

**IMMOKALEE**

**CRA** Collier County Community  
Redevelopment Agency



# Immokalee CRA Redevelopment Plan Update

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**MARCH 31, 2021**

**5:30 PM**

**JOHNSON**  
ENGINEERING



# Technical Help

**For sound or display issues contact Collier Staff**

**Monica Acosta**

**Email:** [Monica.Acosta@colliercountyfl.gov](mailto:Monica.Acosta@colliercountyfl.gov)

**Phone: 239-269-6958**

# Agenda

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HYBRID MEETING & HOW TO PARTICIPATE

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CRA REDEVELOPMENT PLANNING PROCESS

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COMMUNITY BASELINE DATA

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COMMUNITY GOALS

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REDEVELOPMENT GOALS

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NEXT STEPS



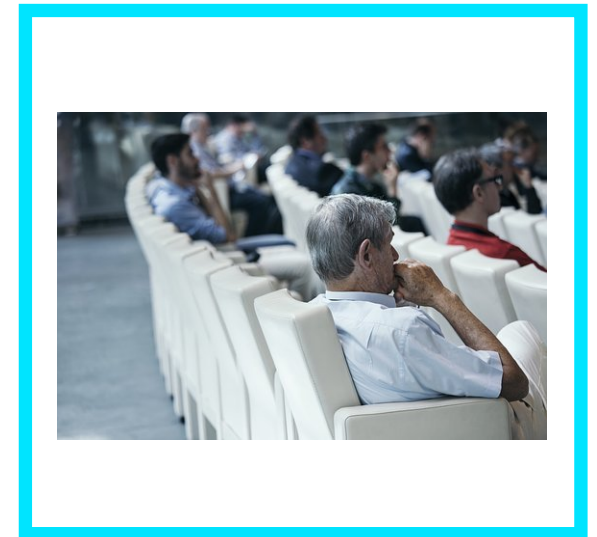
# Hybrid Meeting

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Social Distancing

Zoom and in-person

Virtual attendees are in 'Listen Only' mode





# Participating on Zoom

Online Participants have TWO OPTIONS.

Type your question in the Q&A section. The moderator will read aloud during the discussion session.

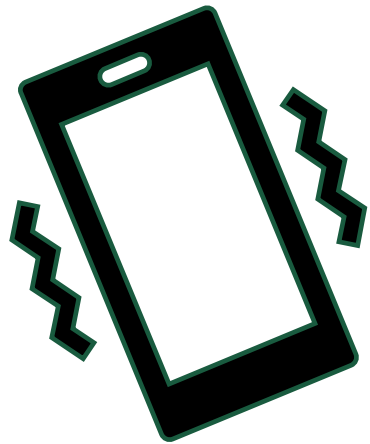


Use the **Raise Hand** feature. You will be able to unmute and speak when you are recognized during the discussion session.



# Participating on Zoom by Phone

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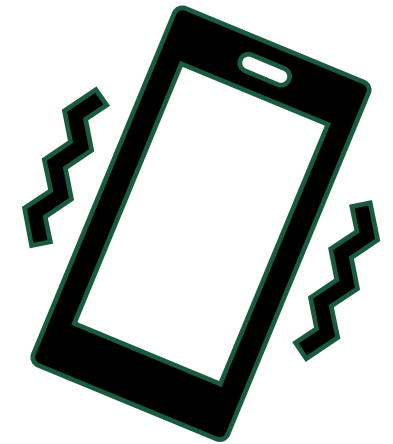
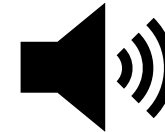


## Telephone Participants

Participants muted



Moderator will unmute first, then the participant may also need to unmute





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# CRA Redevelopment Planning Process

# What is a Redevelopment Plan?

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- Florida Statutes (Chapter 163) allows cities and counties to establish **Community Redevelopment Areas (CRA)**
- CRAs address needs of the people and the conditions **within the CRA boundary**
- Once the CRA is established, all property taxes generated **within the CRA boundary** is used for programs and improvements needed **within the CRA boundary**
- The programs and improvements are identified in a Board adopted **Redevelopment Plan**

2000  
Collier County  
established the  
Immokalee CRA &  
Redevelopment  
Plan adopted

**Tax Increment Funds  
or TIF**



# What is a Redevelopment Plan?

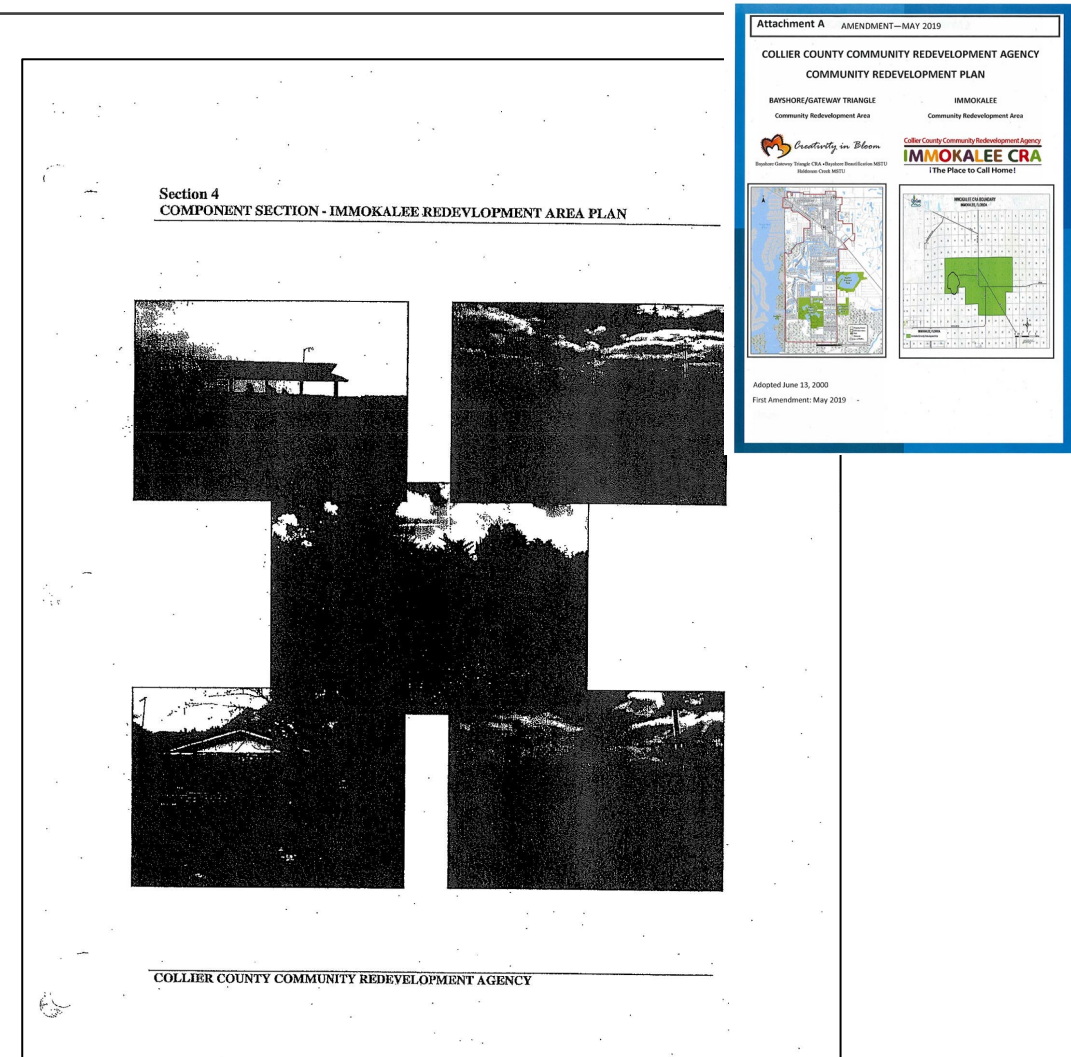
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- **Redevelopment Plan** addresses community conditions, identifies needs and projects to be funded with tax increment dollars. Examples:
  - Streetscaping: Sidewalks, Street trees, street lighting
  - Roadway improvements
  - Flood control initiatives
  - Water and sewer improvements
  - Neighborhood parks
  - Grants or plans for building renovations and new building construction
  - Grants and loans for façade improvements, landscaping
  - Policing, street sweeping, marketing



# Current Immokalee Redevelopment Plan

- Current Plan adopted June 2000
- 1<sup>st</sup> Amendment approved 2019
- Immokalee CRA expires: 2030
- This effort will update of the Immokalee Section of the Plan
- Board may approve extending the CRA through 2048



# Since 2000

- **2007** the Immokalee CRA allocated \$250,000 in TIF funds to assist with the establishment of a **Florida State University (FSU) School of Medicine** rural health training center in Immokalee.
- **2008** the Immokalee CRA allocated \$600,000 for the development of **Esperanza Place**.
- **2010** the Immokalee CRA was awarded \$3.5 million in Disaster Recovery Initiative (DRI) funds from Collier County Community & Human Services for Phase I of the **Downtown Immokalee Stormwater Improvement Project**.



# Since 2000

- **2012** - CRA used \$994,000 in Community Development Block Grant to purchase land at the corner of 1<sup>st</sup> Street and Main Street and establish an entry way into the Immokalee Community.
- **2014** - CRA completed construction of the **First Street “Zocalo” Public Plaza**. The CRA, MSTU and County Parks & Recreation share maintenance responsibility of the facility which is open to the public.
- **2014-15** - CRA awarded two construction contracts for infrastructure per the Immokalee Stormwater Master Plan.
  - **Immokalee Drive & North 16<sup>th</sup> Street Project** - a series of new drainage structures connected through a piped conveyance system that meets current design standards.





