



## Public Meeting Summary

### **Winter Haven Recreational and Cultural Center: Florence Cilla CRA Advisory Committee Update**

Monday, April 11, 2022 5:00 p.m.  
Winter Haven City Hall  
451 Third Street NW

- Organizations Represented:** Florence Villa CRA Advisory Committee
- Additional Citizens in Attendance:** Approximately 30-35 residents in attendance
- City Staff in Attendance:** Julie Adams, Scott Eilers, Andy Palmer, Mike Herr, T. Michael Stavres, Christine Samuel, Charlie Bird, Katrina Hill, Eric Labbe, Deena Ware, Brandon Richard, David Brannan, John Murphy, Allen Weeks
- Elected/Appointed Officials Present:** Nathaniel Birdsong, Brian Yates

#### **Meeting Summary:**

The purpose of the meeting was to provide an update to the Florence Villa CRA Advisory Committee specific to the Winter Haven Recreational & Cultural Center Improvement Project. T. Michael Stavres gave an approximately 20 minute presentation (attached) which highlighted the following:

- a. History of existing building
- b. Project history and budget
- c. Relevance to the FV-CRA Plan Update
- d. Option for improving the entire site based on 2019 Feasibility Study
- e. Mood Boards
- f. Renovation challenges and benefits of redevelopment
- g. Next Steps

Comments from Committee Members included:

- Need to continue recognition of Jim Tugerson in some form (either at WHRCC or Lake Maude or both). Stavres provided comments on need to pay homage to significant people places events in the history of Florence Villa and Northeast Winter Haven.
- Confirmation requested on the budget and its capacity to fund the entire redevelopment. Stavres confirmed the budget includes the full site with contingency factored in.

- Stavres commented throughout the presentation that the building was not yet designed or even conceptualized; there would need to be significant interface with the community in that process; however, the first decision to be made is whether to build new or renovate the existing facility.

**Upcoming Actions:**

1. PR&C Staff will coordinate a public meeting the week of May 9, 2022 at the WHRCC to gain additional input on the redevelop vs. renovate question. The presentation from the FV-CRA Advisory Committee Meeting will again be shared.
2. A second meeting to gather public input will be held the week of May 23, 2022 at the WHRCC.
3. A recommendation on how to proceed will be presented to the City Commission in June 2022.

**Anticipated Next Meeting(s):**

- Community Presentation #1 – Week of May 9, 2022 (WHRCC)
- Community Presentation #1 – Week of May 23, 2022 (WHRCC)



# Winter Haven Recreational & Cultural Center Improvement Project

Florence Villa CRA Advisory Committee Update  
April 11, 2022

# Winter Haven Recreational & Cultural Center

## EXISTING PROPERTY & FLOOR PLANS



- Opened in 1974
- Existing Building Size:
  - 13,134 sf - general
  - 7,160 sf - gymnasium
- Major Renovations over past 20 years:
  - Pool Renovation
  - Gymnasium Lighting, Ceiling, Flooring, and Bleachers
  - Ball Field Enhancements
  - New Playground
  - Roofing
  - General Aesthetics

# Project History

## 2017

- In response to patron feedback, efforts to expand and improve the existing fitness facilities were identified by staff as a priority project.

## 2018

- Funding (\$1.5 Million) for fitness center and ADA improvements is included in a multi-year capital improvement scheduled associated with a city-wide millage increase.
- Florence Villa CRA Advisory Committee begins efforts to update the CRA Plan; Community input sessions further highlight desire of stakeholders to improve recreation opportunities including the Winter Haven Recreational & Culture Center.

# Florence Villa CRA Plan Update

*"Most of the services needed for the residents of Florence Villa are recreational services, programs for Senior Citizens, business incubators to help people start businesses, and mentoring programs for young children and teens." (p.40)*

*"Participants would like to see an events or venue space where more cultural activities are held and where people can get together." (p. 40)*

Key issues identified include (need for a) public library, centralized community center, no basketball facilities, and event space. *"If it's old, tear it down." (p.46)*

## Constituent Issues Basis for the Community Redevelopment Plan

An essential component of the framework of a Community Redevelopment Plan are the key issues identified by the residents, property owners, business owners, and others whose lives are intimately tied to the Community Redevelopment Area. Nobody has more insight about the area than these vitally important constituents. As part of the process of updating the Florence Villa Community Redevelopment Plan, the CFRPC staff has placed particular emphasis on soliciting input and participation from the constituents for which the Community Redevelopment Plan is being created.

