



# 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



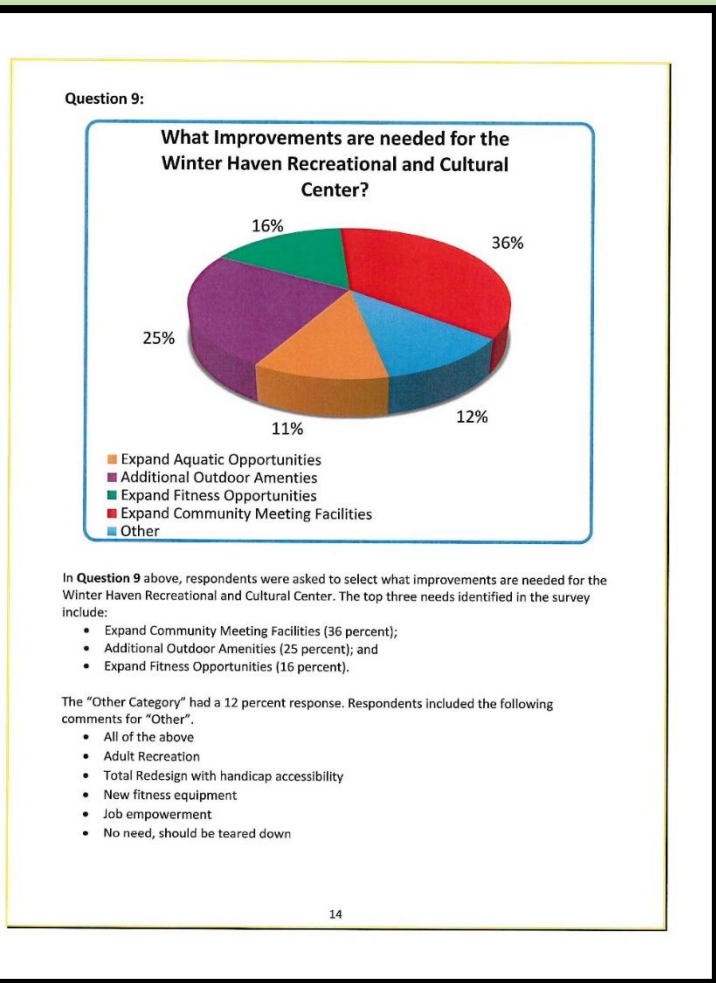
The public workshop took place on Thursday, November 8, 2018 at the Winter Haven Recreation and Cultural Center. The meeting had approximately 58 attendees, which included City of Winter Haven elected officials, Florence Villa CRA Board members, local business owners, and Florence Villa residents. The 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)*