# Since 2000

- The **Colorado Avenue Project** included concrete sidewalks, grading & new sod on both sides of Colorado Avenue from South First to South Ninth Streets in the densely populated downtown Immokalee area. The CRA funded the project using a combination of local CRA Tax Revenue and Florida Department of Economic Opportunity grant funds totaling approximately \$500,000.
- In **2016** the CRA was awarded \$600,000 in Community Development Block Grant funds from Collier County Humans Services to construct sidewalk and stormwater improvements along **South Ninth Street, West Eustis Avenue, and a portion on South Fifth Street**. The overall **Immokalee Sidewalk Improvement Project** cost was \$741,498. and construction was completed in March 2018.



# Since 2000

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- In **2018** the CRA awarded a reimbursement grant totaling \$30,000 to **Residential Options of Florida (ROOF)** for renovations to a single-family home to establish Independence Place located in Immokalee.





# Redevelopment Plan Update Timeline

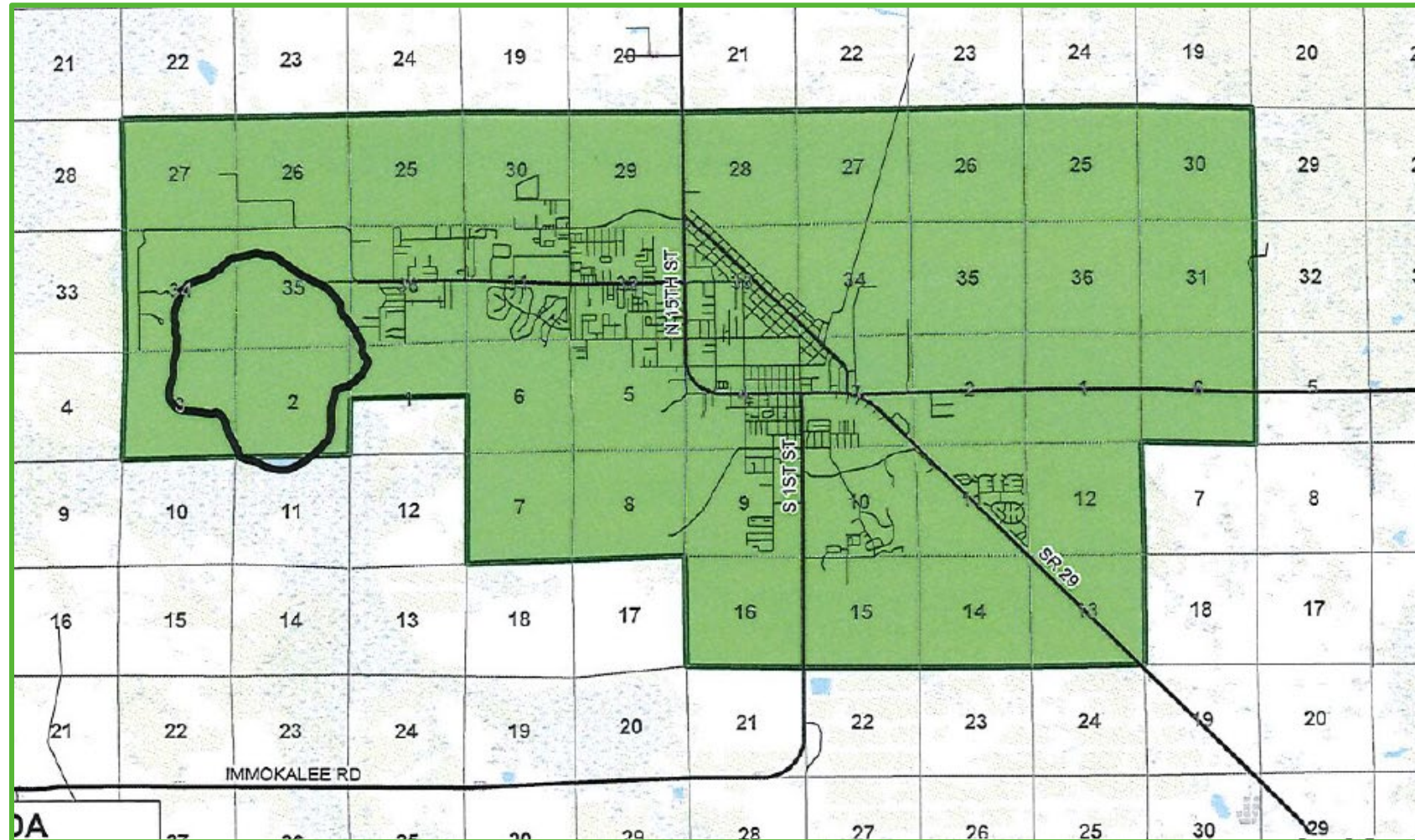
<b>HERE</b> →	<b>Online public survey &amp; Community Kick of Meeting</b>	<b>March/April 2021</b> ← <b>HERE</b>
	<b>Goal Validation Focus Group Meetings</b>	<b>April/May 2021</b>
	<b>CRA AB Workshop with Framework Maps</b> <b>Develop Capital Project List for CRA funding</b>	<b>May 2021</b>
	<b>Redevelopment Plan Update drafting</b>	<b>Summer 2021</b>
	<b>Community Review Meeting &amp;</b> <b>CRA AB endorse Draft Redevelopment Plan</b>	<b>September 2021</b>
	<b>Planning Commission</b>	<b>Oct – Nov 2021</b>
	<b>Board of County Commissioners adoption</b>	<b>Dec – Jan 2022</b>
	<b>Final Completion date</b>	<b>March 31, 2022</b>



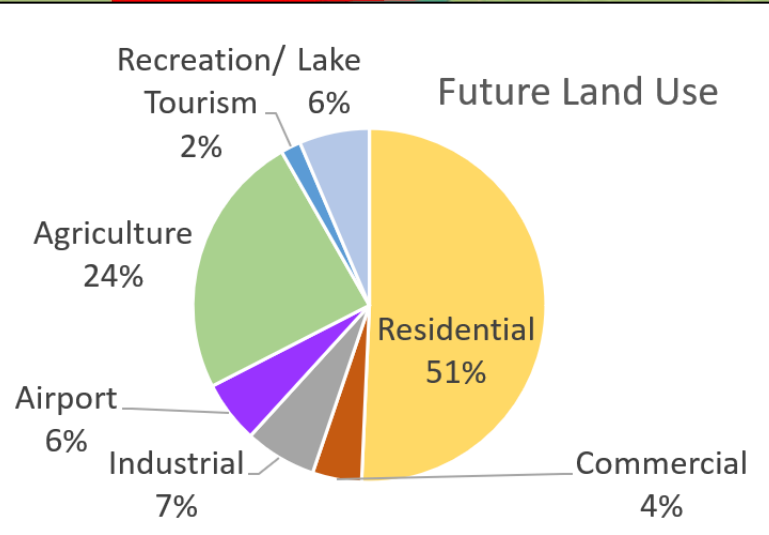
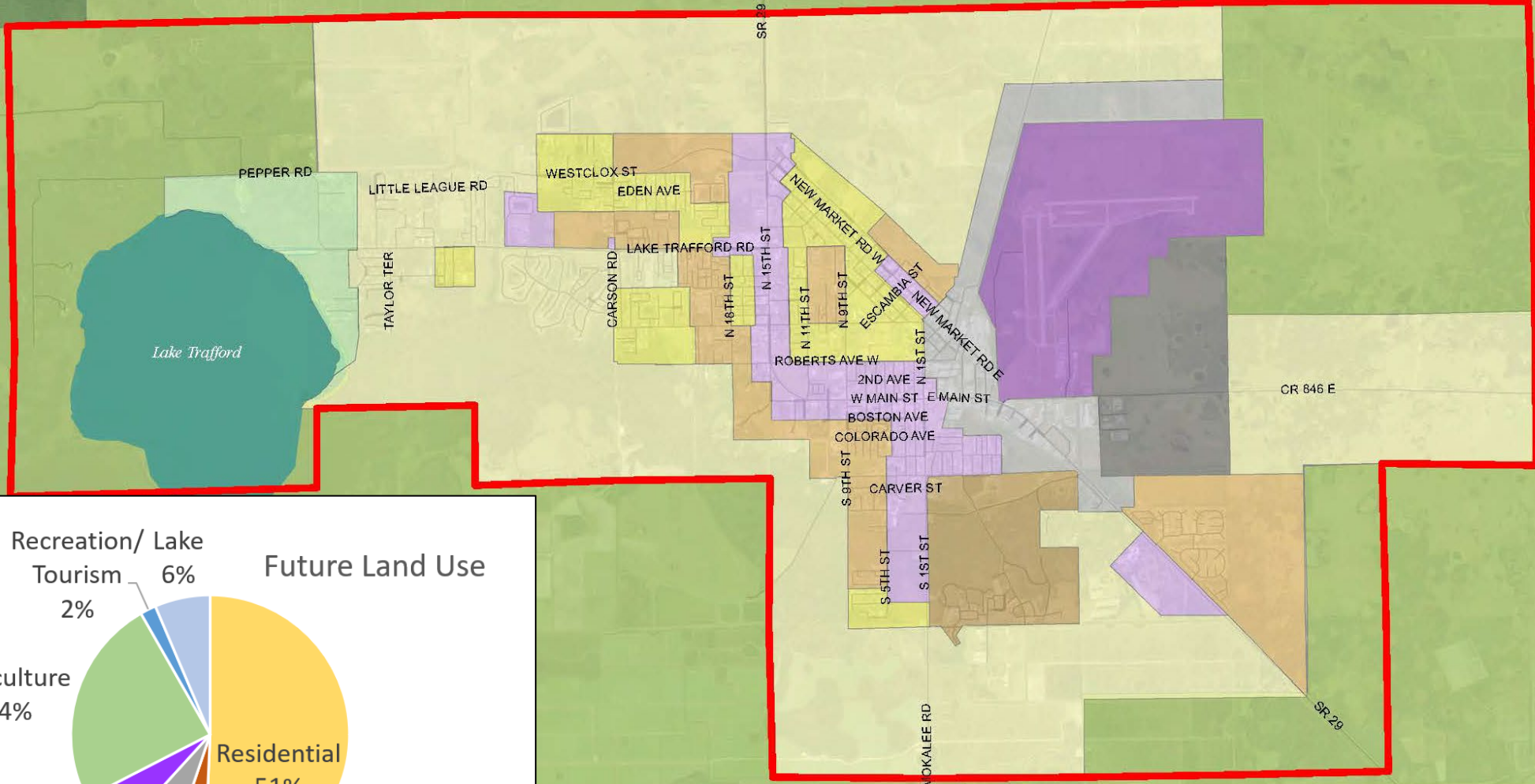
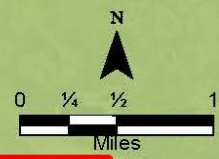
# Immokalee CRA Baseline Data

