of the redevelopment upon the residents of the redevelopment area and the surrounding areas in terms of relocation, traffic circulation, environmental quality, availability of community facilities and services, effect on school population, and other matters affecting the physical and social quality of the neighborhood.</p>	<p>No negative impact on low or moderate-income housing is anticipated because of this Plan. See Neighborhood Impact Element, Appendix Section 4.6</p>
<p>(4) Identify specifically any publicly funded capital projects to be undertaken within the community redevelopment area.</p>	<p>Publicly funded capital projects are identified within the CRA's adopted budget; potential projects are listed within the Redevelopment Plan's action items, see Ch. 3.</p>
<p>(5) Contain adequate safeguards that the work of redevelopment will be carried out pursuant to the plan.</p>	<p>The Plan is the guiding document for future redevelopment and ancillary programs, projects and activities in the Auburndale CRA. To ensure that redevelopment will take place in conformance with the projects expressed in this plan, the CRA will utilize the regulatory devices, instruments and systems used by the City of Auburndale to permit development and redevelopment within its jurisdiction. These regulatory devices include but are not limited to the adopted Comprehensive Plan, the Land Development Code and any adopted design guidelines, performance standards and City authorized development review, permitting, and approval processes that encompass the CRA.</p>

<p>(6) Provide for the retention of controls and the establishment of any restrictions or covenants running with land sold or leased for private use for such periods of time and under such conditions as the governing body deems necessary to effectuate the purposes of this part.</p>	<p>This provision of the Plan will be satisfied on a case-by-case basis as each project is carried out through final documentation and approval by the Governing Body of the Auburndale CRA. Control of land, covenants, and any restrictions on land sold or leased by the Auburndale CRA shall be in accordance with Chapter 163, Part III of the Florida Statutes, and applicable City of Auburndale processes and requirements.</p>
<p>(7) Provide assurances that there will be replacement housing for the relocation of persons temporarily or permanently displaced from housing facilities within the community redevelopment area.</p>	<p>The implementation of the Plan does not anticipate the displacement or potential relocation of residents living within the Auburndale CRA boundaries. However, if, because of implementation of projects contained within the Plan, relocation of persons necessary on either a temporary or permanent basis, the CRA will be responsible for the timely provision of replacement housing for those affected persons.</p>
<p>(8) Provide an element of residential use in the redevelopment area if such use exists in the area prior to the adoption of the plan or if the plan is intended to remedy a shortage of housing affordable to residents of low or moderate income, including the elderly, or if the plan is not intended to remedy such shortage, the reasons therefore.</p>	<p>The Plan is not intended to remedy a shortage of housing for residents of low or moderate income. The residential uses will generally exist in their current locations and will be minimally impacted by the proposed improvements. The Plan does acknowledge the potential for redevelopment that may include additional housing stock and housing options for residents that may be of low to moderate incomes.</p>

<p>(9) Contain a detailed statement of the projected costs of the redevelopment, including the amount to be expended on publicly funded capital projects in the community redevelopment area and any indebtedness of the community redevelopment agency, the county, or the municipality proposed to be incurred for such redevelopment if such indebtedness is to be repaid with increment revenues.</p>	<p>Detailed project costs for each project, program, and activity will be specified each year during the Agency’s annual budget and work program. Funding for projects may include some form of indebtedness by the CRA and/or the City.</p>
<p>(10) Provide a time certain for completing all redevelopment financed by increment revenues. Such time certain shall occur no later than 30 years after the fiscal year in which the plan is approved, adopted, or amended pursuant to s. 163.361(1).</p>	<p>The Auburndale CRA was established in 1992 and will sunset in 2052, as allowed by Section 163.387 (amendment up to 60-year maximum term).</p> <p>A Redevelopment Plan provides an outline for phased improvements. Being a projection for the future, flexibility should apply to all projects and programs to be completed within the specified time frame. For Auburndale, the time frame is 27 years.</p>

History.—s. 5, ch. 77-391; s. 7, ch. 83-231; ss. 10, 22, ch. 84-356; s. 5, ch. 93-286; s. 6, ch.94-236; s. 6, ch. 2002-294.

