

City of Zephyrhills
Community Vision Plan
May 2002

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Plan may be reviewed at www.tbrpc.org/zvision

INTRODUCTION

**“Never doubt that a small group of thoughtful, committed citizens can change the world. In fact, it’s the only thing that ever has.”
Margaret Mead**

Over a three day period 62 citizens and city officials from Zephyrhills took this quote to heart to actively participate in three public visioning sessions. The purpose of the meetings was to provide opportunity for citizens to share their ideas of where the City of Zephyrhills should be going and what its vision should be. At its conclusion, the participants had identified a vision statement, six vision objectives and numerous implementation strategies.

Vision Statement

Zephyrhills is a friendly community which respects and embraces its past and heritage, values the diversity of its residents, and encourages economic growth and development while retaining its small town, neighborly charm.

Objectives

Once the six objectives had been identified, the strategies were grouped according to the following:

- Short-term - 12 months or less/little or no fiscal impact
- Mid-term - 12 to 24 months/some fiscal impact; and
- Long-term - 24 months or more/will have fiscal impact.

At the conclusion of Session III, the participants were asked to vote for their most important objective as represented by the following.

Development of a Multi-purpose Civic Center

Short-term/Mid-term

- Conduct inventory of existing public/private facilities to determine space availability
- Conduct feasibility study of options regarding location/funding of a new multi-purpose civic center, including:
 - Incorporating concept into expansion of existing Library and retrofitting existing City Hall;
 - Locating between Zephyrhills and Dade City
 - Partnership with Wesley Chapel/Saddlebrook

Long-term

- Begin construction of multi-purpose civic center with the following characteristics:
 - Occupancy of 400+
 - Contain breakout/reception/board/executive rooms
 - Contain fully functional performing arts stage (i.e., lighting, drops, and sound system)
 - Contain kitchen
 - Can be used as a public shelter
 - Contains youth activity rooms/activities
 - Adequate storage
 - Located in an area that does not have drainage/flooding problems
 - Contains art exhibit space
 - Consider co-locating with public school(s)
 - Depending on site size, contain passive/active recreational facilities
 - Run by full time center manager



Implement a Neighborhood Planning Process to maintain the small town character of the City through preservation and enhancement of its neighborhoods

Short-term/Mid-term

- Hire Public Information/Neighborhood Planner to act as liaison between neighborhoods and the City
- Review codes and as necessary, with particular emphasis on ensuring compatibility of uses
- Active code enforcement efforts
- Identify and define neighborhood boundaries

Long-term

- Develop neighborhood plan which takes into consideration such characteristics of Traditional Neighborhood Design
- Implement neighborhood plan



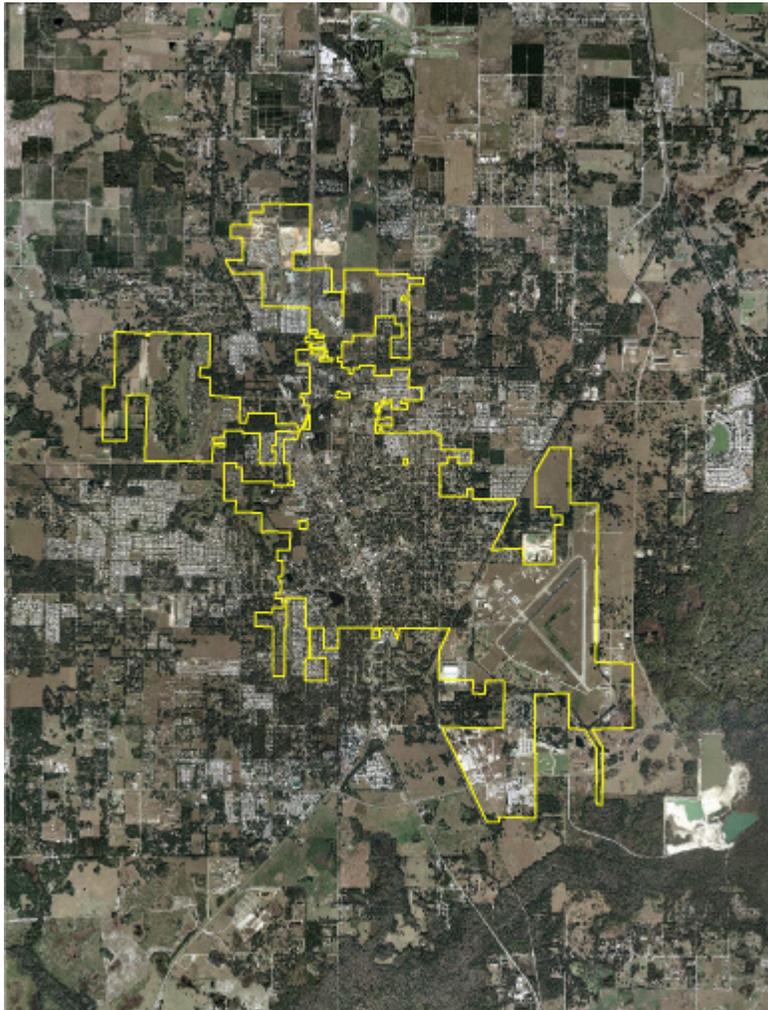
Establishment of a rational municipal boundary