### Constituent Engagement

CFRPC staff conducted community workshops to identify key issues related to the Florence Villa Community Redevelopment Plan update. Each workshop resulted in valuable input to guide the development of the Plan.

Community Workshop Summary – 11/8/18, Winter Haven Recreational & Cultural Center



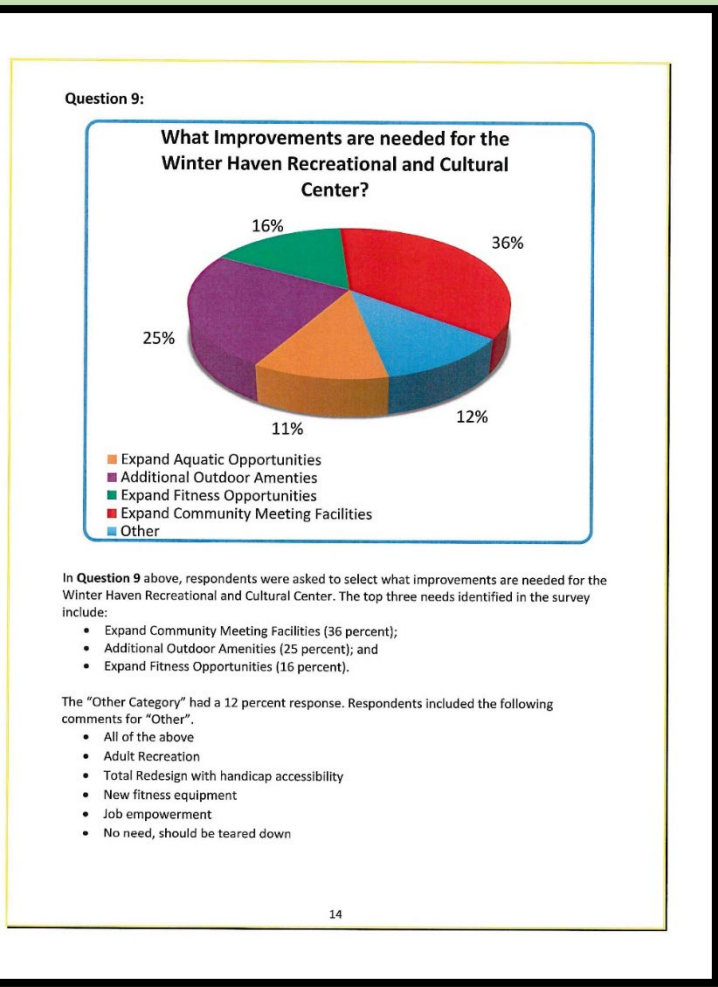
The public workshop took place on Thursday, November 8, 2018 at the Winter Haven Recreation and Cultural Center. The meeting had approximately 58 attendees, which included City of Winter Haven elected officials, Florence Villa CRA Board members, local business owners, and Florence Villa residents. The meeting was opened by Winter Haven Mayor Pro Tem and Florence Villa area resident, Nat Birdsong. CFRPC staff presented the CRA historic background information, explained the project's purpose and what projects have been accomplished in the area since the

# Florence Villa CRA Plan Update

## Goal #5: Improve Community Programs, Parks and Recreation (p.48)

Objective – Improve the Winter Haven Recreational and Cultural Center

## Community Survey – Question #9: What improvements are needed at the Winter Haven Recreational and Cultural Center?



- Expanded Meeting Facilities 36%
- Additional Outdoor Amenities 25%
- Expanded Fitness Opportunities 16%
- Other 12%

*("total redesign with handicap accessibility; no need, should be [torn] down" p. 14)*

