

# KASS CIRCLE NEIGHBORHOOD REVITALIZATION PROJECT



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**REPORT ON FIRST  
NEIGHBORHOOD  
WORKSHOP  
FEBRUARY 15, 2014**

## Items in Deliverable Package

- Working Documents Base Maps
  - AutoCAD 2013
  - Sketch-up
- Scale Base Maps
  - Base Line
    - 1"=50'
    - 1"=200'
  - Aerial with Property Lines
    - 1"=50'
    - 1"=200'
- Workshop Banners
  - List of Project Objectives
  - List of Workshop Objectives
  - Images of Visual Preferences
  - Project Focus Area
- Summary of Workshop
- Recurring Issues and Themes
- Ideas and Suggestions
  - Transcription of Sticky-Notes from workshop
- Word Cloud of Ideas and Suggestions
- Community Design Concept
- Community Identified Priorities
- Workshop Images

- **Beginning of Workshop**

On Saturday February 15, 2014 the Florida Center for Community Design + Research lead a community design workshop to ascertain the desires of the Spring Hill residents. Over 75 people attended the event. The attendees ranged from long term home owners and landlords to commercial tenants and business community. Professor Trent Green from the University of South Florida began the workshop detailing his expertise and the general focus of the Kass Circle Revitalization Project. Patricia McNeese also began the workshop by detailing the involvement of the community. They fielded initial questions regarding who called for the project, if the project would be used to demolish the center, and where the funding for the project was coming from.

- **Workshop Process**

The attendees broke out into four smaller groups led by University of South Florida employees. Jessica Djaha Mata, Omar Maach, Abby Sharabyani, and Eric Pohlman, each of whom hold degrees in either urban design or architecture, facilitated a graphical process of research into the community's hopes for the future. At the tables were four varying maps of the Kass Circle area, two line drawings at micro and macro scales, as well as corresponding aerials at the same scales.

Each group had a different blend of attendees, which allowed the conversation to have a different focus at each table. One table focused on open spaces, and the best areas to accommodate them on the existing property. Their idea included an option where the middle portion of Kass Circle was removed and redesigned as a community square. Another table focused in on a community center, and the benefits it would have to the Spring Hill population, in addition to the benefits for the Kass Circle neighborhood. A third group was very interested in the future aesthetics of the area and how design can alter the perceptions of a visitor and those who are home owners.

- **Conclusion of Workshop**

While the process of the workshop was positive overall, the residents for the most part had several very negative observations of their neighborhood. Most felt that the area suffered from long term neglect with the road system, and neglect from the current property owners. They were worried about a downward trend in tenant retention rate and the perception of safety in the area. The safety from both cars and new home renters was of highest concern. One aspect said at every table was security, security, security. The residents felt that the speed along Spring Hill Drive is far too high, and there are inadequate crossing locations or traffic calming. They also worry about poor lighting in the neighborhood and the lights being off at the shopping center once it is closed.

The positive feedback was for a desired public open space to host community events that could attract many neighboring residents. When it came to presenting ideas the residents were very interested in the notion of a well programmed community center that could work in conjunction with an open space to

provide community/family oriented events on the weekends and would allow for a more walking friendly atmosphere for the shopping. The desire for more walkability and multimodal alternatives was a consistent theme whenever a road way or walk way would be mentioned. Along Spring Hill Drive there seemed to be unanimous desire for wider sidewalks, which could accommodate both cyclists and pedestrians, and enhanced crosswalks with pedestrian safety features.

- **Outcome of Workshop**

At the end of the workshop Professor Green summarized the various group's views on the area and their solutions for the issues. These were well met, and the group was posed the question of what the next steps would be, and when they would be occurring. Professor Green informed them that the next part of the process would be another workshop before the final submission. He also suggested that the attendees begin a neighborhood association or at least a neighborhood meeting to continue discussing the topics. One attendee/business owner offered her location to serve as the meeting point for the proposed neighborhood association.

After returning with the workshop documents, the group categorized, scanned, and transcribed the graphical outcomes. We then discussed the overarching themes from the workshop and how we should proceed. Since then various diagramming techniques have been used to visually convey the opinions of the neighborhood. A master plan has begun, and is currently being refined. We have also begun a 3D massing model to better understand the street conditions and how they can be altered for future development. Attached are many of the documents that have been digitized for the report.