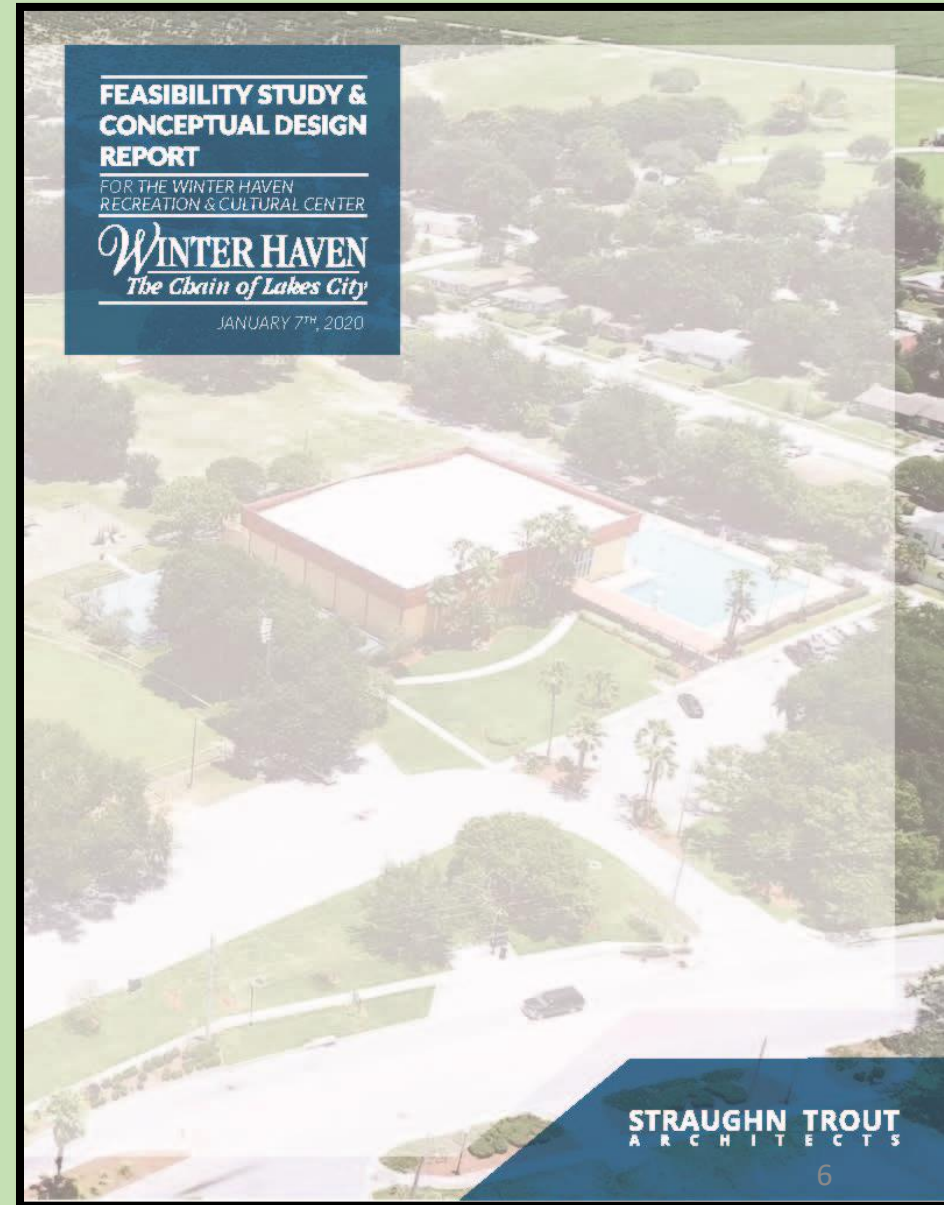
# Project History

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**.

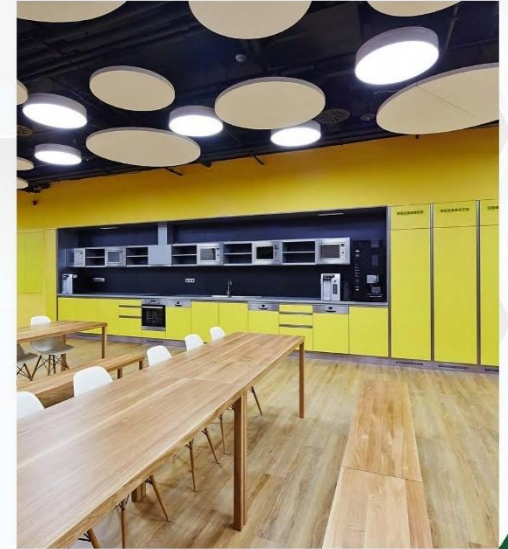
2022

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

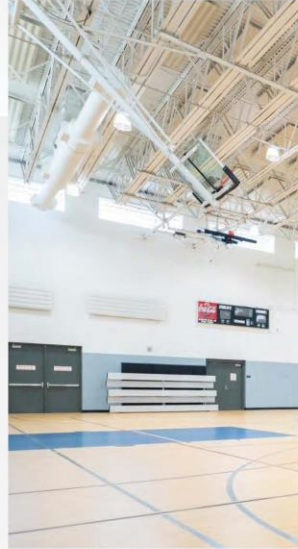
# Comparison of Existing Building to Proposed

