

Workshop #2

OCTOBER 2, 2025

Project Team



Erik Bredfeldt, PhD, AICP
Director of Economic
Development
& Project Manager



Laura Martinez, AICP
Deputy Project
Manager



Julia Clark
Urban Planner



Megan Barrow, AICP
Senior Planner

WHAT IS A CRA?

A **Community Redevelopment Area (CRA)** is a special area that a city or county decides needs improvement.

This special area is considered “blighted,” which means it may have empty buildings, broken sidewalks, or other problems.

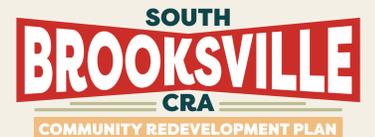
BACKGROUND

In March of 2024, Inspire completed a Finding of Necessity (FON) for the proposed South Brooksville (CRA).

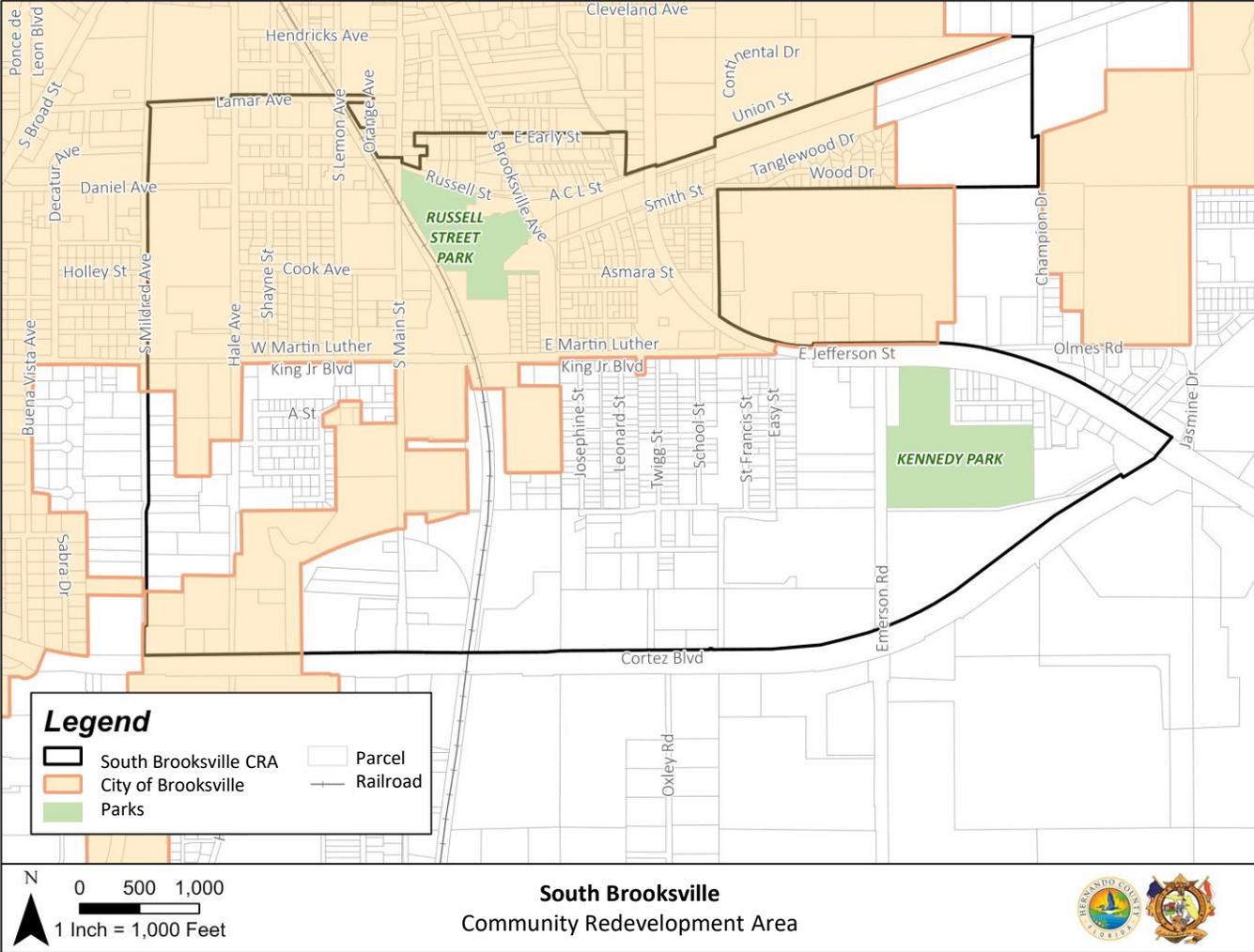
The Study was approved by the Brooksville City Council and by the Hernando County Board of County Commissioners, and the CRA was created.

Inspire will now prepare a Community Redevelopment Plan for the South Brooksville Community Redevelopment Area (CRA).

The Plan will reflect existing CRA conditions and provide guidance for the implementation of projects and programs to address and overcome existing challenges.



CRA BOUNDARIES



WHY ARE WE HERE?