Short-term/Mid-term

- Continuation of programs which ensure pro-active planning, public/private coordination, and ensures opportunities for managed growth
- Enter into an agreement with the City of Dade City and Pasco County to pursue the development of a corridor plan for US 301 between the two cities
- Ensure active communication between the City and Pasco County with regards to development within the planning area
- Development of a 301 corridor plan between Zephyrhills and Dade City developed in cooperation with Zephyrhills, Dade City, Pasco County, and FDOT

Long-term

- Implementation of the 301 corridor plan



Continued recognition that the provision of services for City residents demands the maintenance of active coordination between the City, County, and private providers of services

Short-term/Mid-term

- Continue active participation in the quarterly meetings of the Municipal Association of Pasco
- Maintain active participation in the Pasco County Local Mitigation Strategy program
- Establish regular quarterly meetings between representatives from the public safety and public works departments of Pasco County and its municipalities to discuss common concerns/issues
- Establish citizens committee to monitor the adequacy/availability of programs which provide services to the city
- Work with the Pasco County Animal Control to:
 - Improve coordination of services and response
 - Locate appropriate signage throughout the city (i.e., leash and “poop” laws)
 - Locate “no kill” shelter in eastern Pasco County
- Work with Pasco County Disaster Preparedness, School Board, Red Cross, and other appropriate agencies to increase the number of shelters for city residents

Long-term: None



Recognition of the diverse nature of the City’s population and ensure opportunities for the active engagement of all citizens in the activities of the community (Community Spirit)

Short-term/Mid-term

- Establish 12 @ 12 monthly lunch with City Manager and Chamber President - invite 10 business and civic leaders
- Continue to provide opportunities for the public to become engaged in municipal activities
- Conduct quarterly “Town Hall” meetings
- Better marketing of the Founder’s Day Festival
- Better use of newspaper to provide public information
- Hire Public Information Officer/Economic Planner
- Enhance opportunities for dispersing public information by use of
 - Web page which makes available Council agenda, code/ordinances, events
 - Investigate possibility of students at Zephyrhills High School maintaining web page
 - Community access television
- Establish a Hotline for information regarding “whose in charge”

Long-term: None



**Expand opportunities for economic growth and diversity
while maintaining the community's small town character**

Short-term/Mid-term

- Continue to seek and secure a wide variety of grants
- Use Pasco Economic Development Council to identify suitable targeted industries
- Hire development consultant to implement USF redevelopment concept
- Develop incentives for business development in downtown area and incorporate into Code of Ordinances and Comprehensive Plan, as appropriate

Long-term:

- Implementation of USF downtown redevelopment plan



PROCEEDINGS

SESSION I, APRIL 30, 2002

The first session was dedicated to issue identification developed through the answering of the following questions: What do you think are the City of Zephyrhills' Strengths/Opportunities and Weaknesses/Threats? The result of this exercise was the identification of 60 individual issues, 33 strengths/opportunities and 27 weaknesses/threats.