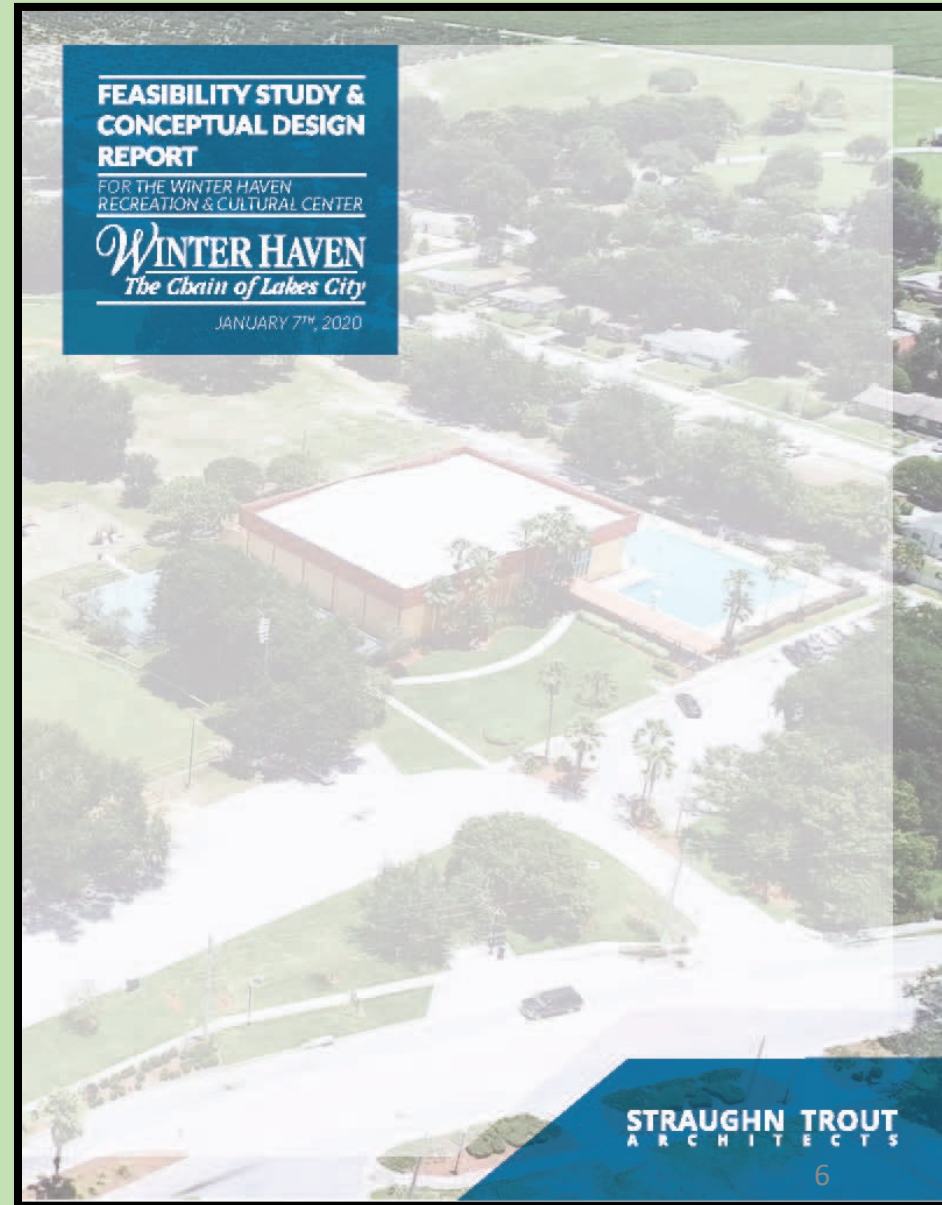
# Project History

2019

- City Commission authorizes Straughn Trout Architects to complete a feasibility and spatial analysis study.

2020

- In response to needs identified in Straughn Trout study, the project budget is increased from \$1.5 Million to \$5.2 Million.



# Project History

2021

- In consideration of potential to address site amenities beyond just the building, the project budget is increased to **\$9.88 Million**.

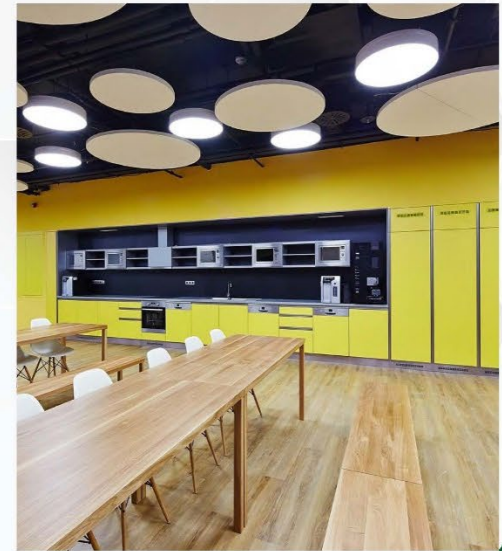
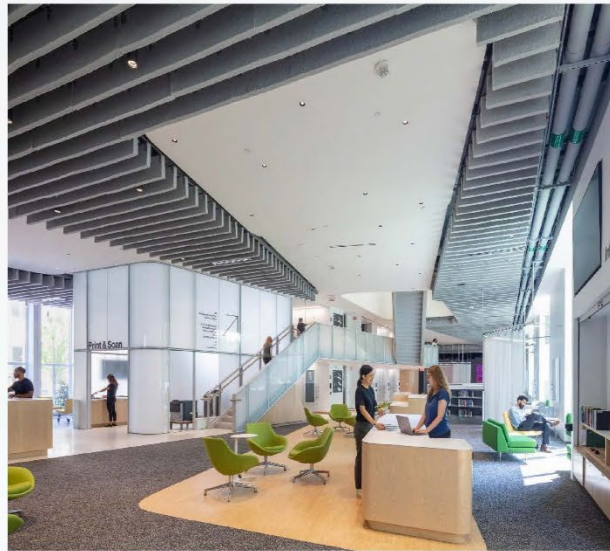
2022