	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>

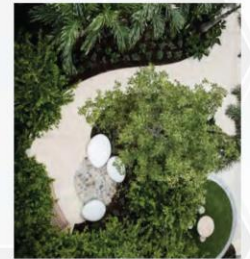
# COMMUNITY ACTIVITIES & PRODUCTIVITY



# INDOOR RECREATION & PROGRAMMING

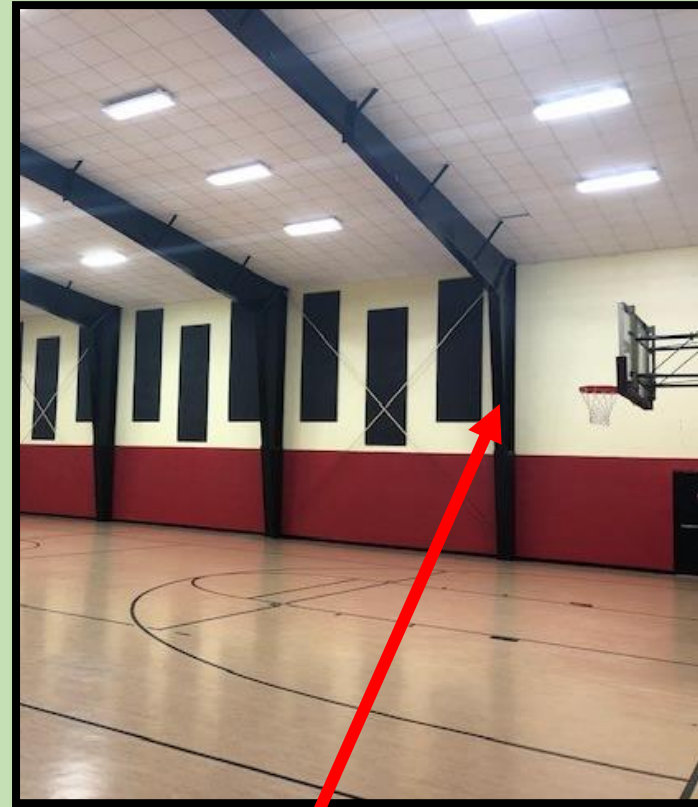


# OUTDOOR AMENITIES & OPEN SPACE



# 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

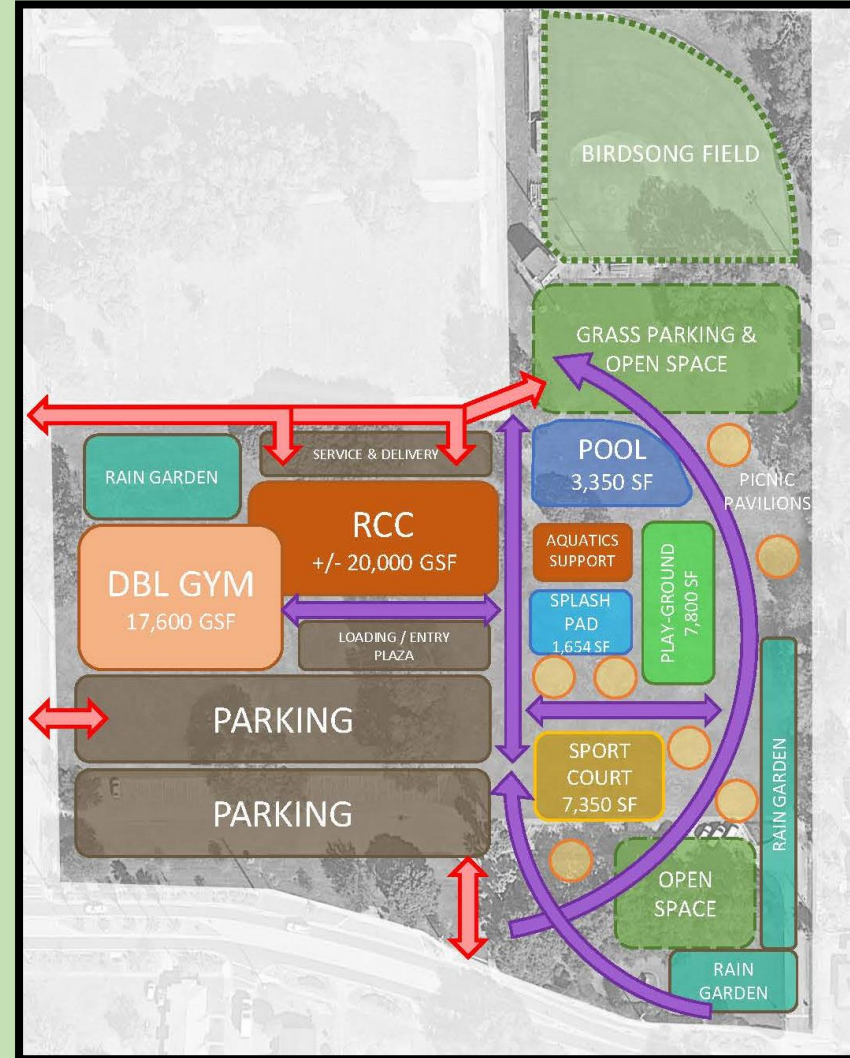
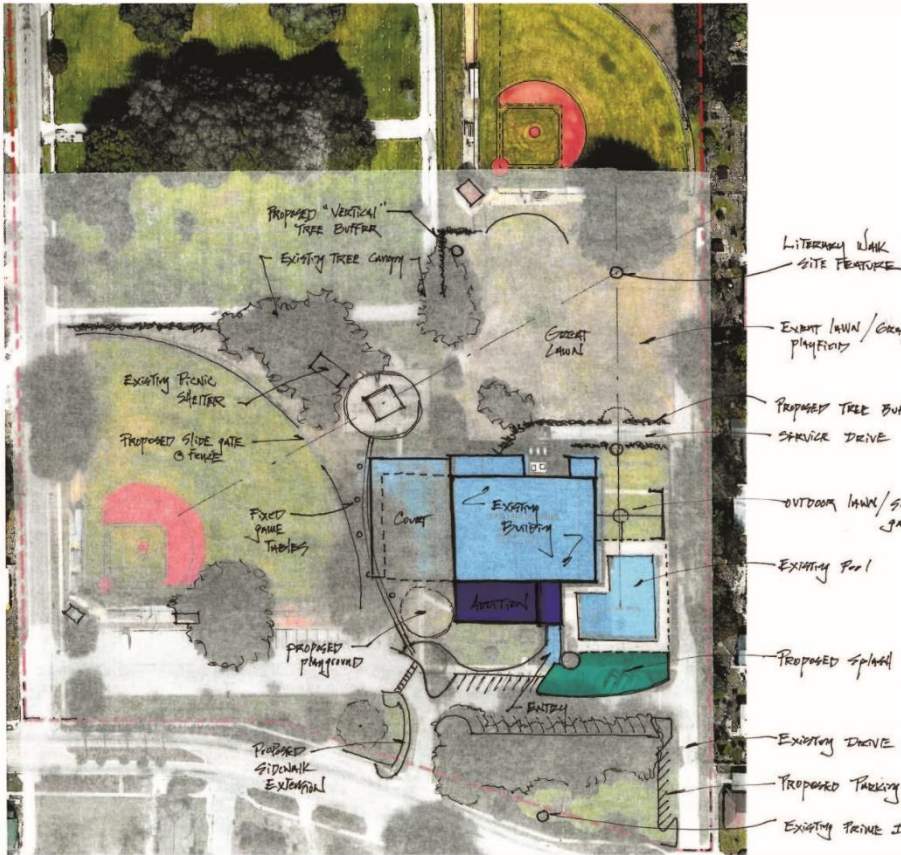
- Current budget of \$14.12 Million can accommodate a full campus redevelopment.
- New construction allows for a modern, state of the art design. This will allow for more flexible and efficient spaces.
- Building MEP systems above and below ground will be new and efficient and designed to function with 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