4.6 NEIGHBORHOOD IMPACT ELEMENT

Florida statutes require a neighborhood impact element if the redevelopment area contains low or moderate-income housing. Considerations to be included in the element, where relevant, may include things such as relocation, traffic circulation, environmental quality, availability of community facilities and services, effect on school population, and other factors affecting the physical and social quality of the neighborhood.

Within the Auburndale CRA, there are no projects of individual or collective size that would significantly alter or adversely impact the existing housing supply or environmental quality. Identified capital projects and related initiatives aim to improve mobility for residents without significantly changing existing traffic circulation patterns or demand. Additional projects are expected to enhance the usefulness of community and public facilities, improve the physical and social quality of the neighborhood, and encourage future infill redevelopment. There is no anticipated effect on the school population.

4.7 LEGAL DESCRIPTION

A portion of Sections 1, 2, 3, 10, 11, 12, 13, 14 and 15, Township 28 South, Range 25 East, Polk County, Florida; being more particularly described as follows:

Begin at the intersection of the northerly extension of the West Right of Way line of Ariana Avenue with the northwesterly Right of Way line of Lake Ariana Boulevard and run thence northeasterly along said northwesterly Right of Way line, 1,780 feet, more or less, to the northerly extension of the West Right of Way line of Main Street North; thence northerly along said northerly extension and along the West Right of Way line of said Lake Ariana Boulevard, 144 feet, more or less, to the northwesterly extension of the northeasterly Right of Way line of S.E. Sesaquachita Street; thence southeasterly along said northwesterly extension and said northeast Right of Way line of Sesaquachita Street, 814 feet, more or less, to the East Right of Way line of Hampton Street; thence South along said East Right of Way line of Hampton Street and the southerly extension thereof, 1,011 feet, more or less, to the southeast Right of Way line of the CSX Corporation Railroad Right of Way; thence northeasterly along said Railroad Right of Way line, 3,438 feet, more or less, to the centerline of former Forest Avenue as shown on Sanitaria, as per plat thereof, recorded in Plat Book 1, page 14 of the Public Records of Polk County, Florida; thence easterly, along said centerline, 24.78 feet to the northerly extension of the East line of former Lot 4, Block 16 of said Sanitaria; thence southerly, along said northerly extension of said former Lot 4 and former Lot 9, Block 16, and the southerly extension, 295.00 feet to the centerline of former Fullerton Avenue; thence easterly, along said centerline, 460.36 feet to the northwest corner of that certain parcel of land as recorded in Official Records Book 3197, page 1610 of said Public Records; thence southerly, 157.82 feet to the southwest corner of said certain parcel of land and to the northwest corner of that certain parcel of land as recorded in Official Records Book 9230, page 649 of said Public Records; thence easterly along the South line of said certain parcel of land (Official Records Book 3197, page 1610) and along the North line of said certain parcel of land (Official Records Book 9230, page 649), 82.50 feet; thence southerly, along said North line of said certain parcel of land (Official Records Book 9230, page 649), 10.00 feet; thence East along the last said and aforementioned North line, 266.00 feet to the West Right of Way line of Dairy Road; thence southerly, along said West Right of Way line of Dairy Road, 676 feet, more or less, to the northeast corner of that certain parcel of land as recorded in Official Records Book 1143, page 639 of said Public Records; thence westerly, 250.00 feet to the northwest corner of the last said and aforementioned certain parcel of land; thence South, 175.00 feet to the southwest corner of the last said and aforementioned certain parcel of land and to the North Right of Way line of Progress Road; thence easterly, along said North Right of Way line of Progress Road, 250.00 feet to said West Right of Way line of Dairy Road; thence southerly, along said West Right of Way line of Dairy Road, 534 feet, more or less, to the South Right of Way line of Gandy Road; thence West, along the last said and aforementioned South Right of Way line, 170 feet, more or less, to the northwest corner of that certain parcel of land as recorded in Official Records Book 10004, page 659 of said Public Records; thence southerly, 100 feet, more or less, to the southwest corner of the last said and aforementioned certain parcel of land; thence easterly, along the South line of the last said certain parcel of land, 195 feet, more or less, to said West Right of Way line of Dairy Road; thence southerly, along said West Right of Way line of Dairy Road, 120 feet, more or less, to the North boundary of a canal; thence southwesterly, along said North boundary of a canal, 636 feet, more or less, to the southwest corner of Parcel 1 as recorded in Official Records Book 11752, page 288 of said Public Records; thence northerly, along the West line said Parcel 1, a distance of 493.51 feet; thence easterly, along the last said and aforementioned West line, 29.61 feet; thence northerly, along the last said and aforementioned West line, 46.00 feet; thence westerly, along the last said and aforementioned West line, 29.61 feet; thence northerly, along the last said and aforementioned West line, 178.49 feet to said South Right of Way line of Gandy Road; thence westerly, along said South Right of Way line of Gandy Road, 455 feet, more or less, to the northeast corner of that