- Project budget is increased to **\$14.12 Million** to account for opportunity to build everything new and address current fluctuations in construction industry costs.

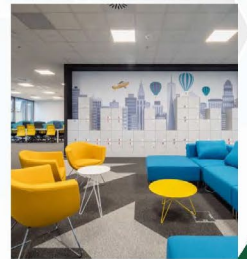
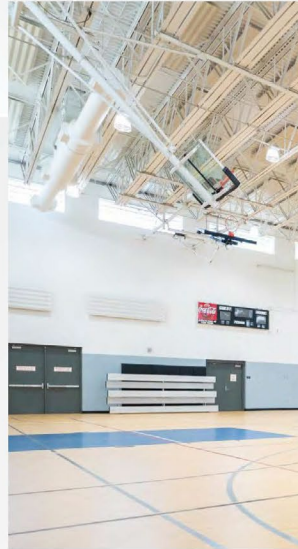
# Comparison of Existing Building to Proposed

|                    | Existing Building  | Proposed Building   |
|--------------------|--|---|
| SIZE               | 20,294 sf <ul style="list-style-type: none"> <li>• General Areas 13,364sf</li> <li>• Gymnasium 7,160 sf</li> </ul>   | 37,000 sf <ul style="list-style-type: none"> <li>• General Areas 20,000sf</li> <li>• Gymnasium 17,000sf</li> </ul>  |
| INTERIOR AMENITIES | <ul style="list-style-type: none"> <li>• Single Gymnasium</li> <li>• Recreation Programming Space</li> <li>• Fitness Center</li> <li>• Computer Lab</li> <li>• Kitchen</li> <li>• Support (offices, restrooms, storage)</li> </ul> | <ul style="list-style-type: none"> <li>• Double Gymnasium (multi-use)</li> <li>• Recreation Programming Space</li> <li>• Fitness Center</li> <li>• Community Meeting Space</li> <li>• Library / Technology Area</li> <li>• Business Support Area</li> <li>• Kitchen (caterer)</li> <li>• Support (offices, restrooms, storage)</li> </ul> |
| EXTERIOR AMENITIES | <ul style="list-style-type: none"> <li>• Swimming Pool</li> <li>• Playground</li> <li>• Outdoor Sport Court</li> <li>• 2 Baseball Fields</li> <li>• Open Space</li> </ul>  | <ul style="list-style-type: none"> <li>• New Swimming Pool</li> <li>• Splashpad</li> <li>• New Playground</li> <li>• Outdoor Sport Court</li> <li>• 1 Baseball Field</li> <li>• Open Space</li> </ul>   |

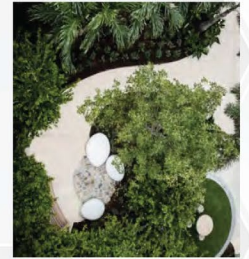
# COMMUNITY ACTIVITIES & PRODUCTIVITY



# INDOOR RECREATION & PROGRAMMING



# OUTDOOR AMENITIES & OPEN SPACE



# Renovation Challenges

- Buildings such as WHRCC are typically designed to a 50 year life cycle.
- Feasibility Study & Assessment identified a number of building deficiencies:
  - Need for new mechanical systems (HVAC, plumbing, electrical, data)
  - Existing building was not required to install a fire suppression system when constructed
  - Gym floor sub slab is deteriorating due to age
  - ADA standards were not in place at the time the building was constructed (ADA was not adopted until 1990)
- Existing walls and beams limit opportunities to efficiently expand the current structure.