Canterbury Street

Pond Circle

Mead Drive

Kass Circle

Spring Hill Drive

Sylvia Avenue

Pinehurst Drive

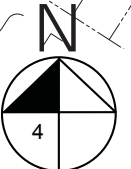
Marione Avenue

London Avenue

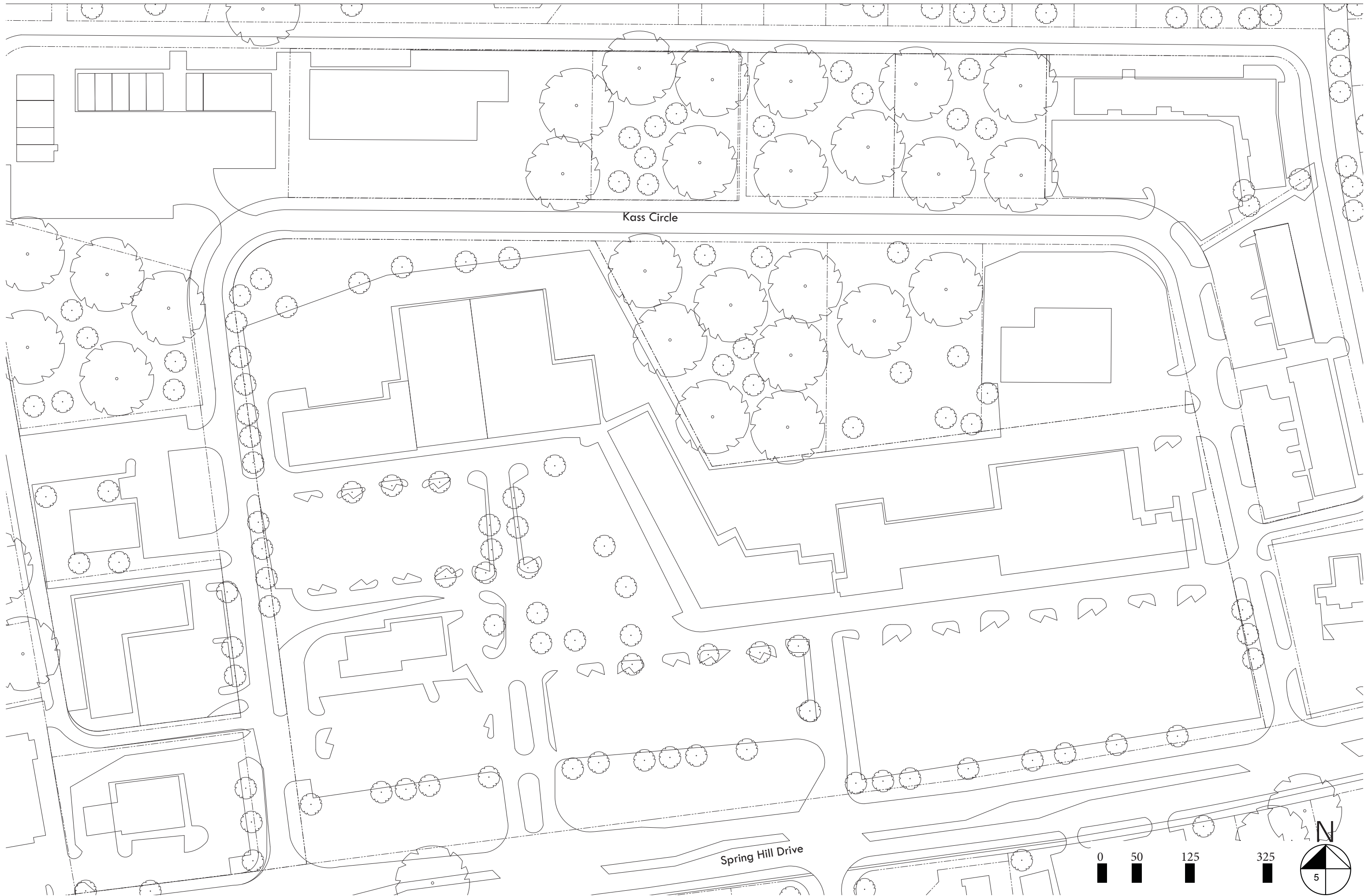
Markham Avenue

DeLong Boulevard

Omaha Circle

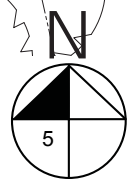




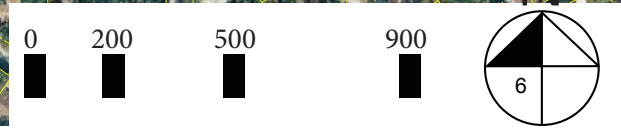
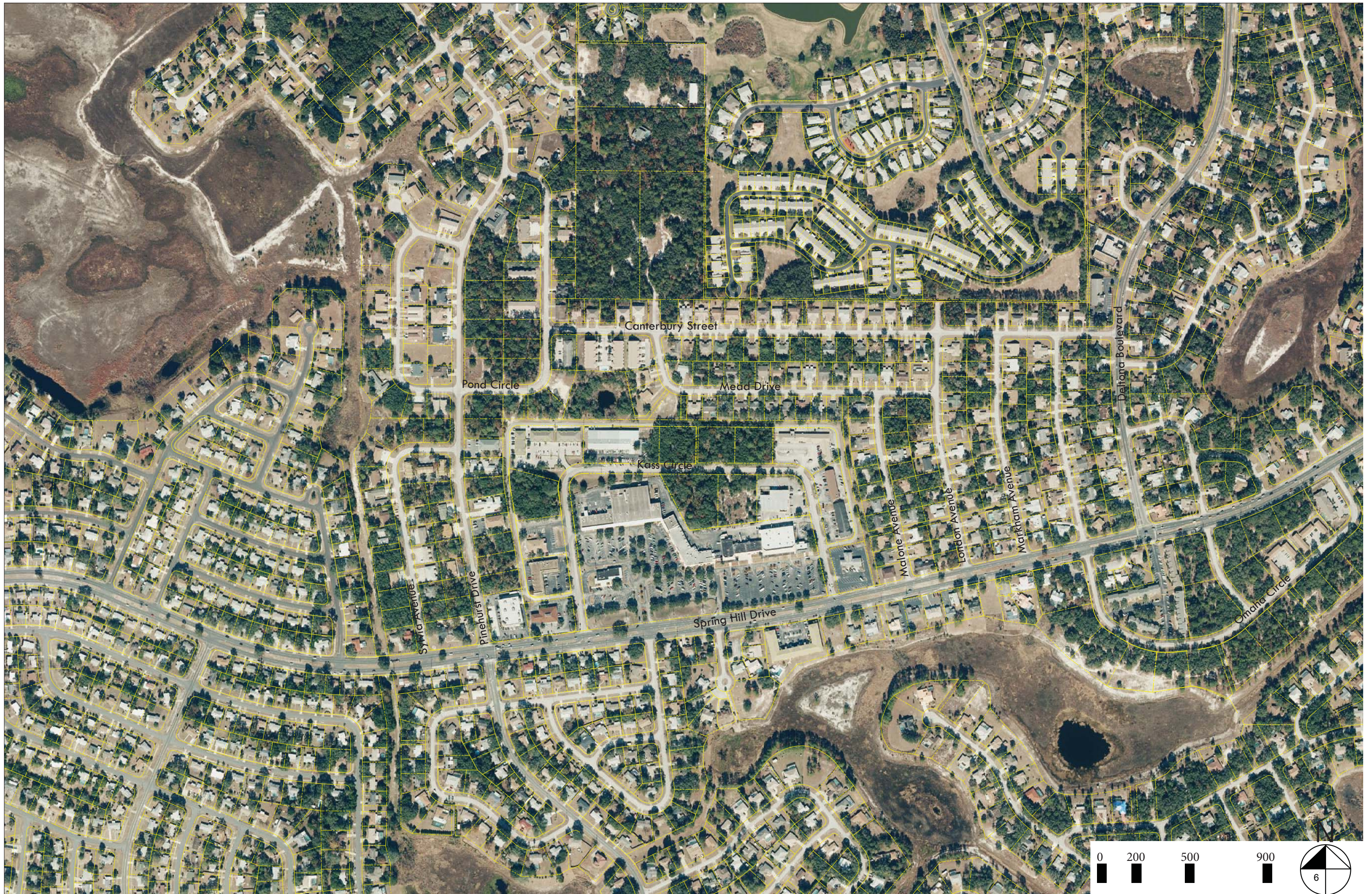