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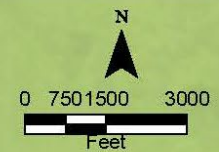
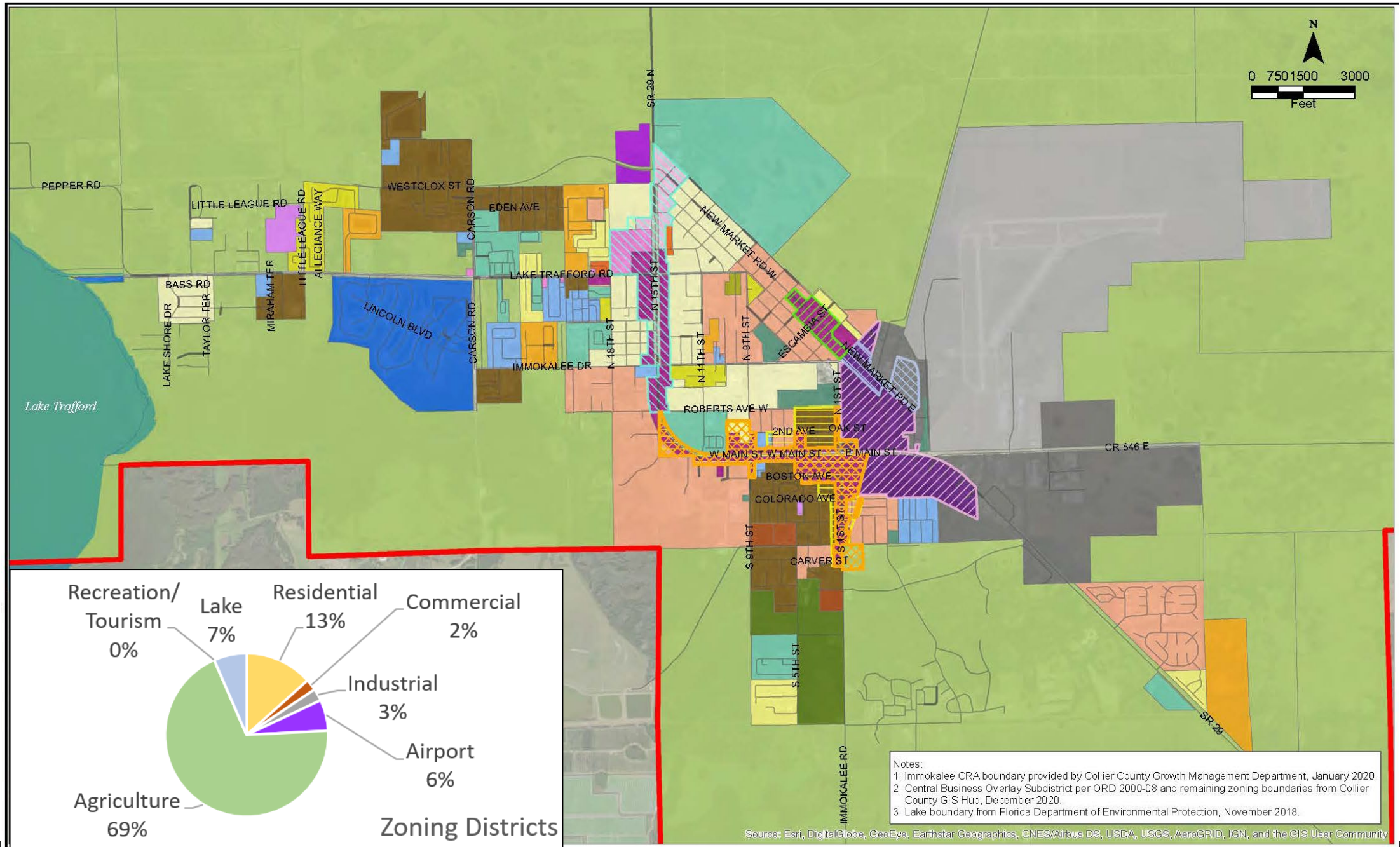
# CRA Boundary







Notes:  
 1. Immokalee CRA boundary source: Collier County Growth Management Department, January 2020.  
 2. Immokalee Future Land Use boundaries source: Collier County Growth Management Department, January 2021.  
 3. Collier County Future Land Use Boundaries source: Collier County GIS Hub, January 2021/  
 4. Lake boundary from Florida Department of Environmental Protection, November 2018.

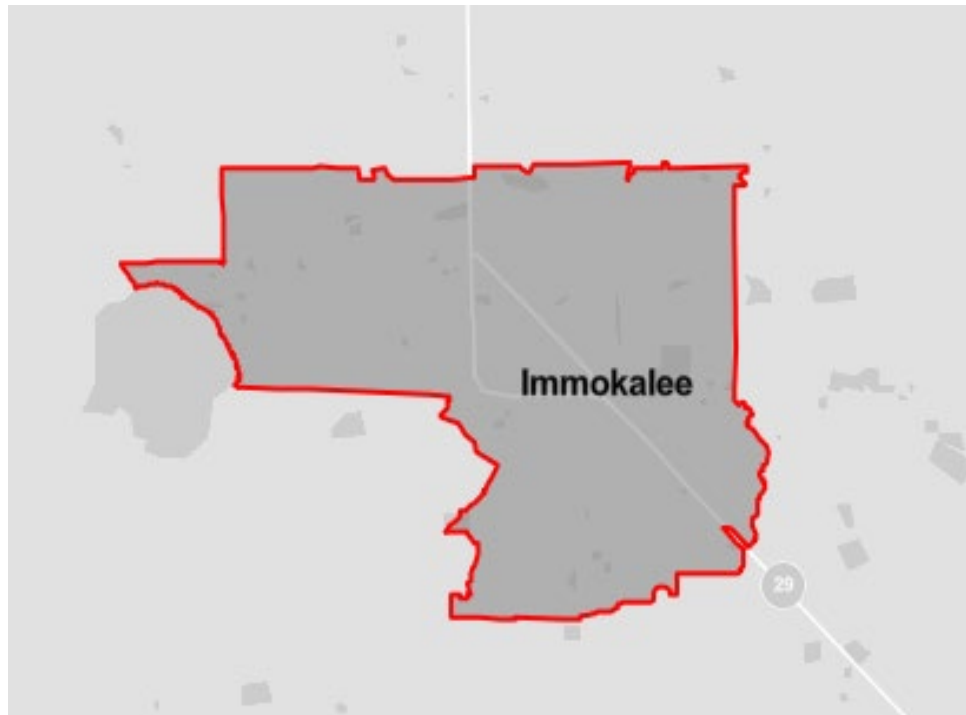


Notes:  
 1. Immokalee CRA boundary provided by Collier County Growth Management Department, January 2020.  
 2. Central Business Overlay Subdistrict per ORD 2000-08 and remaining zoning boundaries from Collier County GIS Hub, December 2020.  
 3. Lake boundary from Florida Department of Environmental Protection, November 2018.



# Population

Geography	
Population per Square Mile	1,064
Land Area in Square Miles	22.7



Age and Sex	
Persons under 5 years	8.3%
Persons under 18 years	32.3%
Persons 18 to 64 years	60.2%
Persons 65 years and over	7.5%
Female	52.7%
Male	47.3%

Race and Hispanic Origin	
White Alone	71.6%
African American Alone	21.4 %
American Indian	1.3%
Asian Alone	0.3%
Two or More Races	1.5%
Hispanic	72.1%
White alone, not Hispanic	5%