(Example of existing building structure)

# Redevelopment

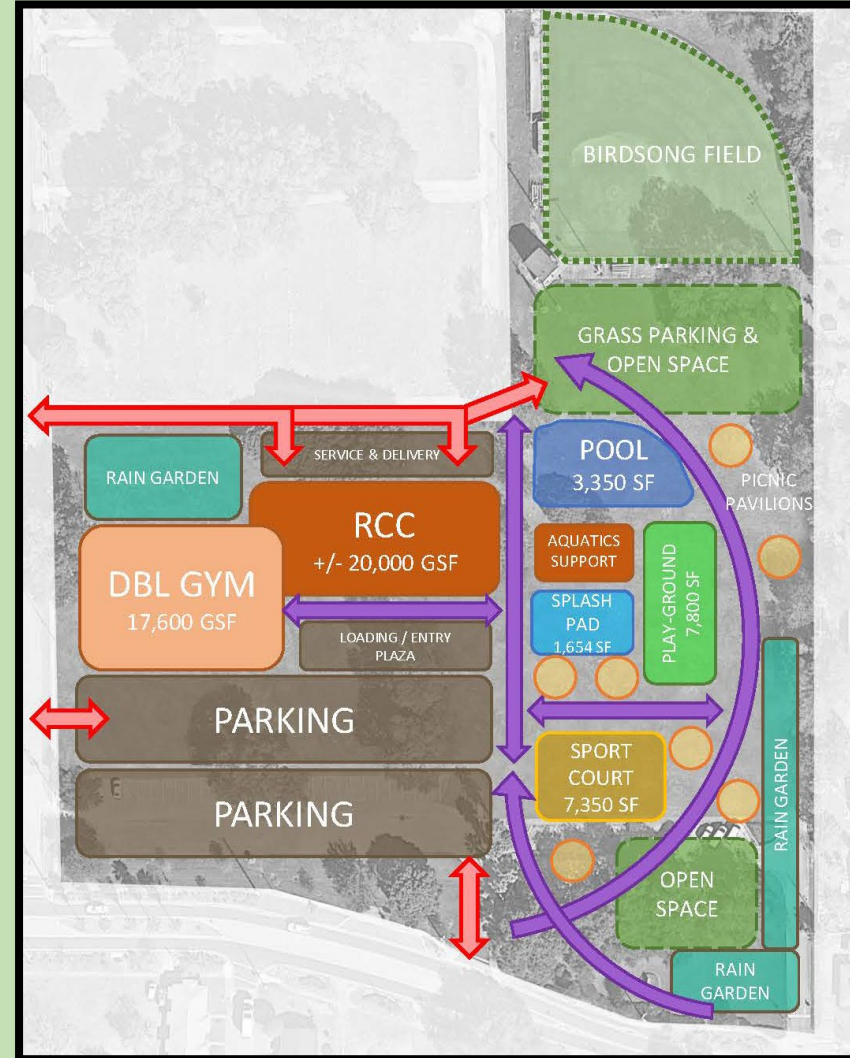
- Current budget of \$14.12 Million can accommodate a full campus redevelopment.
- New construction allows for a modern, state of the art design. This will allow for more flexible and efficient spaces.
- Building MEP systems above and below ground will be new and efficient and designed to function with one another.
- Ability to ensure proper mobility and ADA access throughout the facility.
- Feedback on design / layout is not constrained by existing building location, major structural and mechanical components which can't be moved, or other onsite amenities that would otherwise minimize opportunities for an expanded footprint.
- Any effort to improve the site/building either through renovation or new construction should incorporate appropriate homage to historical events and people significant to Florence Villa and Northeast Winter Haven.