certain parcel of land as recorded in Official Records Book 12373, page 1223 of said Public Records; thence southerly, 210.0 feet to the southeast corner of said certain parcel of land (Official Records book 12373, page 1223); thence westerly, 185 feet to the southwest corner of that certain parcel of land as recorded in Official Records Book 10720, page 754 of said Public Records, said southwest corner being the northeast corner of that certain parcel of land as recorded in Official Record Book 10720, page 702 of said Public Records; thence southerly, 153 feet to the southeast corner of the last said and aforementioned certain parcel of land; thence West, 248 feet to the southwest corner of the last said and aforementioned certain parcel of land and to the East Right of Way line of Adams Street; thence southerly, along said East Right of Way line of Adams Street and a southerly projection thereof, 2,198 feet, more or less, to the South Right of Way line of Bridgers Avenue (U.S. Highway No. 92); thence easterly, along said South Right of Way line of Bridgers Avenue (U.S. Highway No. 92), a distance of 1,281 feet, more or less, to the southerly extension of the West Right of Way line of Dairy Road; thence northerly, 69 feet, more or less, to the intersection of said West Right of Way line of Dairy Road with the North Right of Way line of said Bridgers Avenue (U.S. Highway No. 92); thence easterly along said North Right of Way line of Bridgers Avenue (U.S. Highway No. 92), a distance of 61 feet, more or less, to the southwest corner of Acreage Lot "A" of Flamingo Heights Subdivision, as per plat thereof, recorded in Plat Book 37, page 37 of said Public Records; thence continue easterly along said North Right of Way line of Bridgers Avenue (U.S. Highway No. 92), a distance of 150.00 feet; thence northerly, perpendicular to said North Right of Way line of Bridgers Avenue (U.S. Highway No. 92), 207.32 feet to a point on the North line of said Acreage Lot "A"; thence East, along said North line 23.48 feet; thence continue easterly along said North line, 337.87 feet to the northwest corner of that certain parcel of land as recorded in Official Records Book 08583, page 180 of said Public Records; thence southerly, 200 feet to the southwest corner of said certain parcel of land (Official Records Book 08583, page 180) and to said North Right of Way line of Bridgers Avenue (U.S. Highway No. 92); thence easterly along said North Right of Way line of Bridgers Avenue (U.S. Highway No. 92), a distance of 338 feet, more or less, to the West Right of Way line of Victoria Boulevard; thence northerly, along said West Right of Way line of Victoria Boulevard, 200 feet to the westerly extension of the North line of Acreage Lot "B" of said Flamingo Heights Subdivision; thence easterly along said westerly extension and along said North line of Acreage Lot "B", 298 feet, more or less, to the West line of the East 115 feet of the Southwest 1/4 of the Northwest 1/4 of Section 12, Township 28 South, Range 25 East, Polk County, Florida; thence northerly, along said West line of the East 115 feet, a distance of 530 feet, more or less, to the North line of the Southwest 1/4 of the Northwest 1/4 of said Section 12 and to the northwest corner of that certain parcel of land as recorded in Official Records Book 08107, page 2184 of said Public Records; thence easterly, along the North line of the last said and aforementioned certain parcel of land, 759.24 feet; thence southerly, along the last said North line, 20.08 feet; thence easterly, along the last said North line, 20.04 feet to the East line of the last said certain parcel of land and to the East line of the Northwest 1/4 of Southeast 1/4 of Northwest 1/4 of said Section 12; thence southerly, along the East line of the last said certain parcel of land and the southerly extension thereof and along the East line of said Northwest 1/4 of Southeast 1/4 of Northwest 1/4, a distance of 771 feet, more or less, to the southeast Right of Way line of U.S. Highway No. 92; thence southwesterly along said southeast Right of Way line of U.S. Highway No. 92, a distance of 2,421 feet, more or less, to the West Right of Way line of Charlotte Road; thence southerly, along said West Right of Way line of Charlotte Road, 675 feet, more or less, to the South Right of Way line of Old Winter Haven Road; thence westerly, along said South Right of Way line of Old Winter Haven Road, 150 feet to the northeast corner of that certain parcel of land as recorded in Official Records Book 10813, page 416 of said Public Records; thence southerly, 150 feet to the southeast corner of said certain parcel of land (Official Records Book 10813, page 416) and to the north line of that certain parcel of land as recorded in Official Records Book 08045, page 2115 of said Public Records; thence easterly, 150 feet to the northeast corner of said certain parcel of land (Official Records Book 08045, page 2115); thence southerly, 80 feet to the southeast corner of the last said and aforementioned certain parcel of land; thence westerly, 300 feet to the southwest corner of the last said and aforementioned