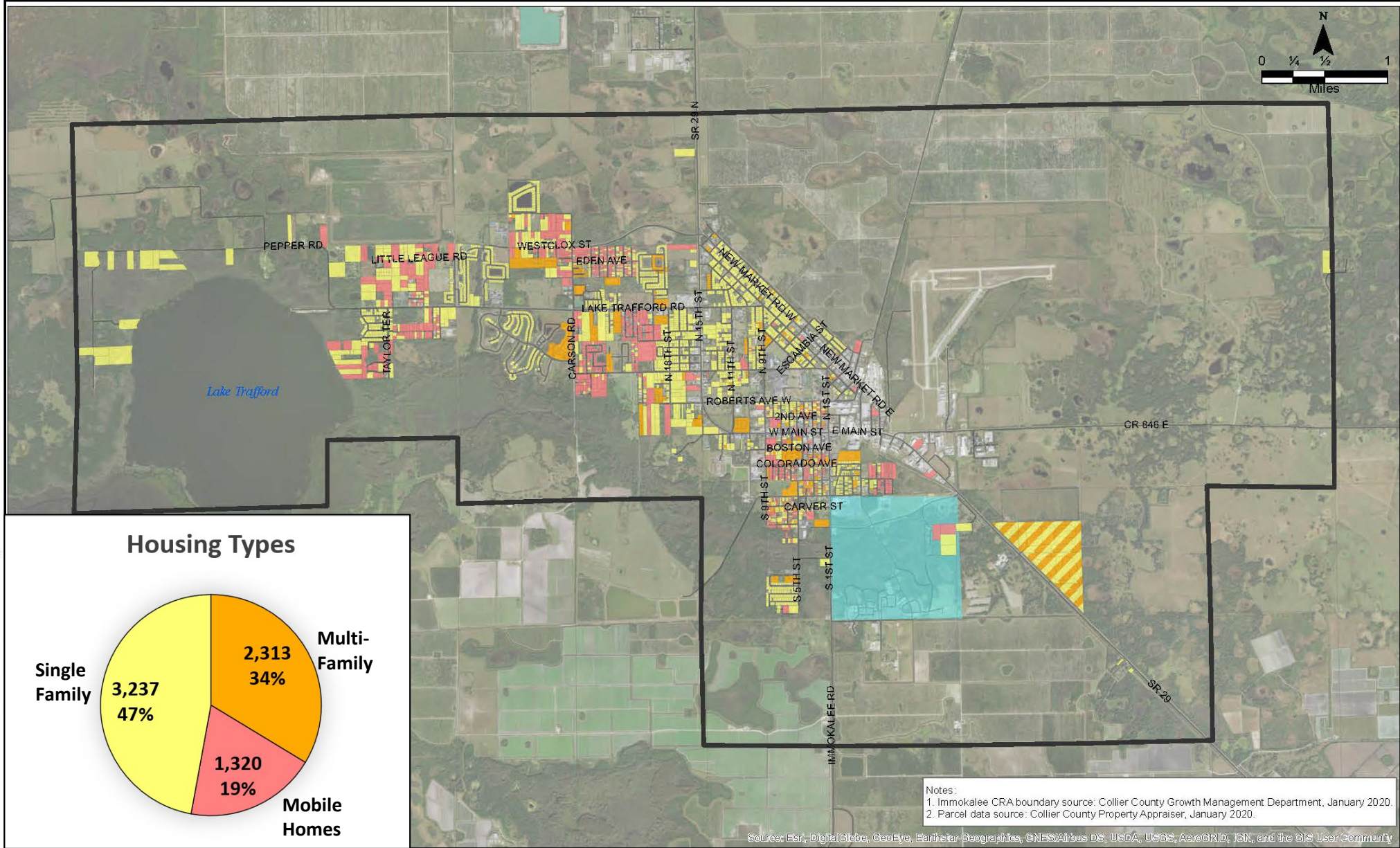
# Population

Family & Living Arrangements	
Households	5,985
Persons per Household	4.32
Living in same house 1 year ago	80.8%
Language other than English Spoken at Home	80.0%



Housing Units	
Owner-Occupied Housing	37.8%
Median Value Owner-Occupied	\$121,200
Median Monthly Owner Mortgage Cost	\$978
Median Gross Rent	\$798

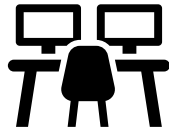
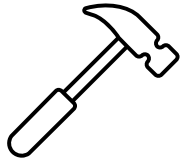
# Housing



# Population

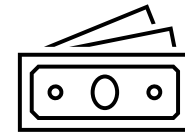
## Labor Force

Percent of Population 16 years and older in Labor Force	68.2%
Female Percent of Population 16 years and older in Labor Force	57.4%



## Income & Poverty

Median Household Income	\$30,885
Per capita Income	\$12,149
Persons in Poverty	37.4%



## Computer & Internet Use

Household with a Computer	76%
Households with Broadband	54.9%

## Education

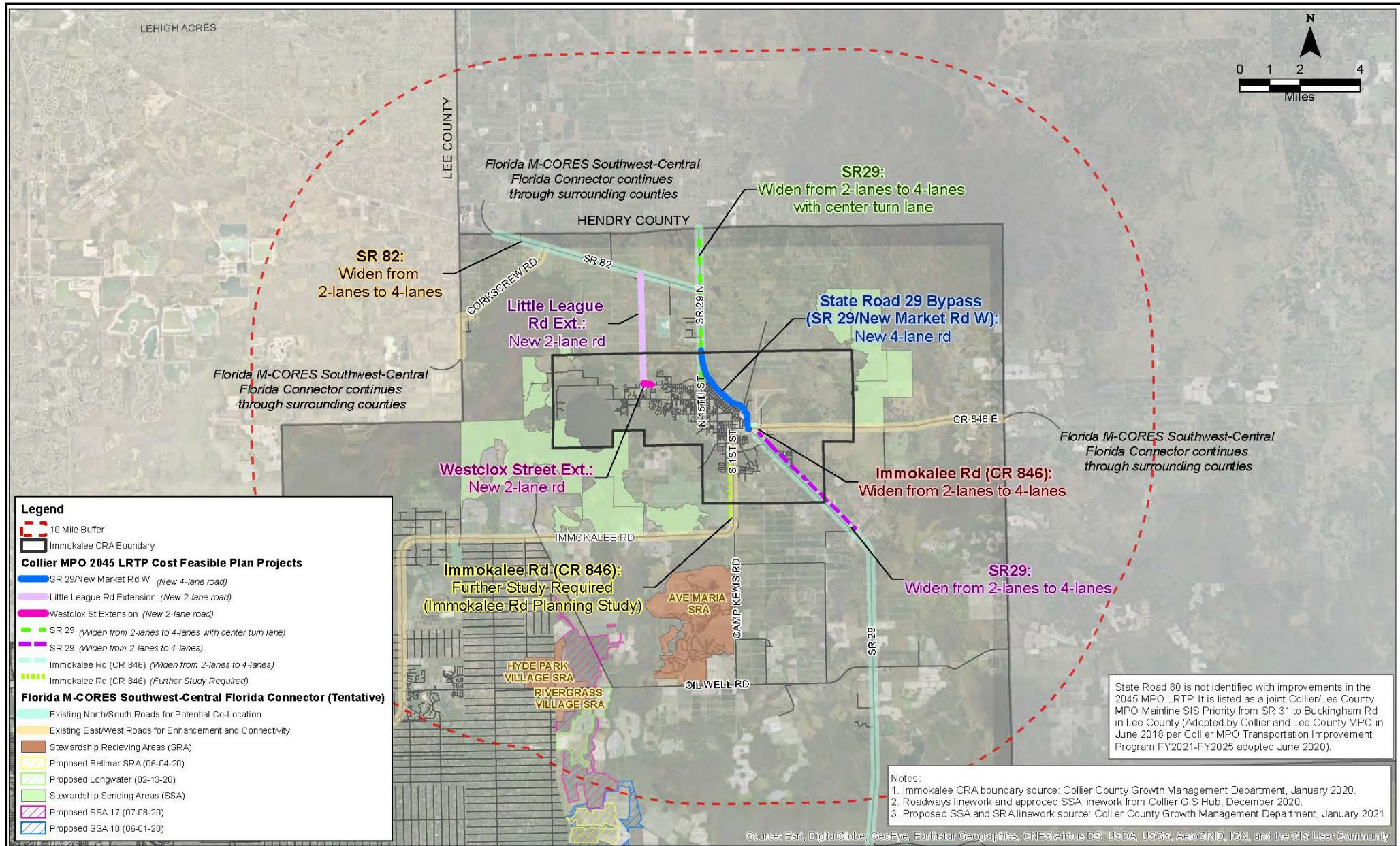
High School grad or Higher	40.1%
Bachelor's degree or Higher	5.2%

# Community Plans & References

Plan	Date
Immokalee CRA Redevelopment Plan	2000
Public Realm Plan	2009
Proposed Immokalee Area Master Plan (RWA)	2010
Immokalee Walkable Community Study	2011
Stormwater Plan	2018
Immokalee Area Master Plan (Restudy)	2019
CRA Annual Report	Annual
Ongoing: TIGER Grant sidewalks, Central Business District Overlay	Ongoing