We are here **to communicate** with you, the residents and community members!

We want to understand the challenges and needs of the area so that we can work together **to develop a plan** that is community driven.

KEY TAKEAWAY

THE IMPORTANCE OF THE PLAN:

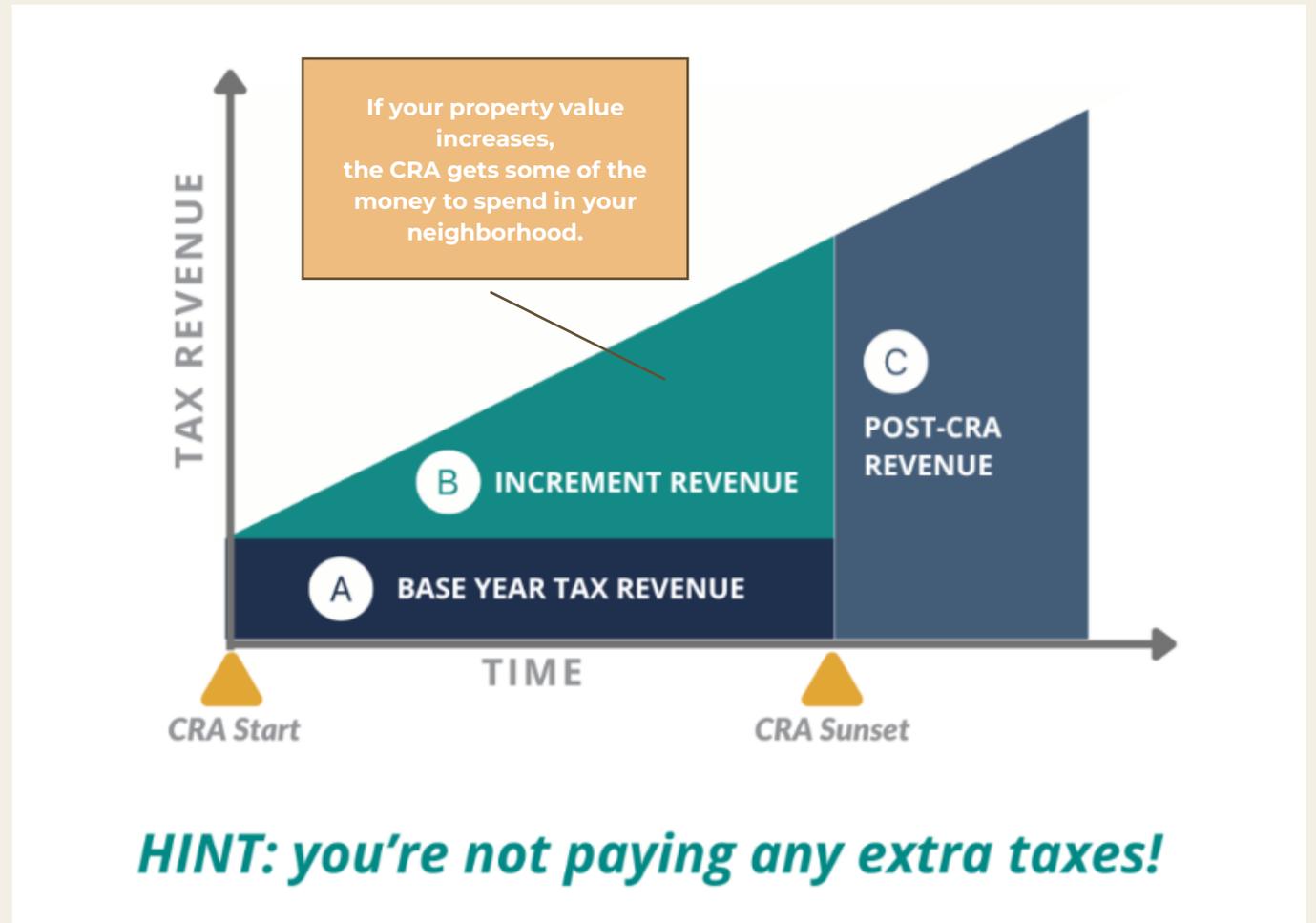
CRA funds can only be used on projects that are in the CRA Plan and in the CRA boundaries.

What funds a CRA?

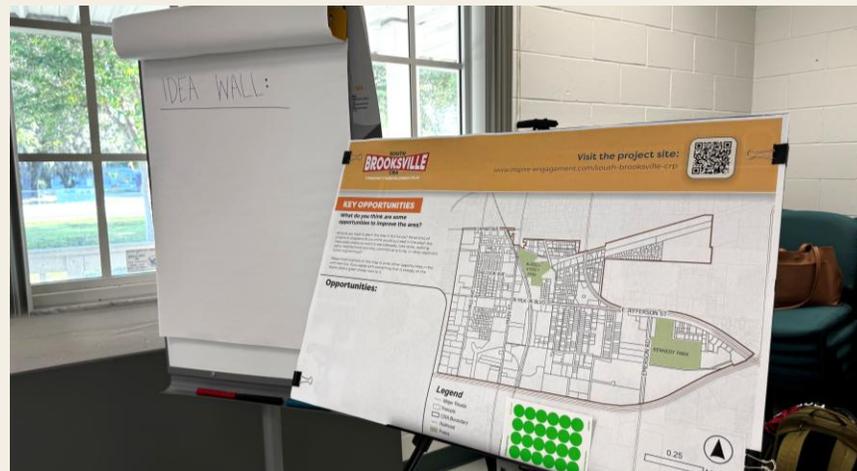
A CRA is funded primarily through **Tax Increment Financing (TIF)**.