certain parcel of land; thence northerly, along the west line of the last said certain parcel of land and along the West line of said certain parcel of land as recorded in Official Records Book 10813, page 416, a distance of 230 feet to the northwest corner of the last said and aforementioned certain parcel of land and to said South Right Way line of Old Winter Haven Road; thence westerly, along said South Right of Way line, 255 feet to the northeast corner of that certain parcel of land as recorded in Official Records Book 11449, page 416 of said Public Records; thence southerly, easterly, southerly, westerly and southerly along the East line of said certain parcel of land (Official Records Book 11449, page 416) through the following five (5) courses: 1) South 145 feet, 2) East, 65 feet, 3) South, 85 feet, 4) West, 180 feet, 5) South, 313 feet to the southwest corner of that certain parcel of land as recorded in Official Records Book 12743, page 2079 of said Public Records; thence easterly, 110 feet to the southeast corner of said certain parcel of land (Official Records Book 12743, page 2079); thence northerly, along the East line of the last said certain parcel of land, 25 feet; thence East, along said East line, 20 feet; thence northerly, along said East line, 48 feet to the northeast corner of said certain parcel of land (Official Records Book 12743, page 2079) and to the northwest corner of that certain parcel of land as recorded in Official Records Book 12642, page 1887 of said Public Records; thence easterly along the North line of the last said certain Parcel of land and along the North line of that certain parcel of land as recorded in Official Records Book 04346, page 1682 of said Public Records, 200 feet to the northeast corner of the last said certain parcel of land and to the West Right of Way line of Parrot Road; thence southerly, along said West Right of Way line of Parrot Road, 96 feet to the Northeast corner of that certain parcel as recorded in Official Records Book 2283, page 1399 of said Public Records; thence westerly, 130 feet to the northwest corner of the last said certain parcel of land; thence southerly, 60 feet to the southwest corner of the last said certain parcel of land; thence easterly, along the South line of the last said certain parcel of land, along the North line of that certain parcel of land as recorded in Official Records Book 3077, page 1644 of said Public Records and the easterly extension thereof, 350 feet to the West Right of Way line of Charlotte Road; thence southerly, along said West Right of Way line of Charlotte Road, 49 feet, more or less, to the westerly extension of the North line of Lot 25 of "Home Acres - Unit No. 3", a subdivision as per plat thereof, recorded in Plat Book 41, page 25 of said Public Records; thence southerly, along the East line of Lots 25, 24, 23, 22 and 21 of said "Home Acres - Unit No. 3", a distance of 460 feet to the southeast corner of said Lot 21; thence easterly, along the North line of Lots 18 and 17 of said "Home Acres - Unit No. 3", a distance of 135 feet to the northeast corner of said Lot 17 and to the West Right of Way line of Pointsetta Road; thence southerly, along said West Right of Way line of Pointsetta Road, 130 feet to the North Right of Way line of Pinehurst Avenue; thence easterly, along said North Right of Way line of Pinehurst Avenue, 264 feet, more or less, to the northerly extension of the West Right of Way line of Rose Street; thence southerly, along said West Right of Way line of Rose Street, 686 feet, more or less, to the westerly extension of the North line of that certain parcel of land as recorded in Official Records Book 12801, page 1186 of said Public Records; thence easterly, along said westerly extension and said North line of said certain parcel of land (Official Records Book 12801, page 1186) and along the North line of those certain parcels of land as recorded in Official Records Book 12303, page 1632, Official Records Book 07160, page 38 and Official Records Book 12110 page 1182 of said Public Records, 769 feet, more or less, to the northeast corner of said certain parcel of land as recorded in Official Records Book 12110, page 1182; thence southerly, along the East line of the last said certain parcel of land (Official Records Book 12110, page 1182) and the southerly extension thereof, 466 feet, more or less, to the centerline of the Right of Way of Havendale Boulevard (State Road No. 544); thence northwesterly, along said centerline, 284 feet, more or less, to the northerly extension of the East line of that certain parcel of land as recorded in Official Records Book 08136, page 1934 of said Public Records; thence southerly, along said northerly extension and along the East line of the last said certain parcel of land, 308 feet, more or less, to the southeast corner of the last said certain parcel of land; thence westerly, 186.04 feet to the southwest corner of said certain parcel of land (Official Records Book 08136, page 1934) and to the East line of that certain parcel of land as recorded in Official Records Book 13191, page 1100 of said Public Records; thence southerly, 180.16 feet to the southeast