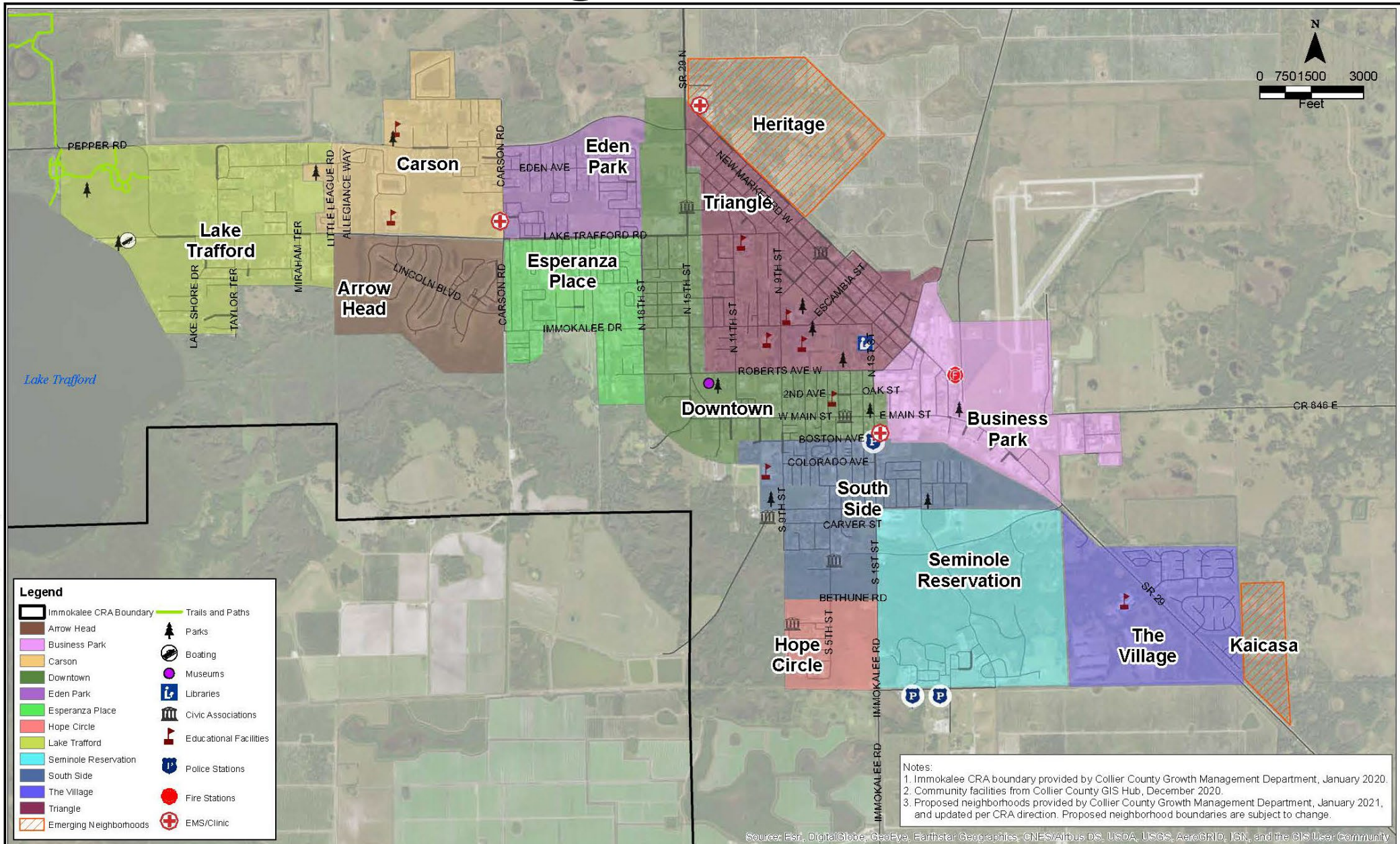


# Regional Connections



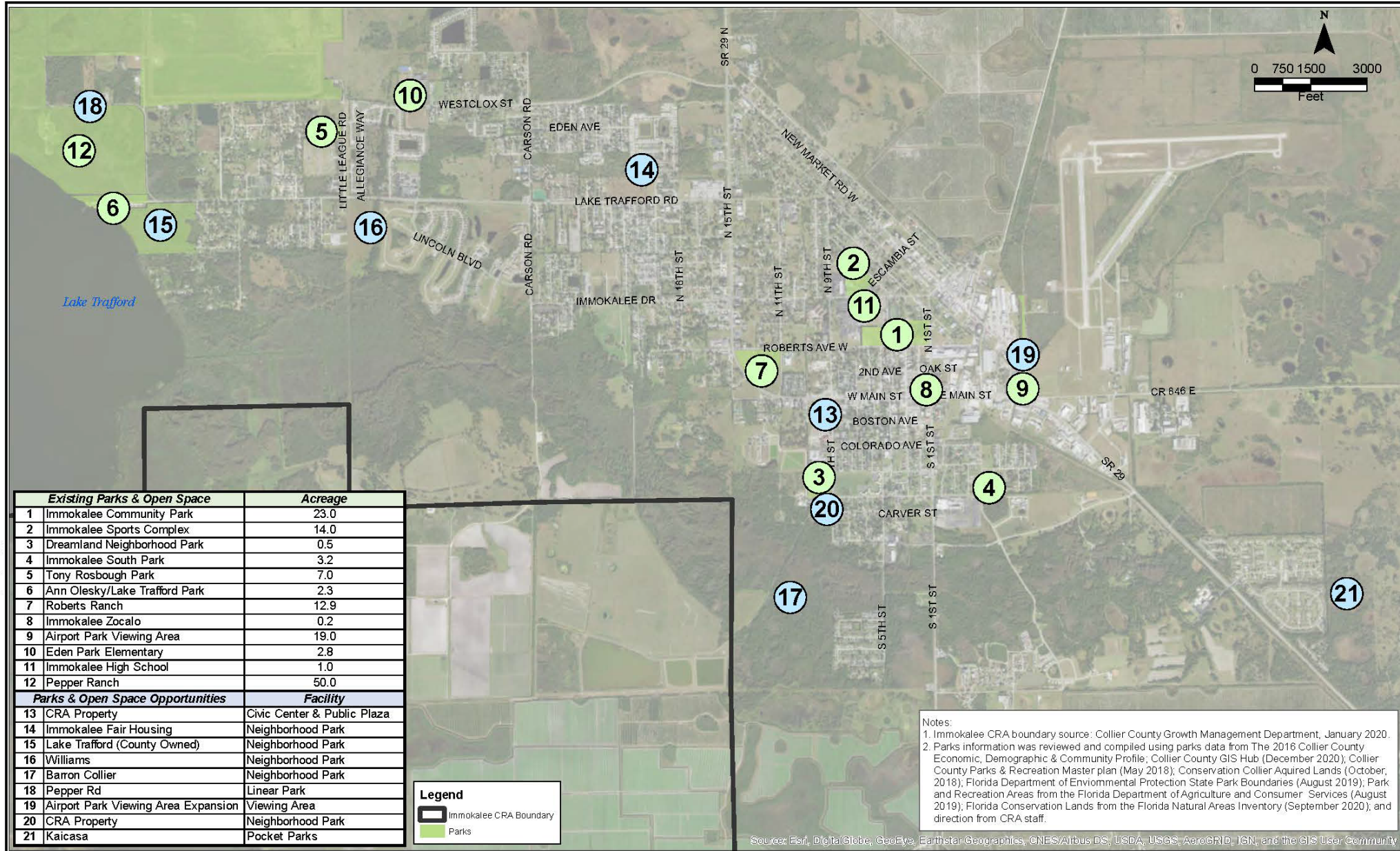


# Neighborhoods



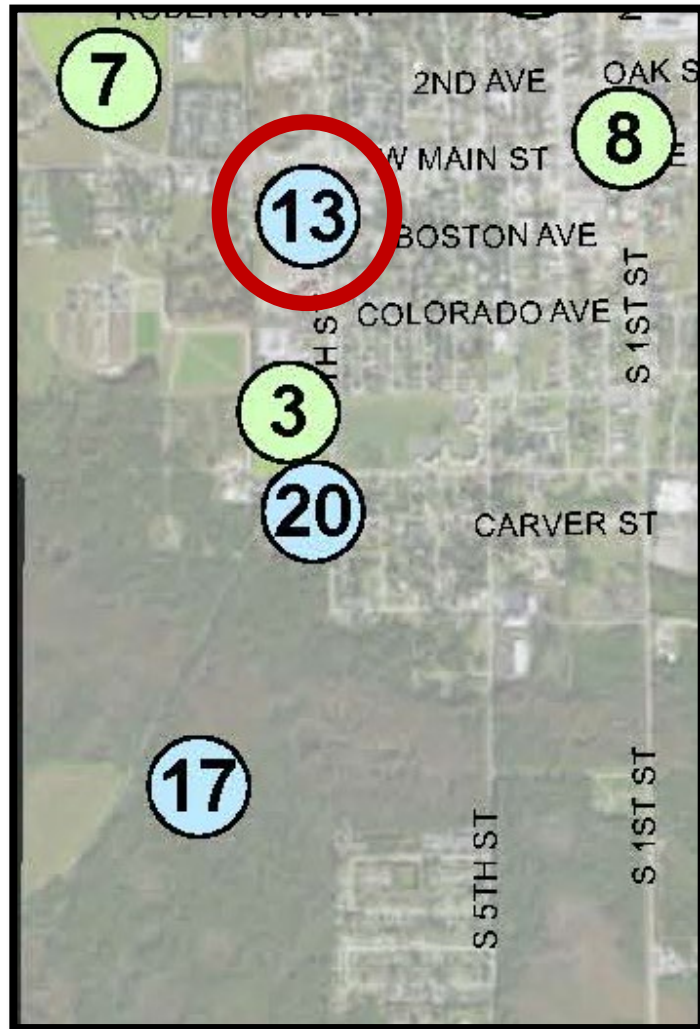


# Parks and Open Space Opportunities



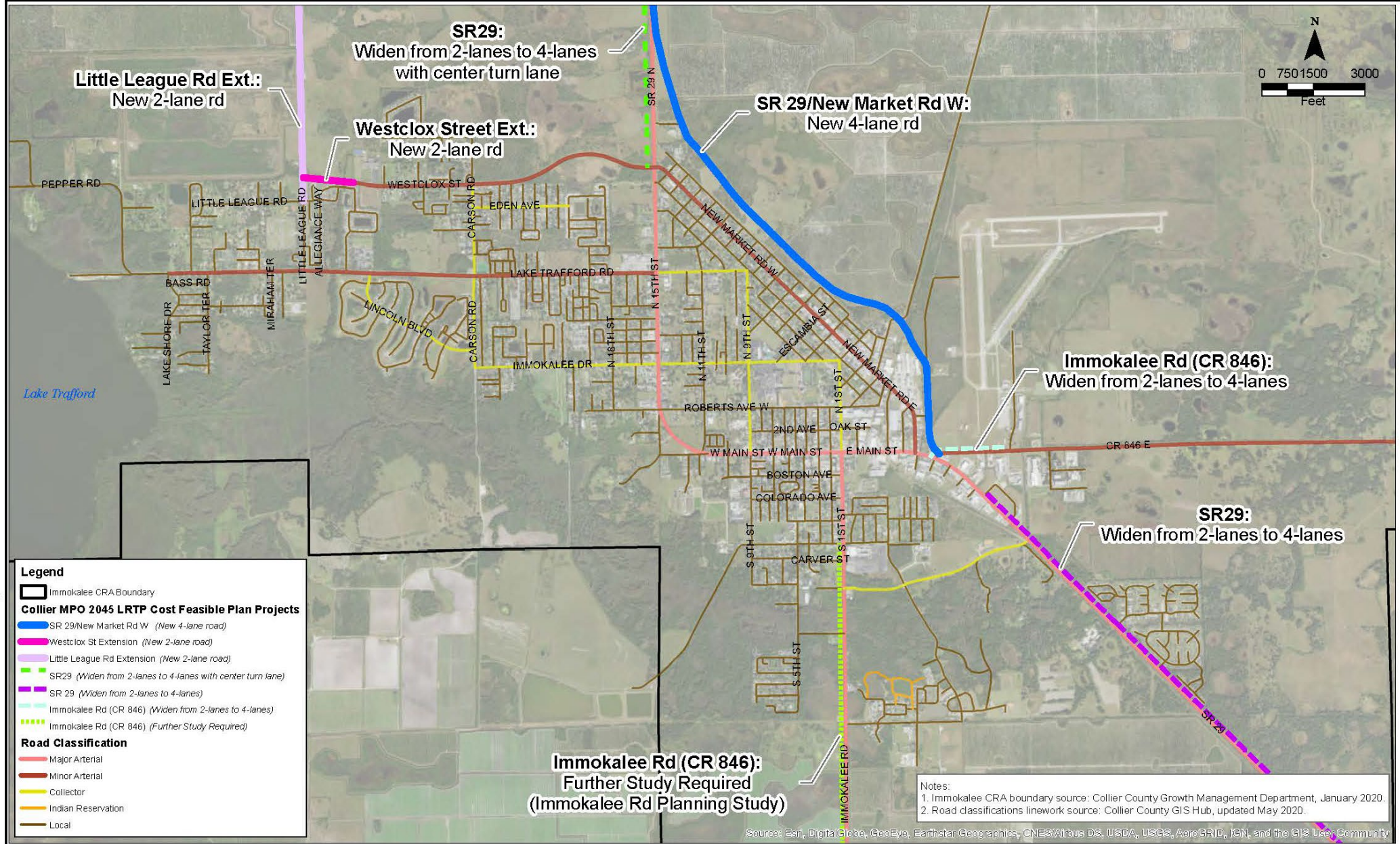


# CRA Parcel Opportunity



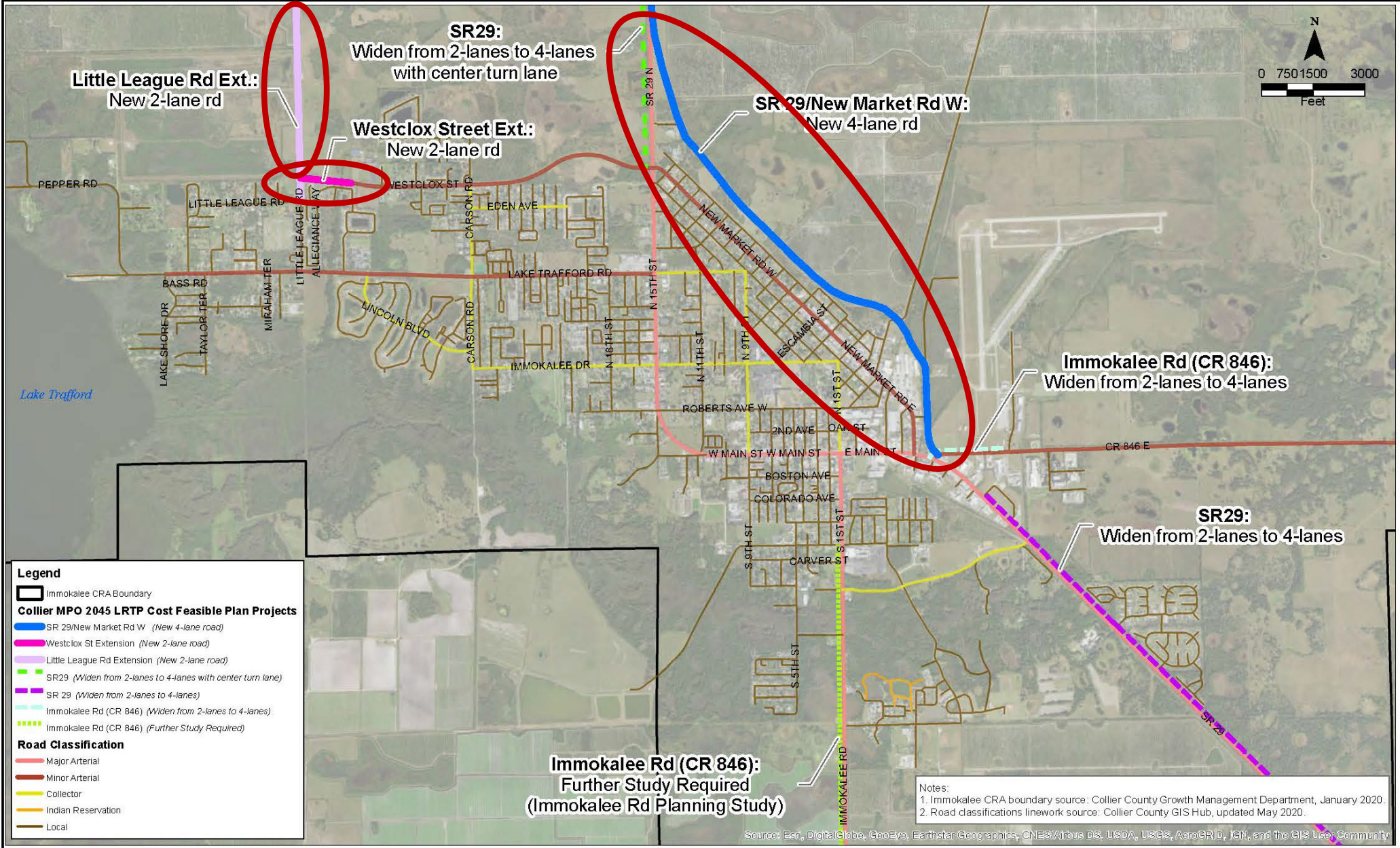


# Street Layout



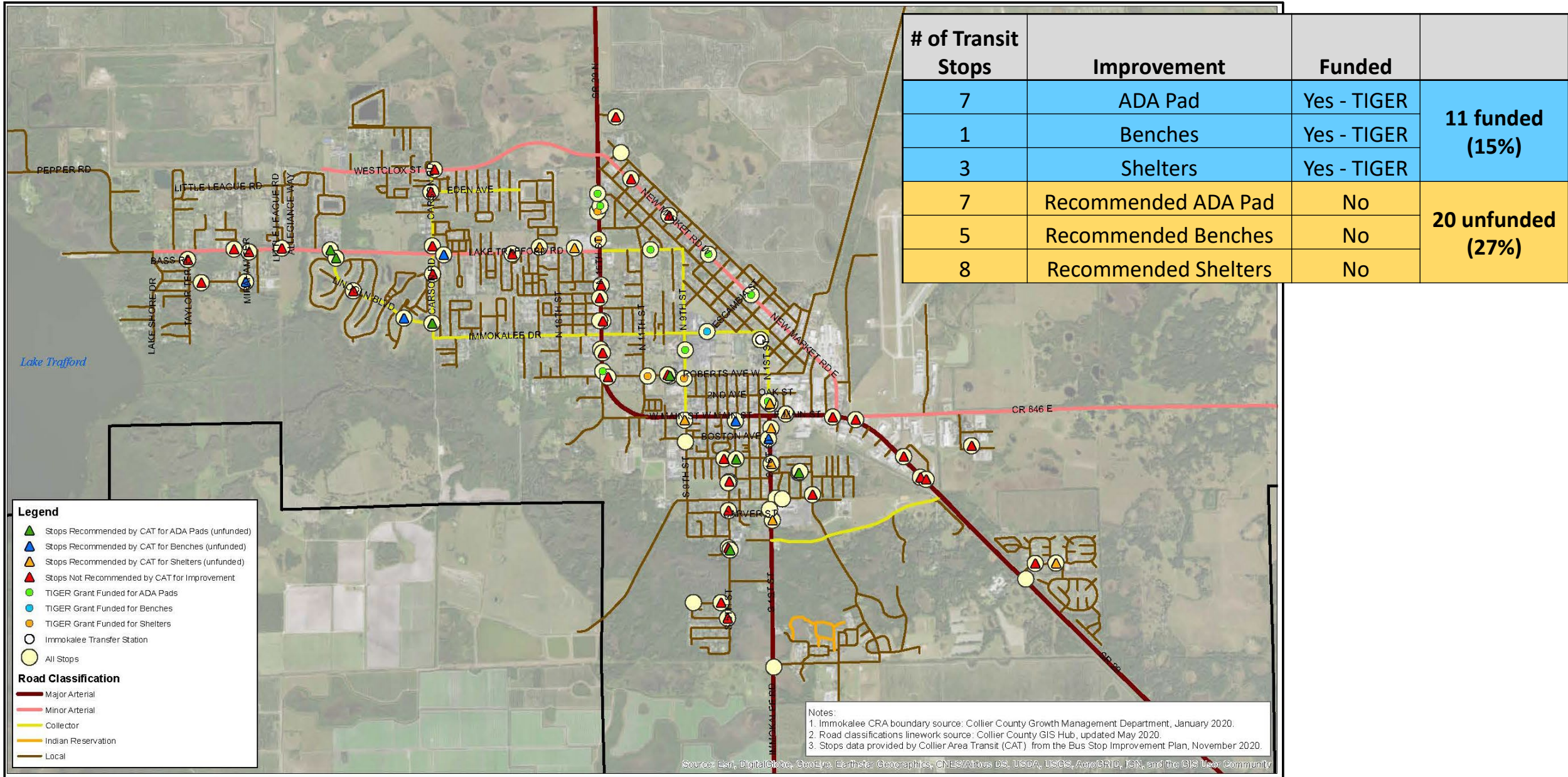