A CRA can also seek out **grants** to complete projects or work with **partners** to find additional funding.

Tax Increment Financing (TIF)



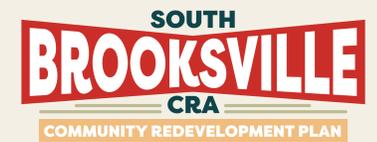
Workshop #1



August 27,
2025

5:30 pm –
8:00 pm

S. Brooksville
Community
Center

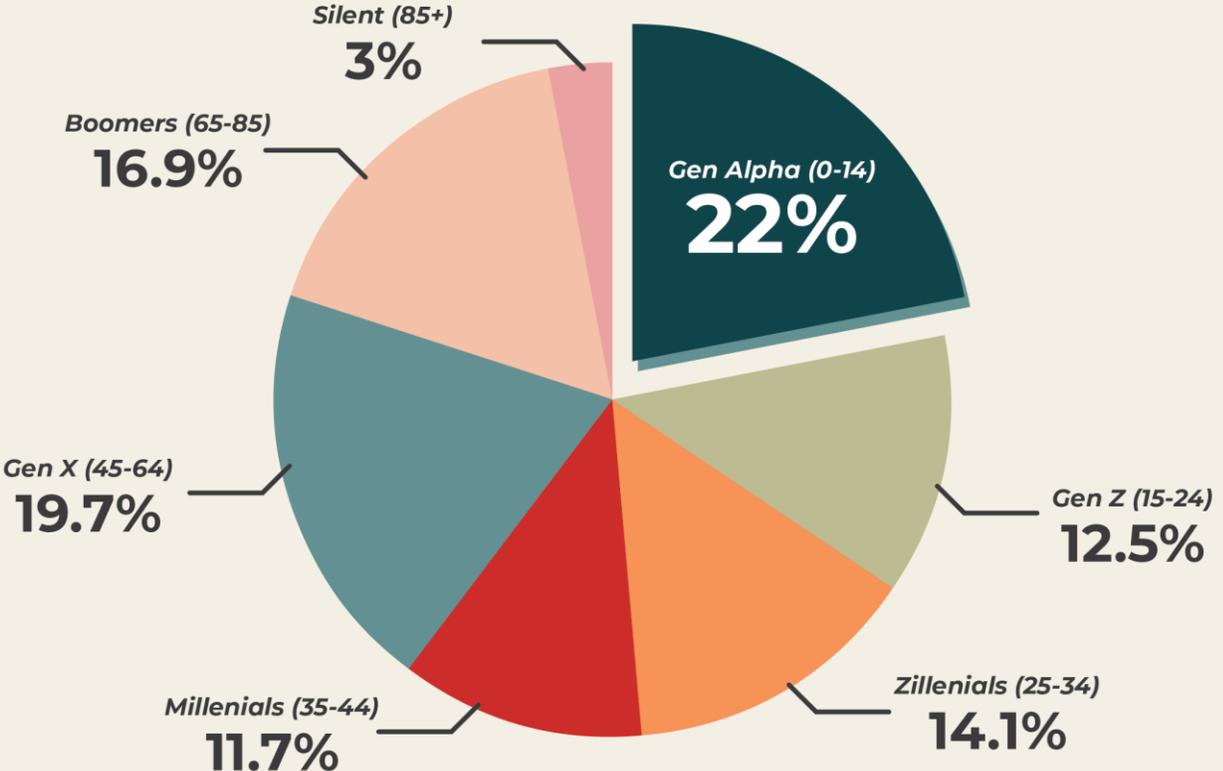


Takeaways from Workshop #1

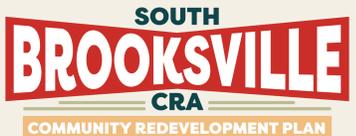
Community members identified both strengths to build upon and challenges that must be addressed for the CRA to succeed. Several consistent themes emerged:

- **Flooding & Stormwater:** Residents emphasized drainage problems along SR 50, the need for FDOT engagement, and mosquito issues from standing water. Fixing drainage is seen as critical for property value and neighborhood safety.
- **Property Encroachments:** Residents want assistance resolving lot line issues. There is strong support for the CRA helping to pay for boundary corrections. Flexibility for rebuilding and adding ADUs was also mentioned.
- **Mobility & Infrastructure:** Sidewalk repairs, new sidewalks on Hale Avenue, improved bus stops (ADA seating), and more trees along MLK Blvd were priorities. A multi-modal path to Hamilton Park was proposed, as was additional parking at Hamilton Park. Road repair (MLK Jr. Blvd drive lanes) was also highlighted. Some residents suggested creating a through-street to SR 50 via Twigg or Josephine Street and extending Sara Davis Road to Emerson Road.
- **Community Facilities & Activities:** A new or expanded community center (with gym, classrooms, indoor pool, event space) was requested, potentially at Hamilton Park. Residents want more productive activities for youth, and large spaces for gatherings.
- **Community Identity & Assets:** Events such as MLK Day, Soul Food Festival, and Community Clean-Ups reinforce pride and belonging. Stories about frog hunting and historic businesses like Better Service Garage show a strong cultural identity.
- **Housing:** An opportunity for affordable housing on Bacon Street was identified. Opinions diverged on the DPW site: some support a food bank, while others raised environmental and youth-focused alternative uses.
- **Beautification & Public Realm:** Residents want more trees, green gathering spaces, and attractive roadways to strengthen the look and feel of the CRA.

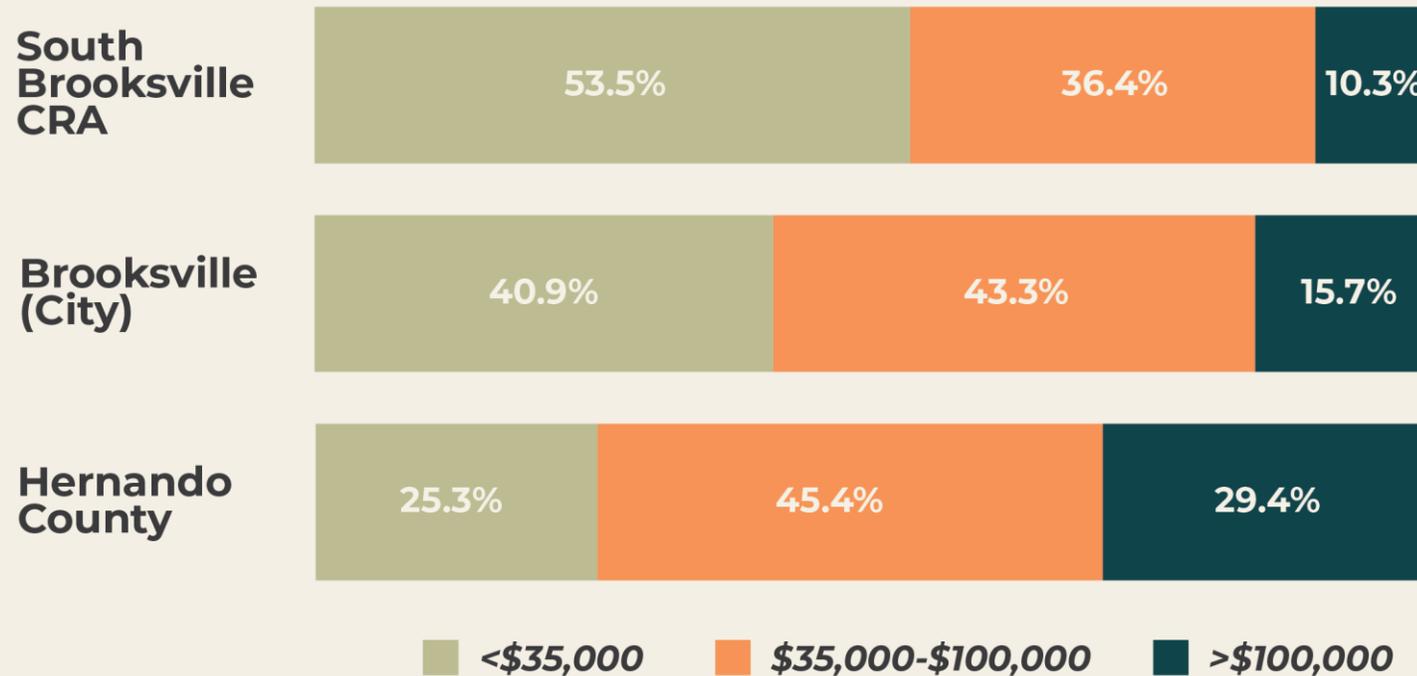
Large share of Gen Alpha in the CRA.