corner of said certain parcel of land (Official Records Book 13191, page 1100) and to the northerly Right of Way line of Lake Blue Drive; thence westerly, along said northerly Right of Way line of Lake Blue Drive, 238 feet, more or less, to the West Right of Way line of Lake Blue Drive; thence northerly, along said West Right of Way line, 220 feet, more or less, to the southeast corner of Lot 1 of "Kash N' Karry, Store No. 733", as per plat thereof, recorded in Plat Book 96, page 39 of said Public Records; thence westerly, along the South line of said Lot 1, through the following five (5) courses: 1) West, 20.30 feet, 2) North, 18.50 feet, 3) West, 210.00 feet, 4) South, 18.50 feet, 5) West 355.50 feet to the southwest corner of said Lot 1 and to the East Right of Way line of 42nd Street N.W. (Charlotte Road); thence southerly, along said East Right of Way line, 100 feet to the easterly extension of the South line of that certain parcel of land as recorded in Official Records Book 9444, page 1103 of said Public Records; thence westerly, along said easterly extension and said South line of said certain parcel of land (Official Records Book 9444, page 1103) and along the South line of said certain parcel of land as recorded in Official Records Book 10050, page 1176 of said Public Records, 704 feet to a corner on said South line of the last said certain parcel of land (Official Records Book 10050, page 1176); thence northerly, along said South line of the last said certain parcel of land, 200 feet; thence westerly, along said South line, and along the South line of that certain parcel of land as recorded in Official Records Book 13364, page 1542 of said Public Records, 596 feet, more or less, to the northwest corner of that certain parcel of land as recorded in Official Records Book 04263, page 1044 of said Public Records; thence southerly, along the West line of said certain parcel of land (Official Records Book 04263, page 1044) a distance of 100 feet; thence southwesterly, along said West line, 101 feet, more or less, to the East Right of Way line of Hobbs Road; thence southerly, along said East Right of Way line of Hobbs Road, 1253 feet, more or less, to a point on the North line of that certain parcel of land as recorded in Official Records Book 9537, page 1000 of said Public Records; thence easterly, southeasterly, and southerly, along the North, northeasterly and East line of said certain parcel of land (Official Records Book 9537, page 1000), 927 feet, more or less, to the southeast corner of the last said certain parcel of land and to the northeast corner of that certain parcel of land as recorded in Official Records Book 3281, page 1649 of said Public Records; thence southerly along the East line of the last said certain parcel of land and along the East line of that certain parcel of land as recorded in Official Records Book 2168, page 1120 and that certain parcel of land as recorded in Official Records Book 12360, page 2090 of said Public Records, 800 feet, more or less, to the southeast corner of said certain parcel of land as recorded in Official Records Book 12360, page 2090 of said Public Records; thence westerly, along said South line of said certain parcel of land (Official Records Book 12360, page 2090) and the westerly extension thereof, 650 feet, more or less to the West Right of Way line of Hobbs Road; thence northerly, along said West Right of Way line, 1327 feet, more or less, to the South Right of Way line of the CSX Railroad; thence westerly and northwesterly, along said South Right of Way line of the CSX Railroad, 2660 feet, more or less, to the northeasterly line of the CSX Railroad Right of Way; thence northwesterly, along said northeasterly line of the CSX Railroad Right of Way, 918 feet, more or less, to the easterly extension of the North line of Tract 2 as recorded in Official Records Book 3630, page 1515 of said Public Records; thence westerly, along said easterly extension and the last said North line, 184 feet, more or less, to the northwest corner of said Tract 2; thence southerly, along the West line of Tract 2 and along the West line of Tract 1 as recorded in said Official Records Book 3630, page 1515, a distance of 113 feet, more or less, to the northwest Right of Way line of North Main Street; thence southwesterly, along said northwest Right of Way line, 191 feet, more or less, to the northeasterly corner of that certain parcel of land as recorded in Official Records Book 13038, page 893 of said Public Records and to a point on the westerly boundary of Parcel 101 as recorded in Official Records book 7718, page 1561 of said Public Records; thence southwesterly along said westerly boundary of Parcel 101, a distance of 631 feet, more or less, to the southeast corner of said certain parcel of land (Official Records Book 13038, page 893); thence westerly, 161.68 feet to the southwest corner of said certain parcel of land (Official Records Book 13038, page 893) and to the West line of the Southwest 1/4 of the Northwest 1/4 of Section 14, Township 28 South, Range 25 East, Polk County, Florida; thence northerly, along the West line of the Northwest 1/4 of said