STRENGTHS/OPPORTUNITIES IDENTIFIED

(Number in parenthesis indicates number of votes received)

- Good public safety in and out of city/good city services (14)
- Water (14)
- Pro-active planning/public/private coordination/opportunity for managed growth/preserve natural environment (12)
- Good medical facilities (11)
- Affordability (i.e., low tax structure/housing) (7)
- Small town feeling (6)
- Accessible government officials and staff (5)
- Salvageable downtown district/expansion possible/not destroyed or abandoned (5)
- Good employment opportunities (5)
- Variety of recreational facilities (i.e., Zephyr and Shepard Parks) (4)
- Youth programs (3)
- Room for commercial growth (2)
- YMCA (2)
- Good road maintenance program (2)
- Get everything without going far (2)
- Good schools (programs/locations) (2)
- "Sleeper" industries (opportunities) (2)
- Pedestrian friendly (good sidewalks) (2)
- Manageable traffic (1)
- Human capital (untapped)/diverse population (1)
- Arts and culture - pursue a venue (1)
- Seasonal residents (financial impact) (1)
- Undeveloped land (i.e., airport, commercial) (1)
- Low crime (1)
- Agriculture programs for youth (1)
- Diversity of churches (1)
- Good library system (1)
- Quiet (0)

- Senior center (0)
- Tourist club (0)
- Accessibility (0)
- Friendly/neighborly atmosphere (0)
- Hospital wellness center (0)

WEAKNESSES/THREATS IDENTIFIED

(Number indicates number of votes received)

- Convoluted city limits/lack of annexation planning (12)
- Review of city codes and enforcement/"zoning" - adjacent incompatible uses (11)
- Concerns with potable water availability/potential environmental damage (11)
- No large group meeting facility (100+)/arts and culture venue (9)
- Lack of community involvement/pride/segregated community/reluctance to accept change (7)
- Infrastructure cannot handle seasonal residents (7)
- Lack of social planning (especially for children)/need for agency coordination (5)
- Lack of disaster preparedness/lack of shelters (5)
- Need more jobs/economic development/airport not fully utilized (5)
- Lack of urgent care (5)
- Lack of animal control (5)
- Brownouts (4)
- Not pedestrian friendly (2)
- Lack of access to county/private services in eastern county (2)
- Need for better city/county coordination (i.e., fire and flood control) (2)
- Festival Park (2)
- US 301/SR 54 intersection (2)
- Lack of signage to city facilities (2)
- Lack of roller blade/skateboard facilities
- Lack of diversity of housing for permanent residents (1)
- Inadequate turning on/off of US 301 (1)
- More family oriented businesses downtown (1)
- Lack of public transportation (0)
- Size of library (0)
- Need more affordable summer youth programs (0)
- Lack of sidewalks in residential areas (0)
- Preference to seasonal residents (0)

Upon completion of this exercise, the participants identified which issues were of greatest importance to them. This resulted in the following list:

1. Convoluted city limits/lack of annexation planning

2. Pro-active planning/public/private coordination/opportunity for managed growth/preserve natural environment
2. Review of city codes and enforcement/"zoning" adjacent incompatible uses
2. Need more jobs/economic development/airport not fully utilized
3. Lack of urgent medical care facilities
4. Good public safety in and out of city/good city services
4. Lack of community involvement/pride/segreated community/reluctance to accept change

When the 60 individual issues were later examined, it was found that they could be grouped into three categories. The first are Value Statements or things that the City wants to maintain and/or improve. Next, were the five general theme areas of growth management, public facilities, city/county coordination, community spirit, and economic development. The third grouping, called the Issue Bin, contained those issues which are important to the City, but can not be categorized as either a theme or value statement.