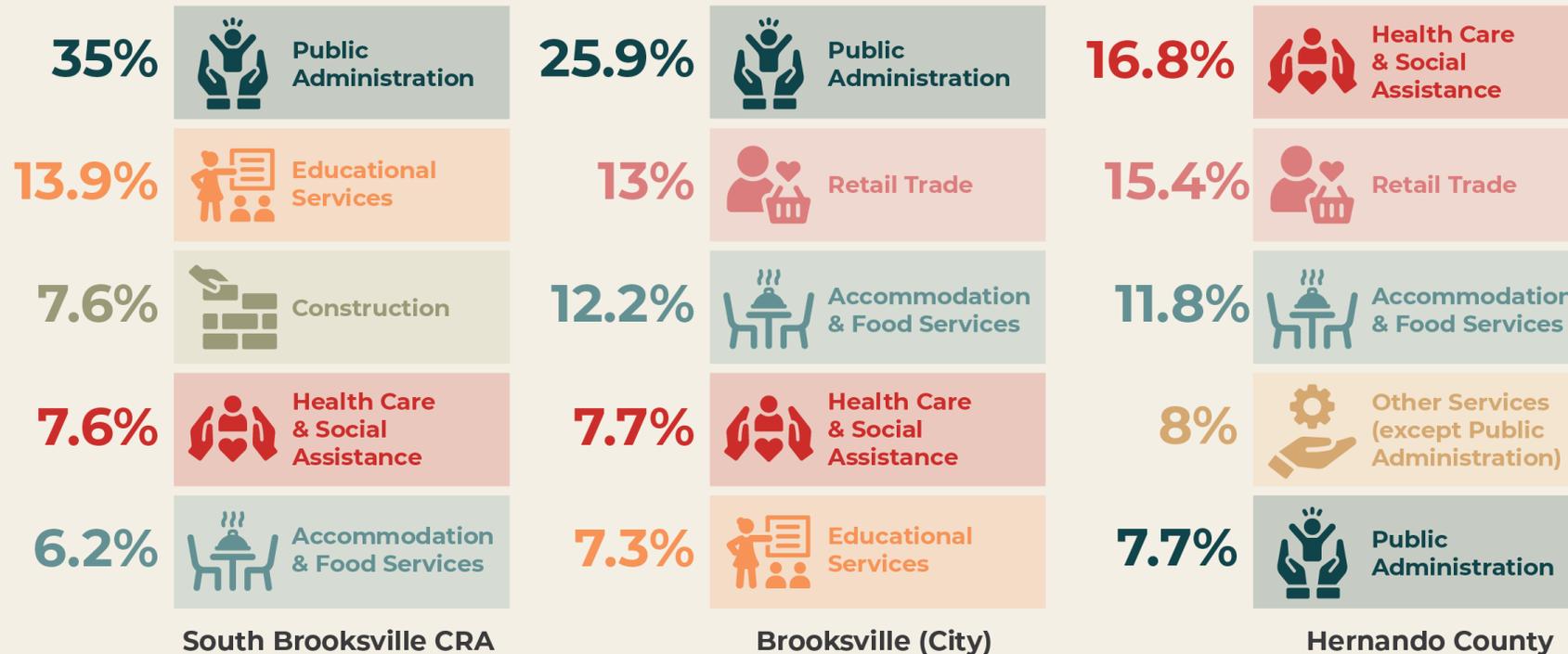
S. Brooksville CRA is growing slower than the City and County in population.



Larger share of lower income in the CRA as compared to City and County.

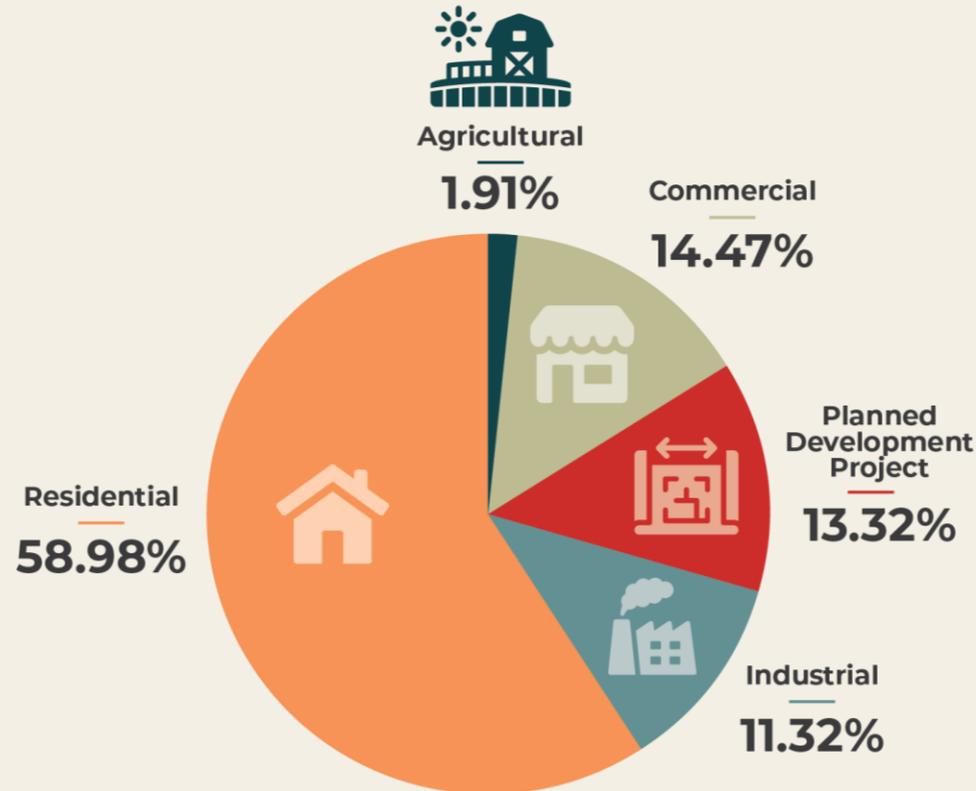


Over one third of the CRA residents' work in Public Administration.