Section 14, a distance of 1656 feet, more or less, to the southwest corner of the Northwest 1/4 of Northwest 1/4 of Northwest 1/4 of said Section 14; thence easterly, along the South line of said Northwest 1/4 of Northwest 1/4 of Northwest 1/4, a distance of 513 feet, more or less, to the southeast corner of the South 35 feet of the West 87 feet of the East 232 feet of said Northwest 1/4 of Northwest 1/4 of Northwest 1/4 ; thence northerly, along the East line of the West 87 feet of the East 232 feet of said Northwest 1/4 of Northwest 1/4 of Northwest 1/4, a distance of 175 feet; thence easterly, 13 feet to the West line of the East 132 feet of said Northwest 1/4 of Northwest 1/4 of Northwest 1/4; thence northerly, along said West line of the East 132 feet, a distance of 484 feet, more or less, to the North line of said Section 14; thence westerly, along said North line of Section 14, a distance of 526 feet, more or less, to the northwest corner of said Section 14, being the southeast corner of Section 10, Township 28 South, Range 25 East, Polk County, Florida; thence westerly, along the South line of said Section 10, a distance of 652.5 feet, more or less, to the easterly side of Burns Street; thence northerly, along said easterly side of Burns Street, 626.14 feet, more or less, to the southwesterly line of the CSX Railroad Right of Way; thence northwesterly, along said southwesterly line of the CSX Railroad Right of Way, 2715 feet, more or less, to the southerly extension of the West line of Lot 3 of Fanny McKean's 1st Addition to Auburndale, as recorded in Deed Book P, page 83 of said Public Records; thence northerly along said southerly extension and said West line of Lot 3, a distance of 352 feet, more or less, to the northwest corner of said Lot 3; thence easterly along the north line of said Lot 3 and along the North line of Lot 1 of said Fanny McKean's 1st Addition to Auburndale, 800 feet to the northeast corner of said Lot 1 and to the West Right of Way line of McKean Street; thence southerly, along said West Right of Way line of McKean Street, 246.5 feet, more or less, to the westerly extension of the North line of Lot 17 of Alberta Park Annex as recorded in Plat Book 37, page 41 of said Public Records; thence easterly, along said North line of Lot 17 and the easterly extension thereof, 232.82 feet, more or less, to the West line of Hobbs and Corley Addition, as recorded in Plat Book 34, page 49 of said Public Records; thence northerly along said West line of Hobbs and Corley Addition, 14 feet, more or less, to the northwest corner of Lot 14, Block A of said Hobbs and Corley Addition; thence easterly, 133.50 feet to the northeast corner of said Lot 14, Block A; thence easterly 50 feet, more or less, to the northwest corner of Lot 12, Block B of said Hobbs and Corley Addition; thence easterly, 133.50 feet to the northeast corner of said Lot 12, Block B and to the West line of Palmdale Subdivision as recorded in Plat Book 37, page 16 of said Public Records; thence northerly, along said West line of Palmdale Subdivision, 12.9 feet to the northwest corner of Lot 22 of said Palmdale Subdivision; thence easterly, along the North line of said Lot 22 and the easterly extension thereof, and along the North line of Lot 21 of said Palmdale Subdivision, 264 feet, more or less, to the West line of Hazel Crest, as recorded in Plat Book 21, page 17 of said Public Records; thence southerly, along said West line of Hazel Crest, 19.7 feet, more or less, to the North line of the South 1 foot of Lot 4 of said Hazel Crest; thence easterly, along said North line of the South 1 foot of Lot 4, a distance of 106 feet, more or less, to the West Right of Way line of Noxon Street; thence northerly, along said West Right of Way line of Noxon Street, 6 feet, more or less, to the westerly extension of the North line of Lot 4 of Glen Elyn as recorded in Plat Book 36, page 17 of said Public Records; thence easterly, 200 feet to the northeast corner of said Lot 4 of Glen Elyn and the West line of Lot A of said Glen Elyn; thence southerly, along said West line of Lot A, 98.31 feet to the North line of the South 200 feet of said Lot A; thence easterly, along said North line of the South 200 feet of Lot A and the easterly extension thereof, 257 feet, more or less, to the East Right of Way line of Ariana Avenue; thence northerly, along said East Right of Way line of Ariana Avenue, 876 feet, more or less, to the South Right of Way line of Pilaklakaha Avenue; thence westerly, along said South Right of Way line of Pilaklakaha Avenue, 69.5 feet, more or less, to the West Right of Way line of Ariana Avenue; thence northerly, along said West Right of Way line of Ariana Avenue, 1132 feet, more or less, to the northwesterly Right of Way line of Lake Ariana Boulevard and the Point of Beginning.