VALUE STATEMENTS

- Good public safety in and out of city/good city services
- Water as an asset
- Good medical facilities
- Affordable (i.e., low tax structure/housing)
- Small town feeling
- Accessible government officials and staff
- Variety of recreational facilities (i.e., Zephyr and Shepard Parks)
- Good city road maintenance program
- Get everything without going far
- Low crime
- Good library system
- Availability of facilities for seniors (i.e, senior center, Tourist Club, hospital wellness center)

THEMES

GROWTH MANAGEMENT

- Convoluted city limits/lack of annexation planning
- Proactive planning/public/private coordination/opportunity for managed growth
- Preserve natural environment
- Review of city codes and enforcement/"zoning" adjacent incompatible uses
- Concerns with potable water availability/potential environmental damage
- Small town feeling/quiet/friendly/neighborly atmosphere
- Lack of diversity of housing for permanent residents

PUBLIC FACILITIES

- No large group meeting facility (100+)/need arts and culture venue
- Infrastructure cannot handle seasonal residents
- Lack of roller blade/skateboard facilities
- Enlarge public library

CITY/COUNTY COORDINATION

- Youth programs (i.e., scouting, summer, agriculture)
- Lack of disaster preparedness/lack of shelters
- Lack of animal control
- Lack of social planning (especially for children)/need for agency coordination
- Lack of access to county/private services in eastern county
- Need for better city/county coordination (i.e., fire and flood control)
- Lack of signage to city facilities
- Lack of public transportation

COMMUNITY SPIRIT

- Lack of community involvement/pride/segregated community/reluctance to accept change
- Human capital (untapped)/diverse population

ECONOMIC DEVELOPMENT

- “ Sleeper ” industries (opportunities)
- Room for commercial growth
- Seasonal residents (financial impact)
- Undeveloped land (i.e., airport, commercial)
- Need more jobs/economic development/airport not fully utilized
- Salvageable downtown district/expansion possible/not destroyed or abandoned
- More family oriented businesses downtown

ISSUE BIN

- Lack of urgent medical care facilities
- Electricity brownouts
- Festival Park
- US 301/SR 54 intersection/Inadequate turning on/off of US 301

PROCEEDINGS **SESSION II, MAY 2, 2002**

The purpose of Session II was to continue to build upon the results of Session I. This was accomplished by using the five theme areas as guides to answer the question “What strategies would you choose to address the identified issues facing the City of Zephyrhills?”

THEME: Growth Management

Issues:

- Convoluted city limits/lack of annexation planning
- Proactive planning/public/private coordination/opportunity for managed growth
- Preserve natural environment
- Concerns with potable water availability/potential environmental damage

Strategies:

- Growth in unincorporated county
- 301 corridor plan between Zephyrhills, Dade City, Pasco County, and FDOT

THEME: Public Facilities

Issues:

- No large group meeting facility (100+)/need arts and culture venue
- Infrastructure cannot handle seasonal residents
- Lack of roller blade/skateboard facilities
- Enlarge public library

Strategies:

- Locate multi-purpose seating facility between Zephyrhills and Dade City - Should include:
 - Ice skating rink
 - Arts co-op and crafts
 - Skateboard and roller blade facilities

THEME: City/County Coordination

Issues:

- Youth programs (i.e., scouting, summer, agriculture)
- Lack of disaster preparedness/lack of general and special needs shelters
- Lack of animal control
- Lack of social planning (especially for children)/need for agency coordination
- Lack of access to county/private services in eastern county
- Need for better city/county coordination (i.e., fire and flood control)
- Lack of signage to city facilities
- Lack of public transportation

Strategies:

- Quarterly Municipal Association of Pasco (MAP) meetings
- Interlocal agreements for annexations
- Share offices - bring some facilities/services here
- Money split by capita
- Better communication between city emergency coordinator and Pasco County Office of Disaster Preparedness
- Improve animal control signage - enact “no-kill” area
- Interconnect mass transit with adjacent county systems

THEME: Community Spirit

Issues:

- Lack of community involvement/pride/segregated community/reluctance to accept change
- Human capital (untapped)/diverse population
- Involvement of non-city residents in planning area
- Lack of public art

Strategies:

- Public information
 - Web page with access to Council agenda, code/ordinances, events
 - Community access television
 - Hotline for information regarding “whose in charge”
- 12 @ 12 monthly lunch City Manager and Chamber President - invite 10 business and civic leaders
- Citizens councils/have a youth council
- Town hall meetings
- Involve citizens from planning area

THEME: Economic Development

Issues:

- “Sleeper” industries (opportunities)
- Room for commercial growth
- Seasonal residents (financial impact)
- Undeveloped land (i.e., airport, commercial)
- Need more jobs/economic development/airport not fully utilized
- Salvageable downtown district/expansion possible/not destroyed or abandoned
- More family oriented businesses downtown

Strategies:

- Continue to seek and secure grants
- More incentives for business development in downtown area
- Use PEDC to identify suitable targeted industries
- Economic development planner
- Expansion of water plant
 - Positive attributes:
 - Jobs are good
 - Name recognition
 - Corporate citizen
 - Clean industry
 - Willing to build new park
 - Negative attributes:
 - Noise/traffic
 - Access through neighborhoods (trucks)
 - Consumption of water
 - Loss of park

THEME: Neighborhood Planning/Aesthetics

Issues:

- Review of city codes and enforcement/”zoning” adjacent incompatible uses
- Small town feeling/quiet/friendly/neighborly atmosphere
- Lack of diversity of housing for permanent residents

Strategies:

- Redevelopment
- Must define neighborhoods
- Review codes

- Code enforcement
- Neighborhood planning
 - Neighborhood characteristics:
 - Wood frame houses
 - Small neighborhood parks
 - Traditional grid street network
 - Calm traffic
 - Connectivity
 - Sidewalks - connecting public places
 - Local examples: Silver Oaks, Silver Oaks Village, and Alpha Village
 - Area examples: Crystal Beach (Pinellas County); Hyde Park, Tampa, and old sections of Temple Terrace
- Zoning Code that encourages/maintains neighborhood characteristics

PROCEEDINGS SESSION III, MAY 7, 2002

Between Session II and III, a series of objectives were prepared based on the identified themes. When the numerous strategies were reviewed, it was found that many were applicable to more than one theme. Due to emphasis on one particular topic, it was determined that a sixth objective on neighborhood planning would be created. In terms of strategies, it was determined that they represented three distinct approaches:

In addition to the review and affirmation of the six objectives, the participants also had the opportunity to be involved in a number of exercises. The first consisted of a word association game meant to determine how the participants saw their community. Using the following associations, it was found that water, skydiving, and the Founder's Day Festival were the things that first came to people's minds when they thought of Zephyrhills.

- Strawberries are to Plant City as _____ is/are to Zephyrhills
- Sponges are to Tarpon Springs as _____ is/are to Zephyrhills
- Rattlesnake Round-up Festival is to San Antonio as _____ is/are to Zephyrhills

The second exercise consisted of an image preference survey. The participants were shown 20 slides and asked to rank them from strongly like to strongly dislike. Following this, the group was shown the top and bottom three images and asked the reasons they liked/disliked them. These included:

- **Likes**
 - Kids playing
 - Feeling of being a safe place
 - Good activity
 - Trees/shade
 - Wide roadways
 - Inviting/appealing appearance
 - Restful
- **Dislikes**
 - Bleak, stark appearance
 - Too much pavement
 - Uninviting
 - Unattractive streetscape
 - Homogeneous housing design
 - Lack of landscaping

Following are the images shown the participants and the recorded average score and comments:



1



2



3



4



5



6



7



8



9



10



11



12



13



14



15



16



17



18



19



20

IMAGE PREFERENCE SCORE SHEET		
Image	Average Score 7 = Strongly Like 4 = Neutral 1 = Strongly Dislike	What do you like/dislike about the image ?
1	6.0	Community gathering spot; peaceful; clock; homey; trees, focal point; center city; attractive, but lacks something; clean/charming; pleasing; small town charm;
2	2.7	Bland, no character; ugly; speed bump; no feeling; barren; boring; space; dull
3	3.9	No privacy; no trees; too close together; porches; neighborly; Americana; nice neighborhood; nice homes; doesn't blend; too close; very appealing/attractive;
4	2.5	"Cookie cutter" styles; no landscaping; garage doors; cold, unfriendly; get some landscaping; too huge; unsightly; ugly; unattractive; style
5	6.1	Place for kids; youth welcome; kids/active; playground; family recreation; livability;
6	6.3	Shade/peaceful; peaceful; boulevard; gracious; shady spot; clean/open; trees; homey; very attractive; nice neighborhood;
7	5.5	Nice place to stop; friendly; hometown feel; outdoors; small town image; scale; main street atmosphere
8	6.3	Peaceful; trees nice; tranquil; park; relaxing; pedestrian scale; small town; scenic;
9	5.5	Character; typical Florida suburban; new house; attractive, neat; no sidewalk; affluence; home
10	3.8	We have so many; trailers; could use street trees; mobile home park; attractive, but crowded; neat; typical Florida mobile home park;
11	4.3	They're trying; houses too close; fences; too congested; crowded; looks comfortable
12	4.8	Not much activity; nice little Main Street; small town; center of town; small town businesses; place to shop; neatness;
13	3.6	Not crowded; strange house; comfortable; charming; small neighborhood; looks cluttered; good greenspace; different; too boxy;
14	3.5	Clean; house too close; no alleys; drab; bleak; too many cars; zero lot unique; roomy; nice neighborhood; cookie cutter/no landscaping; too busy; too many driveways; good looking neighborhood; narrow street
15	5.8	Where's the crowd?; trees okay in parking lot; friendly; activity; relaxation; great atmosphere; messy looking; neighbors; comfortable feel; small town;

Image	Average Score 7 = Strongly Like 4 = Neutral 1 = Strongly Dislike	What do you like/dislike about the image ?
16	5.7	Safe and sound; safe; great spot; nice walks/trees; sidewalks; very attractive; good streetscape; small town;
17	4.1	Needs more landscaping; old; too stark; old image; history
18	4.5	Shady seating; nice; too much pavement; walkway; less advertising; comfortable looking; nice benches; clutter; crowded;
19	3.7	No trees; home; retirement?; mobile home park; more fashionable; attractive; comfortable looking;
20	4.1	Hate zero lot line; houses too close; no trees; garage in back; stark; nice home; style; too crowded;