# Street Layout



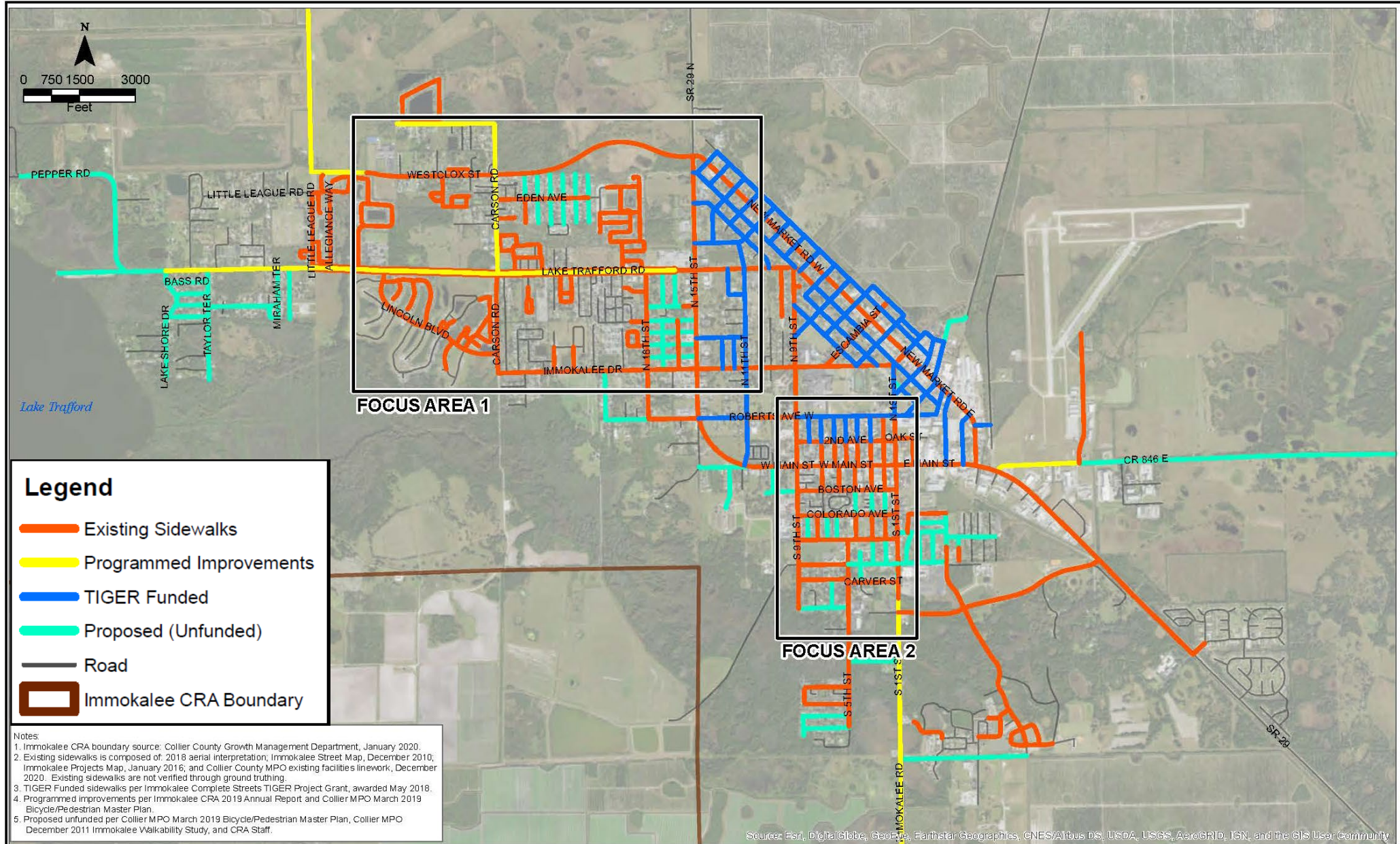


# Funded & Unfunded Transit Stop Improvements



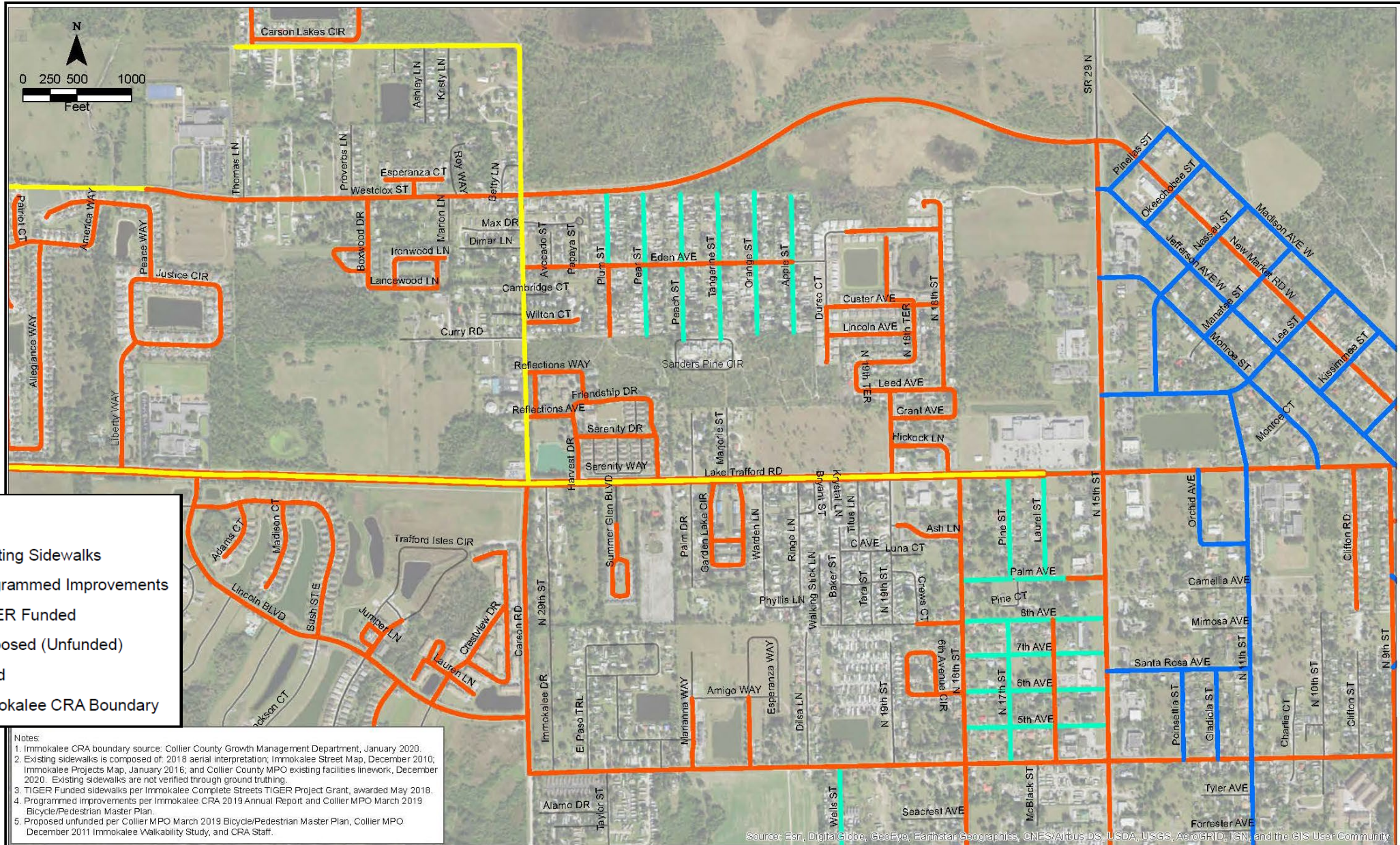


# Sidewalks



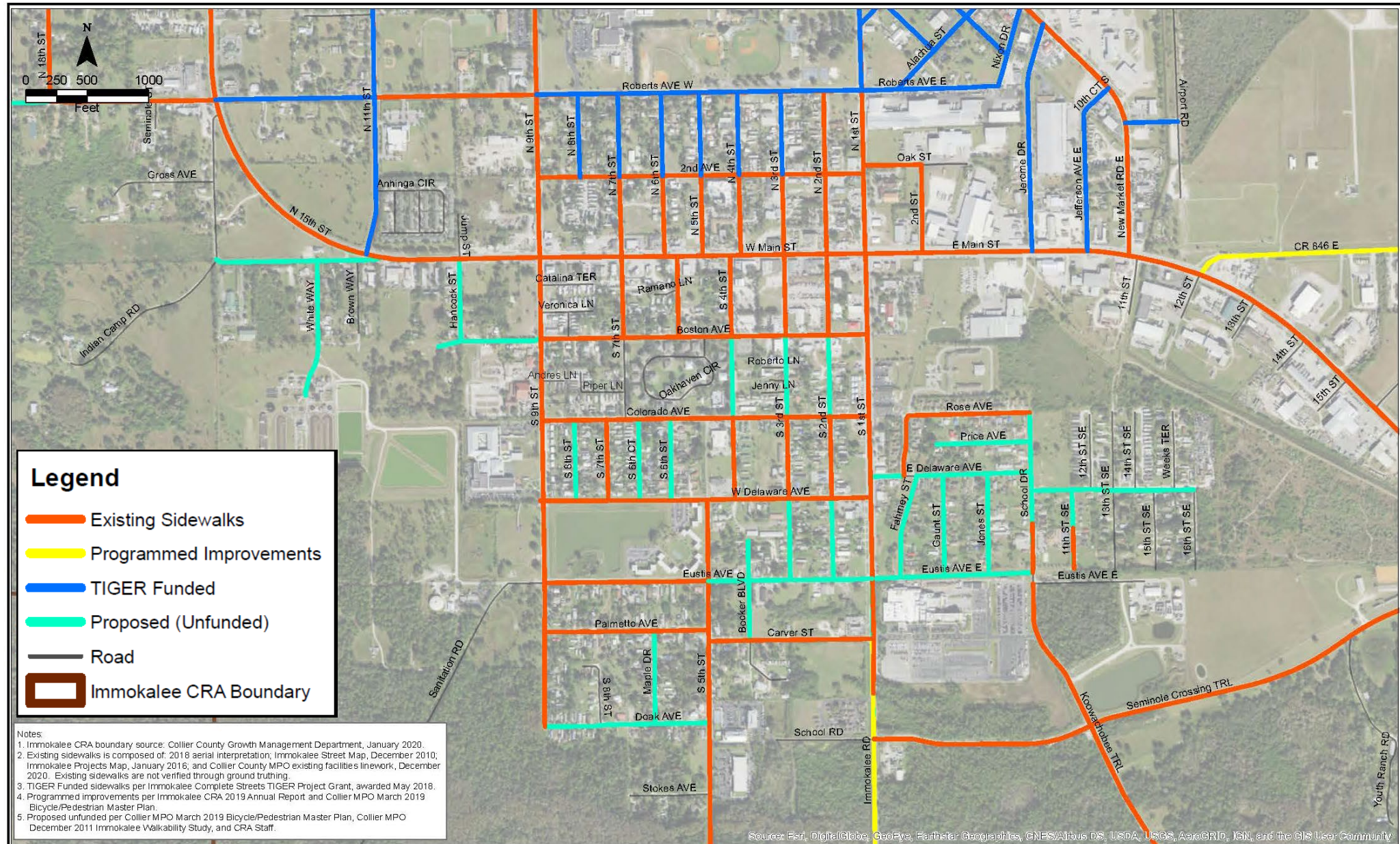


# Sidewalks – Lake Trafford Road Area





# Sidewalks – Main Street / South Side Area







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# Community Goals



# Common Themes

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- Celebrate Culture
- Prioritize Recreation Facilities
- Promote Economic Development
- Improve Community Facilities
- Improve Housing Conditions and Expand Housing Options
- Provide Safe and Convenient Mobility Options
- Promote Ecotourism and Agrotourism
- Improve Drainage and Lake Trafford Water Quality

