

South Florida Avenue Corridor Study & Master Plan

(from Pine Street to Ariana Street)

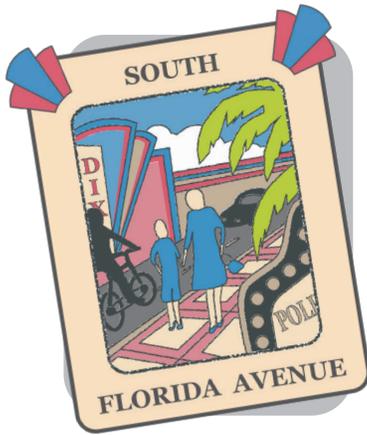
February 2017 Project Update

- The public is invited to the **presentation of the South Florida Avenue (SR 37) Corridor Study and Master Plan** on **Thursday, February 23, 2017 at 6:00 p.m.** at the Polk Museum of Art, Kent Harrison Auditorium, 800 E. Palmetto Street, Lakeland, FL 33801.
- Community engagement and coordination, in May, included the **South Florida Avenue Weeklong Public Design Workshop and Studio** beginning with the **Collaborative Vision and Design Workshop** and concluding with the **Work-in-Progress Presentation**.
- The initial design strategies presented at the **Work-in-Progress Presentation** were based upon public input and on-site observations of the project team including planners, engineers, economists, and architects.
- **Multiple options for South Florida Avenue** including but not limited to number of vehicle travel lanes and width of vehicle travel lanes are being analyzed using detailed transportation modeling to better understand the impacts of various potential options. Such impacts may include additional congestion and delays, impacts to transit service, and vehicular trips diverted into adjacent neighborhoods. The impacts may also include an improved business environment, enhanced aesthetics, and increased safety for all users of the corridor.
- The benefits and challenges of all options will be presented to local stakeholders and the City for consideration.
- The **decision** to pursue any planning concepts and design options will be decided by the City of Lakeland and its community partners. The Corridor Study will provide the City with data, facts, and feasible options to improve safety and improve the corridor for travelers, residents and businesses.

*improve mobility, safety, quality of life,
and economic vitality*

This project is developed through community engagement and in coordination with the:

City of Lakeland • Polk Transportation Planning Organization
Lakeland Downtown Development Authority • Lakeland Community Redevelopment Agency
Lake Morton Neighborhood Association • Dixieland Neighborhood Association



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Community Engagement Update

Upcoming Events:

The public is invited to the **presentation of the South Florida Avenue (SR 37) Corridor Study and Master Plan** on **Thursday, February 23, 2017 at 6:00 p.m.** at the Polk Museum of Art, Kent Harrison Auditorium, 800 E. Palmetto Street, Lakeland, FL 33801. The Plan recommends ways to improve mobility, safety, quality of life, and economic vitality along the South Florida Avenue (SR 37) corridor between Pine Street and Ariana Street in Lakeland.

Community Engagement to Date:

- Local Host Committee Meetings:**
The Host Committee, comprised of business owners, community leaders, and similar local representatives, assisted with scheduling meeting venues and extensive public outreach efforts.
- Stakeholder Interviews:**
More than 50 individuals were interviewed including elected officials, local property and business owners, public officials, and other members of the community.
- Collaborative Vision and Design Workshop:**
Participants developed ideas and proposed solutions to improve mobility, safety, quality of life and economic vitality along the South Florida Avenue corridor.
- Weeklong Public Design Studio:**
The project team worked during the week, reviewing the community ideas and gathering additional public input with members of the public stopping in to provide suggestions.
- A Work-in-Progress Presentation:**
A presentation of the design ideas and initial plan findings based on the community's input was provided. The public who attended shared comments and further direction on the development of the Master Plan for South Florida Ave.

For Project Information:

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