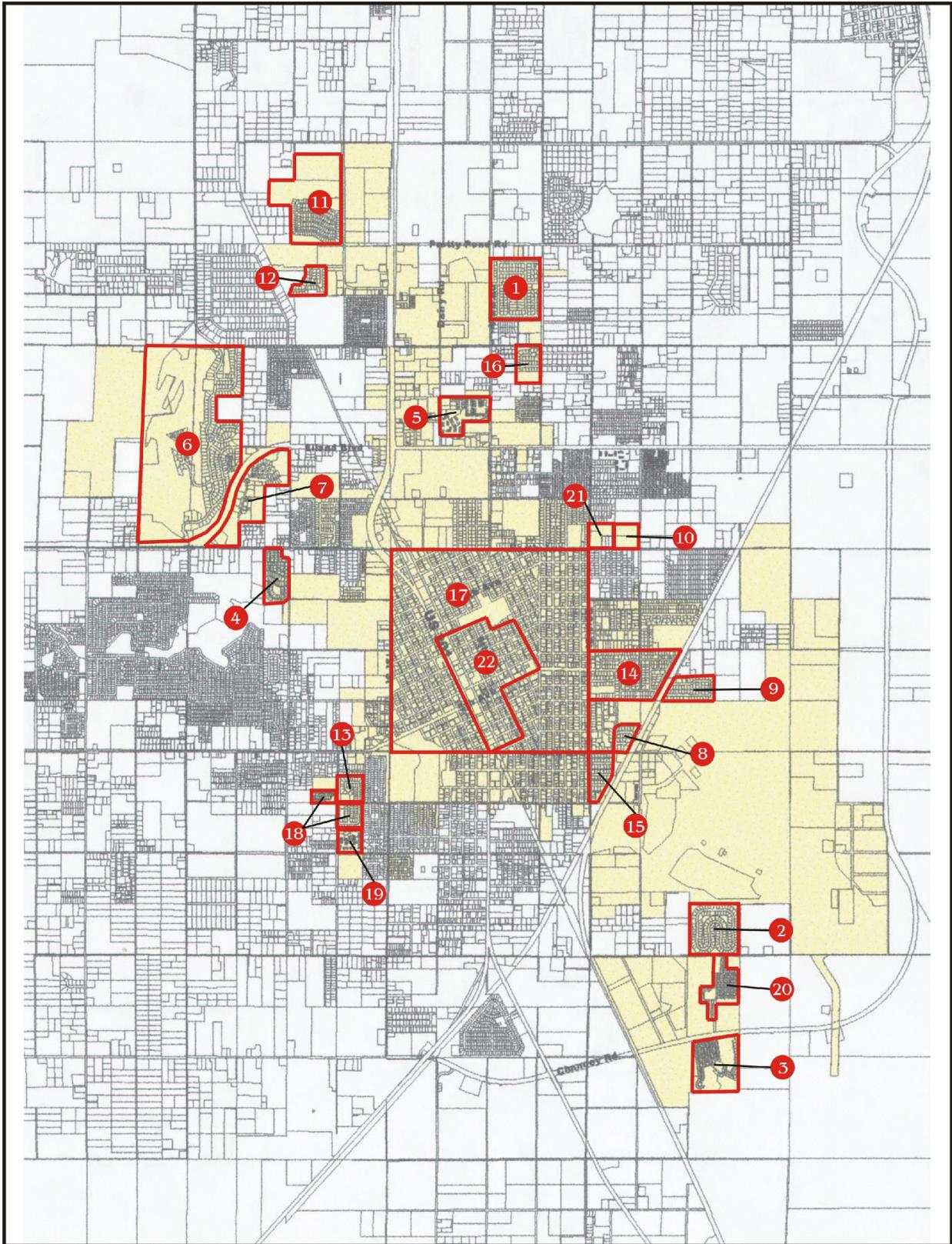
The third exercise consisted of asking the participants to identify neighborhoods within the community. Based on the subsequent discussion, the following 22 neighborhoods were identified. The number indicates the location on the following map.

Map Location	Neighborhood
1	Alpha Village
2	Meadow Wood
3	Emerald Point
4	Wedgewood
5	Driftwood
6	Silver Oaks
7	Silver Oaks Village
8	Summer Hill
9	Lincoln Heights
10	Village Walk/Village Chase
11	Grand Horizons
12	Oak Run
13	Court Square

Map Location	Neighborhood
14	Zephyr Heights
15	Easy Acres
16	Pal Crest
17	Old Town
18	Chalfont
19	Orange Blossom
20	Majestic Oaks
21	Cypress Green/Heritage Circle
22	Historic District

The final exercise involved the identification of those characteristics the participants wanted to see in a multi-purpose civic center. The items identified included:

- Has an occupancy of 400+
- Contains breakout/reception/board/executive rooms
- Contains a fully functional performing arts stage (i.e., lighting, drops, and sound system)
- Contains a kitchen
- Can be used as a public shelter
- Contains youth activity rooms/activities
- Contains adequate storage
- Is located in an area that does not have drainage/flooding problems
- Contains art exhibit space
- Considers co-locating with public school(s)
- Depending on site size, contains passive/active recreational facilities
- Is run by full time center manager



PARTICIPANT PROFILE

1. How did you hear about today's meeting?

- Received notice (door hanger) 9
- Newspaper article 21
- Friend/Relative 11
- From last meeting attended 0
- Just stopped by 0
- Other 11