# Building Renovation based on Existing Layout

# Full Site Redevelopment Spatial Concept

LONG RANGE MASTER PLAN

WINTER HAVEN  
The Chain of Lakes City





Literary Walk  
SITE FEATURE

EXISTING LAWN / GRASS  
PLAYFIELD

PROPOSED TREE BUT  
SERVICE DRIVE

OUTDOOR LAWN / S.  
GRASS

EXISTING POOL

PROPOSED SPLASH

EXISTING DRIVE

PROPOSED PARKING

EXISTING PRIME I

PROPOSED "VERTICAL"  
TREE BUFFER

EXISTING TREE CANOPY

GREAT  
LAWN

EXISTING PICNIC  
SHELTER

PROPOSED SLIDE GATE  
& FENCE

FIXED  
GAME  
TABLES

COVER

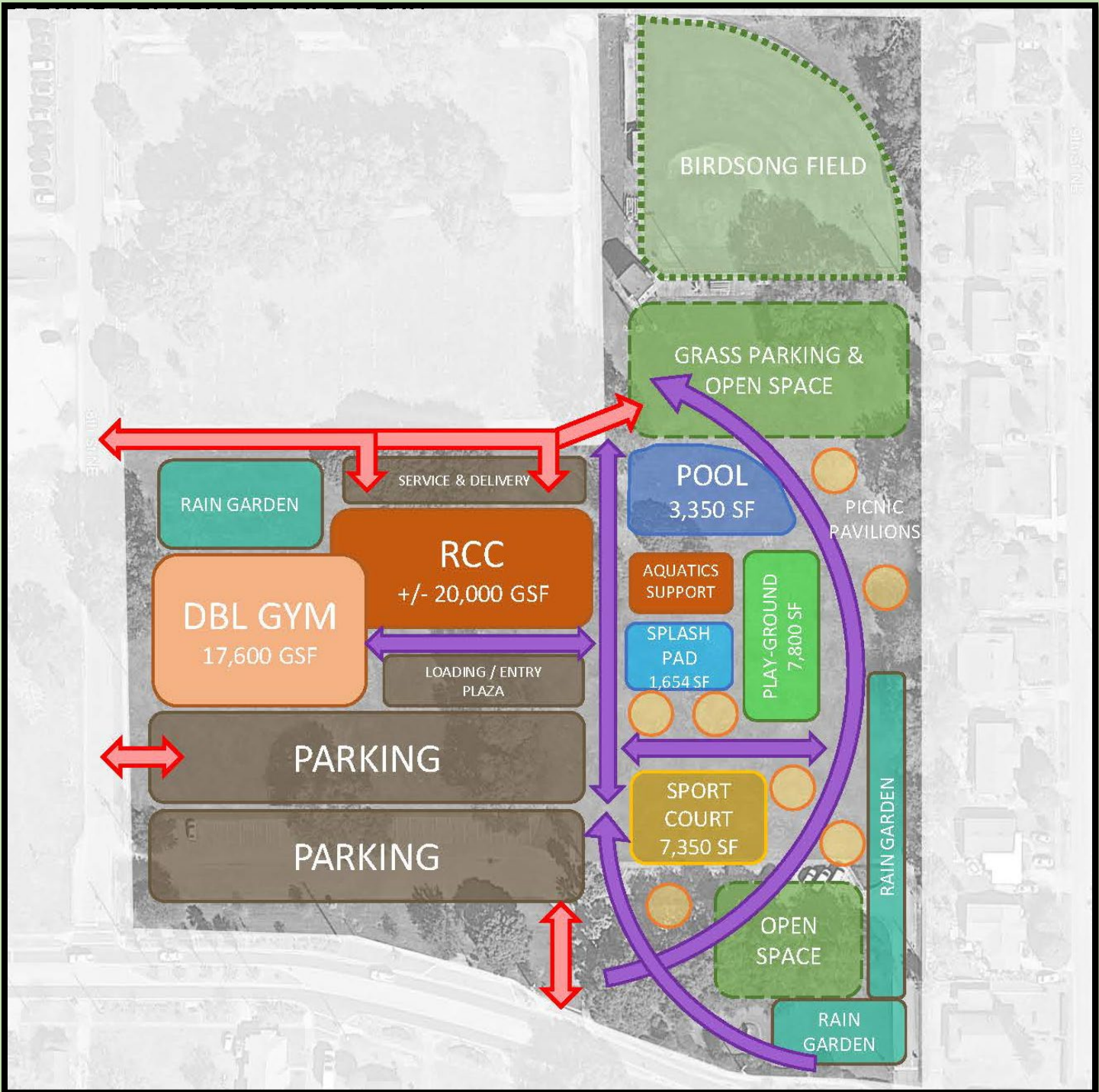
EXISTING  
BUILDING

ADDITION

PROPOSED  
PLAYGROUND

ENTRY

PROPOSED  
SIDEWALK  
EXTENSION



# Next Steps

- Schedule Spatial/Master Plan Public Feedback Open House
  - This will take place in the next 4-5 weeks at WHRCC.
  - Primary Goal: Renovate Existing Building or Pursue New Construction of Entire Site
  - Refine Spatial/Master Plan based on feedback.
- Full design and permitting process - 7-10 months
- Community Engagement Updates throughout Design Process
- Construction – 12 months (anticipated to start in early 2023)