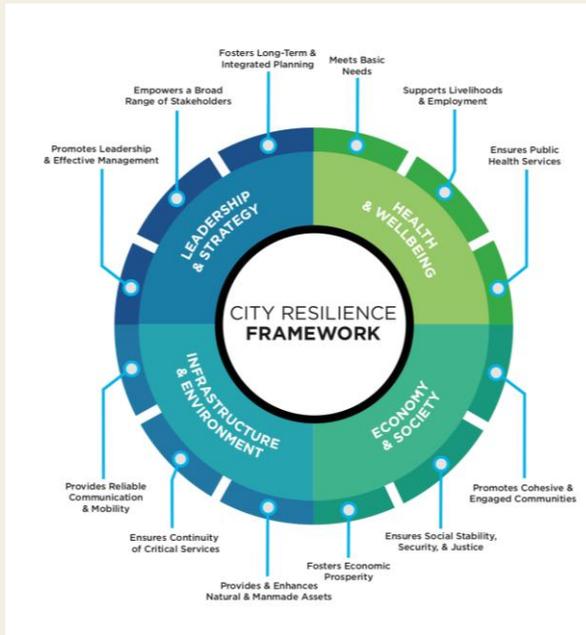
98.7% of residents work outside of the CRA.

Near 60% of the CRA is residential, meaning that it is crucial to focus on increasing property values.



Hernando County owns 45 acres and City of Brooksville owns 47 acres within the CRA.

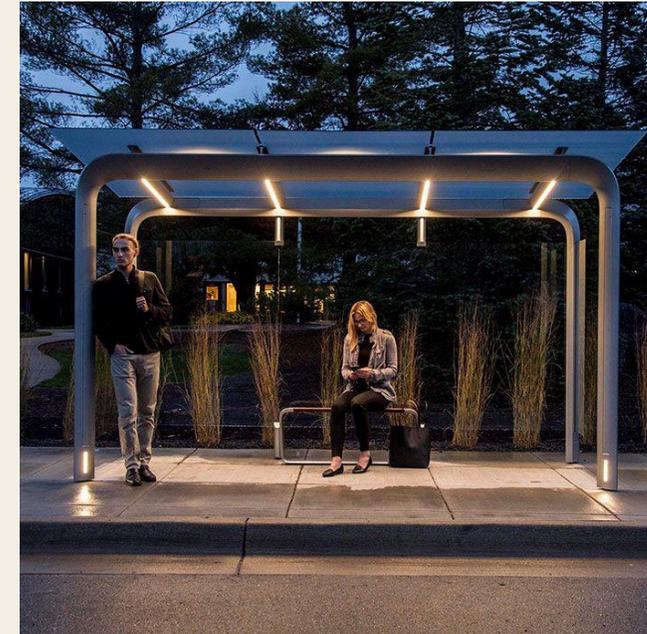
Vision Brainstorming



Environmentally
and
Economically
Resilient



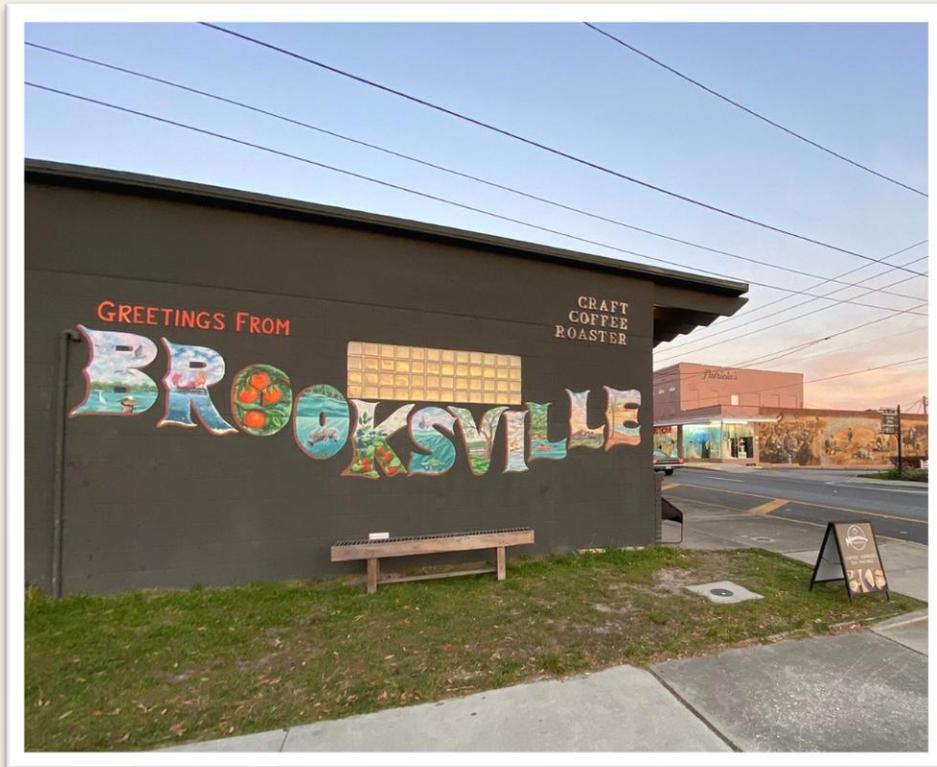
Inclusive to
youth and
vulnerable
populations