2. Where do you live?

- Zephyrhills 35
- Zephyrhills area 14
- Pasco County 3
- Hillsborough County 0

3. Are you a homeowner in the Zephyrhills area?

- Yes 45
- No 7

4. How long have you lived in the Zephyrhills area?

- 0-2 years 7
- 2-5 years 12
- 5-10 years 10
- 10 or more years 22

5. Where do you work?

- Zephyrhills 20
- Pasco County 1
- Hillsborough County 0
- Tampa 2
- Dade City 2
- Retired 26
- Other 1

6. Are you a business owner in the Zephyrhills area?

- Yes 13
- No 39

7. What issues are of most concern to you when thinking about the future of Zephyrhills?
Please check all that apply.

- Environmental attributes 24
- Business and commerce 33
- School system 29
- Recreational opportunities 16
- Roads and infrastructure 32
- Landscaping/Trees 16
- Architecture/Urban design 17
- Growth Management 33
- Water resources 37
- Retirement community 15
- Traffic congestion 36
- Planning 27
- Affordable housing 16
- Sense of community 25
- Agriculture 4
- History and heritage 25
- Arts and entertainment 21
- Public facilities 20
- Public transportation 18
- Crime and safety 33
- Government 16
- A healthy downtown area 34
- Community character 22
- Walkability 18
- Other(s) 5

8. What is your age?

- Younger than 25 1
- 25-44 3
- 45-65 25
- Over 65 23

9. In a brief sentence, what is your vision for the future of Zephyrhills?

- That it becomes a diverse, growing community where a good quality of life is enjoyed by all the residents.
- My vision is of an active community including all ages, working together for the best quality of life possible, all making progress, through constructive change for the 21st century.
- Improve traffic flow (east - west); make Gall Boulevard area more attractive; more industry to provide good paying jobs
- Zephyrhills will continue to be a friendly City, preserving its history and heritage, but will be futuristic seeking new ways to provide better services for its residents.
- Continued growth without strangling regulation
- Continue to grow within planned area; too many regulations
- Retain hometown (small town) atmosphere while providing housing, jobs, quality education to residents with adequate parks, etc.
- Small town flavor with big city amenities
- A well-planned city that is economically diverse, protective of historical resources and environment
- Good growth, larger roads to travel
- A lovely place to live
- A clean city to be proud of
- To see a more active downtown
- Get the property (residential) cleaned up
- Animal control
- City of convenience, good schools, small-town feel
- Continue to be the wonderful city it is to live in
- Healthy residential and commercial growth, with regard to the agriculture industry
- A vibrant downtown surrounded by family and retirement housing areas within a larger city limits.
- Community-based, family oriented; buildings with permanent looking facades; no more metal sided buildings
- Downtown area with diverse stores, activities, etc., which promotes citizens spending cash and promoting good economy. More activities for children to reduce crime potential. More family oriented than seasonal. Better infrastructure to handle seasonal growth.
- A well developed community for all age groups with fewer seasonal residents; more people interested in our problems; more people who call Zephyrhills home.
- I would like to keep the home town feeling of Zephyrhills.
- A community where residents and business cooperate to assist each other in a happy, healthy lifestyle.
- I believe it can grow, but only with planning and following the plan
- To continue to grow; maintain a safe community for all concerned
- Still would like to keep Zephyrhills a small home type of a town
- To grow into a modern city, but would like to see cleaner residences; citizens take more pride in their properties; libraries and recreation like we had in St. Pete
- A crime free city with a lot more things to do in downtown
- Small town - keeping a rural feeling; areas developed leaving trees with parks inter-spaced

- To change as it meets the needs of all citizens, in a friendly spirit
- A community that is perfect in all areas
- Enforce the codes to get city cleaned up and put a stop to yard sales that never stop or sell out
- I'd love to see factory-type businesses outside the city - Preferably on the bypass areas. I want all historical spots in our city as of today - May 7, 2002 - remain intact and marked as historical sites. I want our water and all our environment to be preserved.