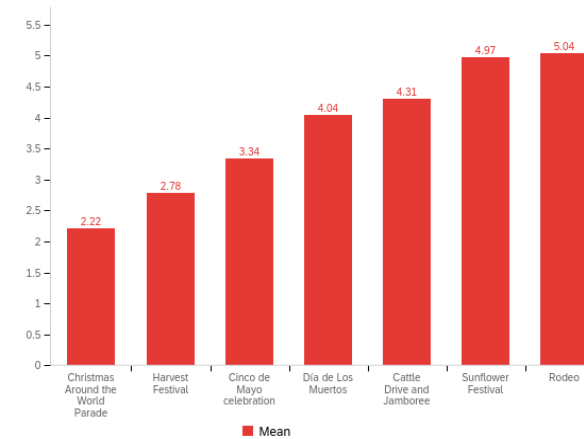
# What we've heard...

The CRA has an online survey to gather your feedback on goals and issues to address in the Redevelopment Plan Update

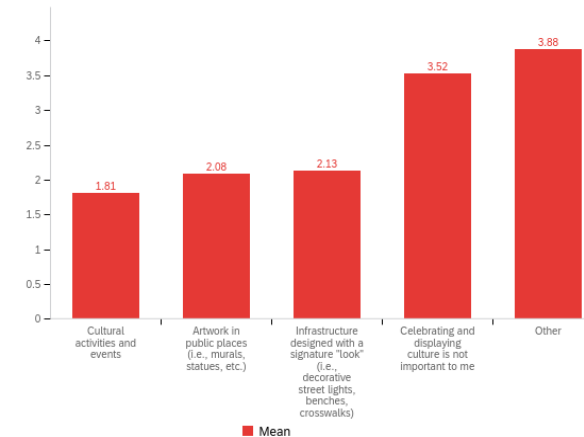


Survey is available:  
<https://immokaleecra.com/>

Lowest value = Highest ranking



Lowest value = highest ranking



# What we've heard...

## Culture

- 255 survey participants
- Very positive response to **funding events & celebrating culture**
  - 68% support a look and feel to celebrate different styles & cultures
- What is your culture: Mexican (56%), Immokalee native (14%)
- Most needed services: Housing related services (20%) & education/training (16%)
- Immokalee is safe but could use improvements (79%)
- 60% do not perceive Immokalee as a place of opportunity
- 74% support a public use on the CRA property @ W Main St and S 9<sup>th</sup> St



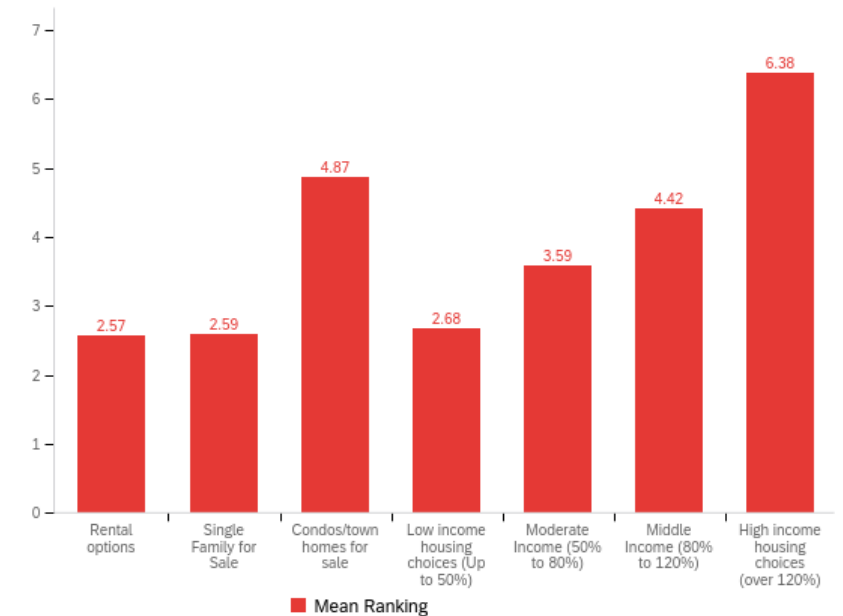


# What we've heard...

## Housing

- 140 survey participants
- 60% live in satisfactory housing
- 45% indicate their home needs significant repair
- 86% feel safe in their neighborhood
- Lighting would help neighborhood feel safer (44%)
- Most needed housing options: Rentals, single family & low income housing choices

Lowest Value = Highest Ranking



# What we've heard...

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## Economic Development

- 89% have shopped, dined, or received services at a business on **Main Street** within the last 12 months
- 73% of respondents are interested in training or higher education opportunities
- Biggest barriers for training & education:
  - Day/time of available classes (39%)
  - Tuition costs (33%)



# What we've heard...

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## Transportation & Infrastructure

- *16 survey participants*
- Preferred improvements:
  - High frequency bus service (bus come more often)
  - Expanded bus service hours (earlier and later service hours)
- 82% prefer sidewalks on both sides of the street (vs sidewalks on one side)
- 73% are willing to donate an easement for sidewalk or drainage improvements
- Flooding occurs often (80%) (**New Market Road** identified by majority)



# Next Steps



# Focus Group Meetings: Validate These Redevelopment Themes

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- Celebrate Culture
- Prioritize Recreation Facilities
- Promote Economic Development
- Improve Community Facilities
- Improve Housing Conditions and Expand Housing Options
- Provide Safe and Convenient Mobility Options
- Promote Ecotourism and Agrotourism
- Improve Drainage and Lake Trafford Water Quality



# Validate/Update Redevelopment Goals



Culture

- Highlight the diverse cultures of Immokalee by promoting community events and adding unique cultural identifiers in public open spaces and streetscapes.



Recreation

- Provide adequate levels of service for all age groups through increased public investment to maintain existing facilities and to plan and fund new facilities.



Economic Development

- Direct public Investment to promote business development, strengthen opportunities for job training and post-secondary education, and continue developing Immokalee Airport's role as a center for aviation and business development.



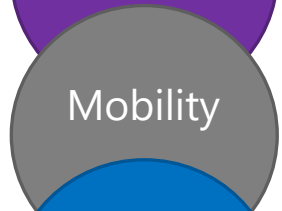
Community Facilities

- Encourage public investment in public realm improvements and implement regulatory standards for private development to enhance community character.



Housing

- Expand housing affordability and home ownership opportunities through increased housing choices and through assistance programs to rehabilitate dilapidated residential units.



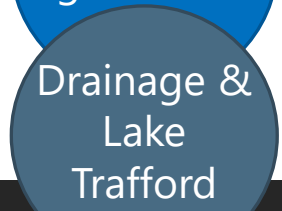
Mobility

- Provide road improvements for connectivity to accommodate pedestrians, bicyclists, vehicles and transit with focus on enhancing safety and filling gaps in the existing networks.



Ecotourism & Agrotourism

- Provide opportunities for capturing the tourist trade by creating eco-tourism opportunities at Lake Trafford, Peppers Ranch, and Roberts Ranch as well as agritourism opportunities.

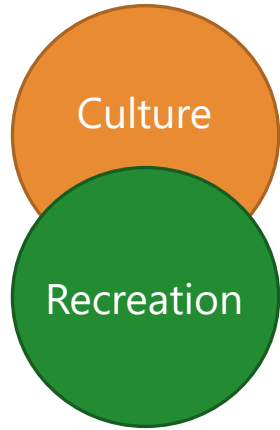


Drainage & Lake Trafford

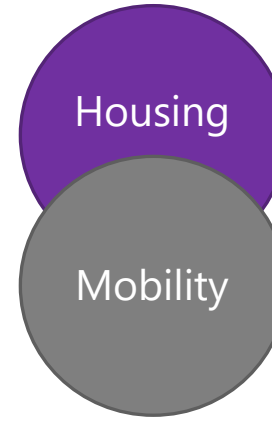
- Direct investment in public infrastructure to address drainage issues and to support water quality initiatives so Lake Trafford endures as a sustainable natural and recreational amenity.

# Next Steps – Focus Groups

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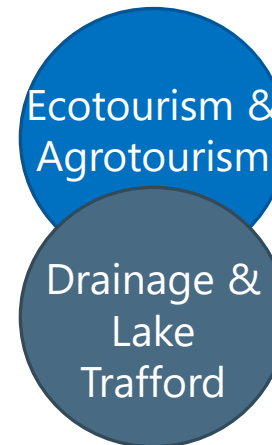
April 13, 2021  
@ 6:00 p.m.



April 20, 2021  
@ 6:00 p.m.



April 27, 2021  
@ 6:00 p.m.



May 6, 2021  
@ 6:00 p.m.

# Next Steps – Redevelopment Plan

Online public survey & Community Kick of Meeting

March/April 2021

**NEXT** →

Goal Validation Focus Group Meetings  
CRA AB Workshop with Framework Maps  
**Develop Capital Project List for CRA funding**

April/May 2021  
May 2021

← **NEXT**

Redevelopment Plan Update drafting

Summer 2021

Community Review Meeting &  
CRA AB endorse Draft Redevelopment Plan  
Planning Commission  
Board of County Commissioners adoption  
Final Completion date

September 2021  
Oct – Nov 2021  
Dec – Jan 2022  
March 31, 2022



# Contacts

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<https://immokaleecra.com/>