Safe, Walkable,
and Connected

Sample Projects

In 2024, the Brooksville CRA provided an \$11,758 **Property Improvement Grant** to Mountaineer Coffee to help fund the cost of replacing their roof, pressure washing, and the exterior paint.



Sample Programs



Riviera Beach CRA – Clean & Safe Ambassadors

A team of ambassadors works daily with police to keep streets clean, safe, and welcoming, tackling litter and improving quality of life.



St. Cloud CRA – Hola St. Cloud Festival

The CRA partnered with the Hispanic Chamber of Commerce to hold a community expo celebrating Hispanic culture, food, arts, and small businesses while connecting residents with local resources.



Pompano Beach CRA – Community Garden & Youth Leadership

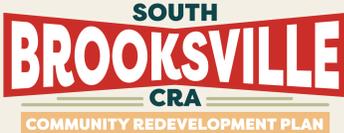
Built a garden next to the high school where students earn stipends while learning leadership and food-growing skills.

TIF Projections

5 Year TIF Revenue	\$300,000 – \$400,000
10 Year TIF Revenue	\$1,300,000 – \$1,500,000
15 Year TIF Revenue	\$3,000,000 – \$3,300,000

These numbers are from an initial analysis of Tax Increment Financing (TIF) contributions to the CRA. They are subject to change.

PROJECT WEBSITE



Input Activities

Land Use, Development, and Community Capacity

SOUTH BROOKSVILLE CRA
COMMUNITY REDEVELOPMENT PLAN

Visit the project site:
www.inspire-engagement.com/south-brooksville-crp



Building Community Capacity: Turning Ideas into Action

Great ideas need great partners! For the projects residents want to see, we need the right people, organizations, and businesses to help make them happen.

The CRA can outline priorities and offer incentives — but community capacity and partnerships are what bring those plans to life.

Help us identify the partners who can make change happen! Use sticky notes and markers to fill out the table:

Project Idea	Partners / Community Members <small>(non-profits, developers, local entrepreneurs, churches, social clubs, civic groups, environmental organizations, volunteers, local investors)</small>	What resources or skills could they bring?

SOUTH BROOKSVILLE CRA
COMMUNITY REDEVELOPMENT PLAN

Visit the project site:
www.inspire-engagement.com/south-brooksville-crp



Infill Preferences:

What types of activity or land uses would you prefer to see in the South Brooksville CRA? Place a green dot (if you like it) or a red dot (if you dislike it) to show your preference.

The CRA (Community Redevelopment Agency) will use your input to create incentives and strategies that encourage the types of development residents want.

However, it's important to remember that these projects don't happen automatically. The CRA can promote and support certain types of development, but it also requires private partners, investors, and community organizations who are willing and able to make these projects a reality.

Your input will help shape how the CRA attracts and supports those partners — but it does not guarantee that every idea can be built.

HOUSING	Single Family Homes	Duplexes-Quadplexes	Apartments/Multifamily	Mixed-Use/Live & Work
				
COMMUNITY	Parks/Playgrounds	Community Garden/Greenspace	Outdoor Stage/Event Space	Recreation/Youth Center
				
BUSINESS	Small Grocery/Convenience Stores	Restaurants/Cafes	Shops/Retail Storefronts/Small Offices	Office Spaces
				
JOBS/INDUSTRY	Light Industrial (small workshops, warehouses, trades)		Large Industrial/Employment (factories, distribution centers)	
				

SOUTH BROOKSVILLE CRA
COMMUNITY REDEVELOPMENT PLAN

Visit the project site:
www.inspire-engagement.com/south-brooksville-crp



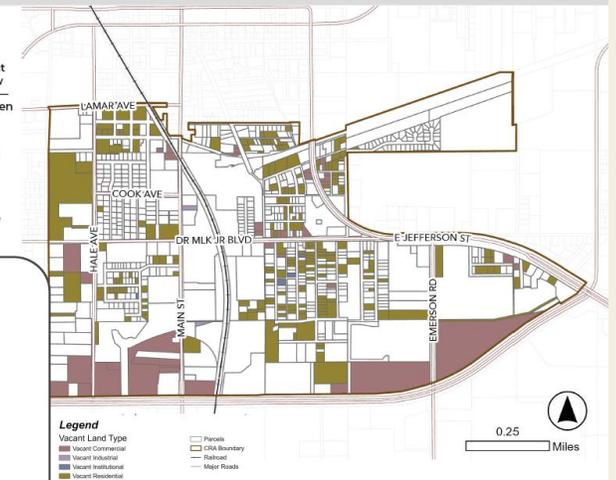
Vacant Land & Infill Ideas: Considering Possibilities

Many parcels in South Brooksville are currently vacant or underused. These spaces are opportunities for new housing, parks, businesses, and community projects — but we want to hear your ideas for what should happen and where.