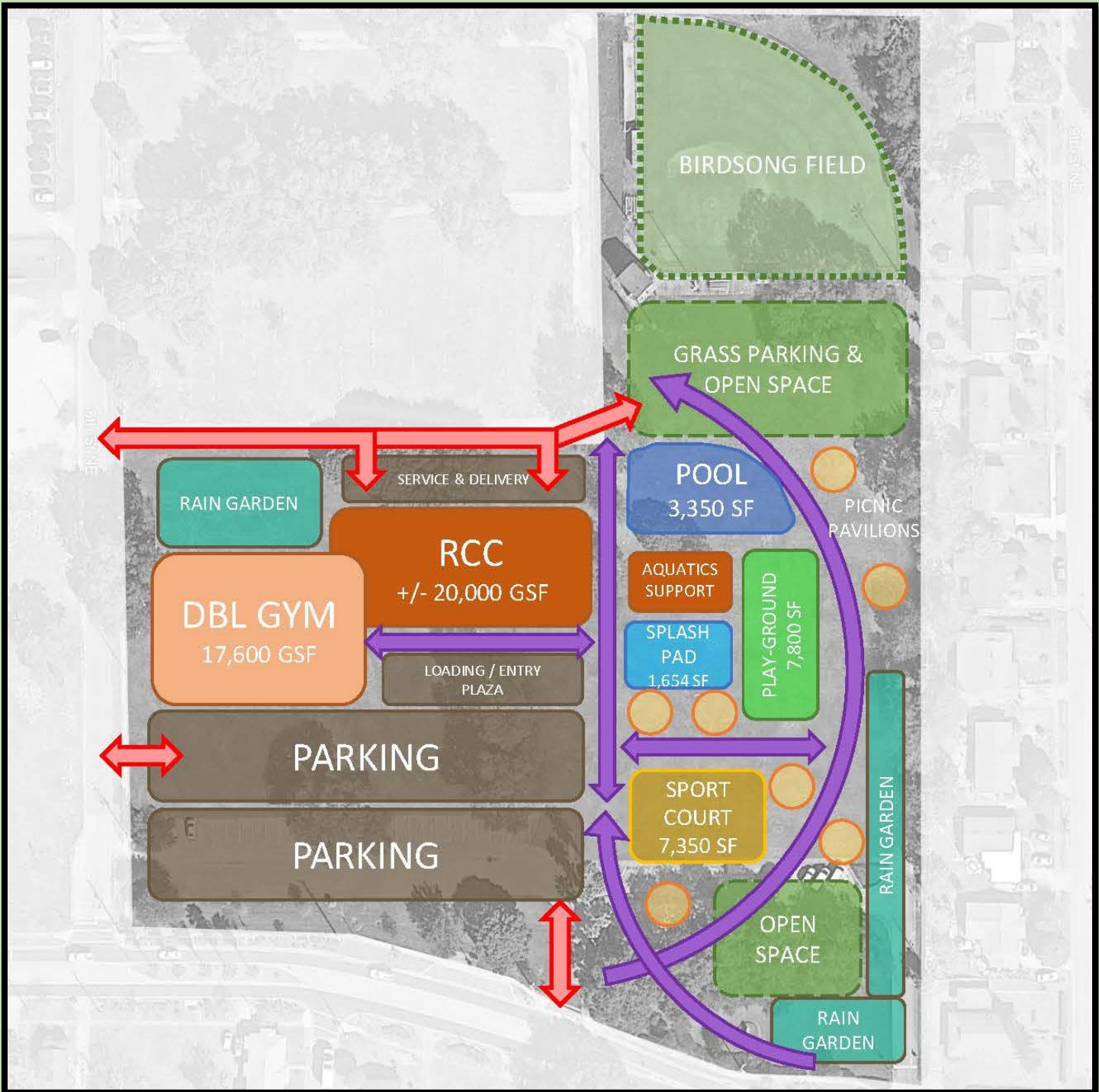
LONG RANGE MASTER PLAN

WINTER HAVEN  
The Chain of Lakes City





- PROPOSED "VERTICAL" TREE BUFFER
- EXISTING TREE CANOPY
- GREAT LAWN
- LITERARY WALK SITE FEATURE
- EXISTING LAWN / GRASS PLAYFIELD
- EXISTING PICNIC SHELTER
- PROPOSED TREE BUT SERVICE DRIVE
- PROPOSED SLIDE GATE & FENCE
- FIXED GAME TABLES
- EXISTING BUILDING
- ADDITION
- EXISTING POOL
- OUTDOOR LAWN / GRASS
- PROPOSED PLAYGROUND
- PROPOSED SPLASH
- PROPOSED SIDEWALK EXTENSION
- EXISTING DRIVE
- PROPOSED PARKING
- EXISTING PRIME I



# 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)