Together With:

A portion of the Northeast 1/4 of Northeast 1/4 of Section 11, Township 28 South, Range 25 East, Polk County, Florida; being more particularly described as:

Begin 794.00 feet South and 1033.00 feet West of the northeast corner of the Northeast 1/4 of Northeast 1/4 of Section 11, Township 28 South, Range 25 East, Polk County, Florida, and run thence South 208.00 feet; thence East, thence East, 326.40 feet; thence North, 208.00 feet; thence West, 326.40 feet to the Point of Beginning.

Containing 1,074 Acres, in Aggregate, more or less.

CITY OF AUBURNDALE CRA BOUNDARY LIMITS

SEPTEMBER 9, 2025



POINT OF BEGINNING

LAKE ARIANA BOULEVARD

HAMPTON STREET

CSX RAILROAD

GANDY ROAD

DAIRY ROAD

CANAL

SENATE STREET

ADAMS STREET

BRIDGERS AVENUE

U.S. HIGHWAY NO. 92

BRIDGERS AVENUE

CSX RAILROAD

CHARLOTTE ROAD

DERBY AVENUE

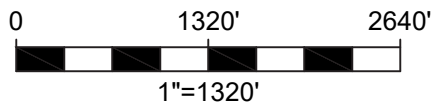
HAVENDALE BOULEVARD

CSX RAILROAD

HOBBS ROAD

CSX RAILROAD

HOBBS ROAD



APPENDIX