Write your ideas for how a parcel could be used on a sticky note and use a marker to draw an arrow to where you would like to see it happen.

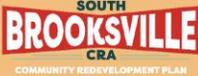
Use the infill preferences board for ideas and think about making South Brooksville more safe, connected, & welcoming — and what projects could create opportunities for youth and local residents.

Challenges:



Input Activities

Mobility & Streetscapes



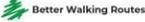
Visit the project site:
www.inspire-engagement.com/south-brooksville-crp



Mobility and Connectivity: How Can We Make It Easier to Get Around South Brooksville?

Think about how people move between neighborhoods and key places—like parks, schools, shops, and jobs. We want to know what would make it easier and safer to get around!

Use the colored markers or stickers to show where you'd like different kinds of improvements on the map.

 Better Walking Routes

 Road Improvements

 Better Biking Routes

 Better Bus/Public Transit

Challenges:



Legend

- Schools
- Ballfields
- Roads
- Major Roads
- Parks
- Playgrounds
- CRS Boundary
- Pedestrian & Bicycle Crossings
- Shade Trees
- Stormwater
- Bus Stop
- Bus Shelter
- Playground
- Park
- Water Ways

0.25 Miles



Visit the project site:
www.inspire-engagement.com/south-brooksville-crp



Streetscape Preferences:

Think about which of the following characteristics you would like to see in the streetscape.

Place a **GREEN** dot under the characteristics you want to see along South Brooksville's streets.

Shade Trees



Pedestrian Scale Lighting



Landscape Buffers



Stormwater Management Improvement



Improved Pedestrian Crossings



Improved Transit Stops



Public Art Projects



Bike Racks



Bike Lanes



Input Activities

Brownfield Site

SOUTH BROOKSVILLE CRA
COMMUNITY REDEVELOPMENT PLAN

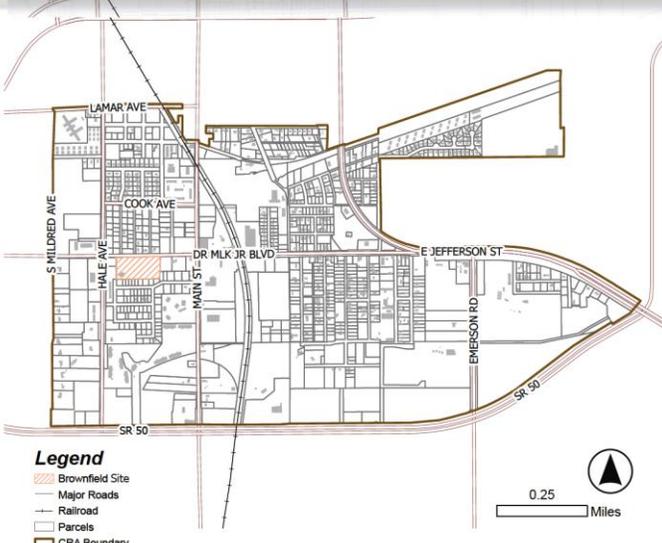
Visit the project site:
www.inspire-engagement.com/south-brooksville-crp



Future of the MLK Jr Blvd Brownfield Site

Place a sticky note in the corresponding color based on the category your comment falls under.

- Why are you in support of the proposed project?
- How would you modify the proposed project to meet the community's needs?
- Why are you opposed to the proposed project?
- What would you like to see here instead?



Legend

- Brownfield Site
- Major Roads
- Railroad
- Parcels
- CRA Boundary

Input Activities

BUDGETING ACTIVITY

1. Housing and Neighborhood Revitalization
2. Economic Development and Business Support
3. Connectivity, Transportation, and Mobility Improvements
4. Community Gathering Spaces and Recreation
5. Stormwater Management
6. Events and Community Programming
7. Public Safety

Step 1: Collect your coins

Step 2: Look at potential projects for the CRA to fund.

Step 3: Deposit coins where you feel the CRA should spend its funds.



HERNANDO COUNTY VETERANS ROLL OF HONOR

DEDICATED IN MEMORY OF THE
SERVICE MEMBERS OF HERNANDO
COUNTY WHO GAVE THEIR LIVES IN
THE GLOBAL WAR ON TERRORISM
DURING OPERATION IRAQI
FREEDOM AND OPERATION
ENDURING FREEDOM

OPERATION IRAQI FREEDOM
SERGEANT LEA MURPHY WILK JARVIS
SERGEANT DAVID ALAN GARDNER TARRANT

OPERATION ENDURING FREEDOM
SERGEANT MICHAEL WAYNE DOWNSER TARRANT
SERGEANT JUSTIN DEAN DELARBA TARRANT
SERGEANT CLARENCE WILSON JR. PERRY

Thank you for
participating!