Kass Circle

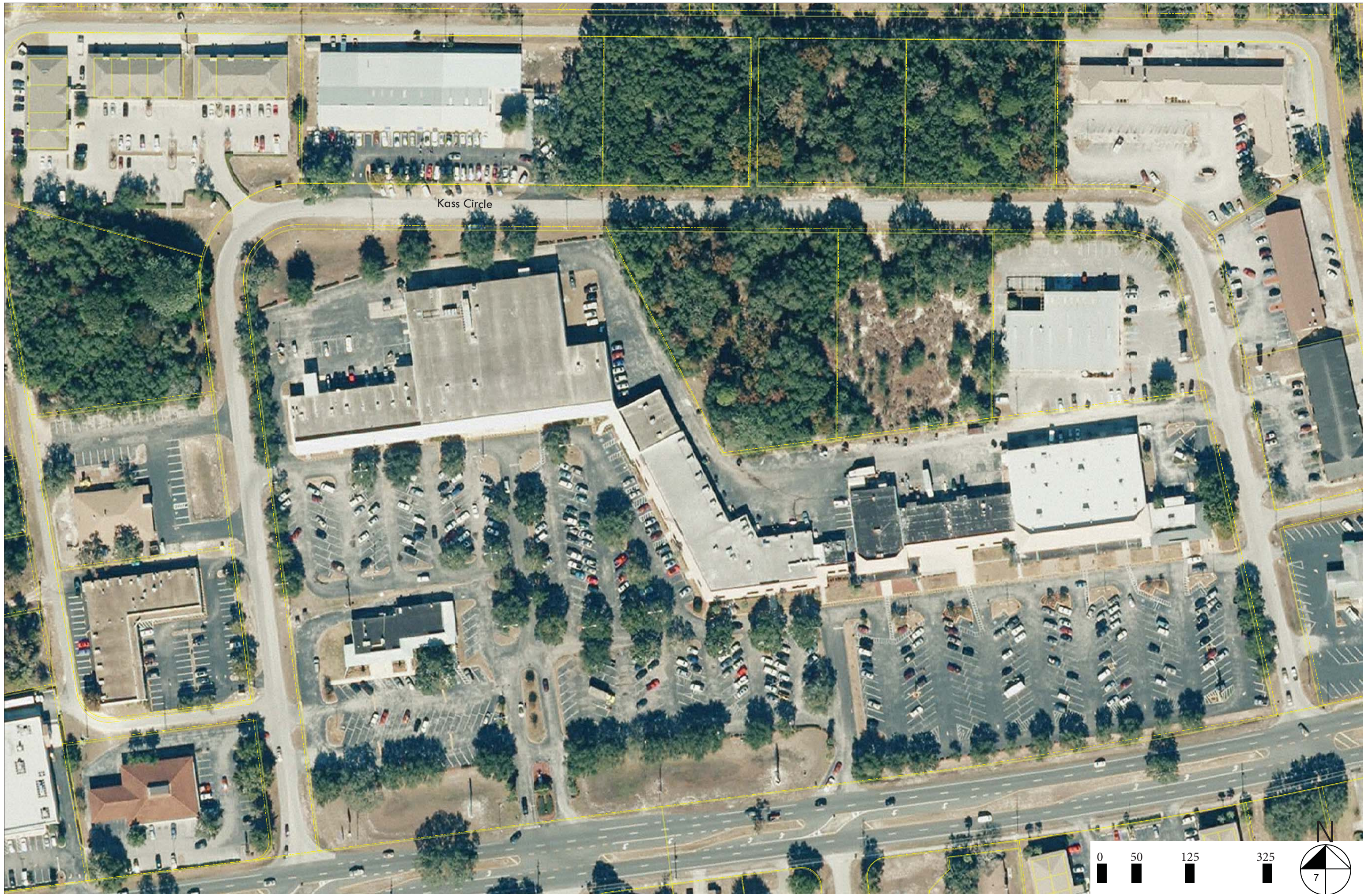
Spring Hill Drive











Kass Circle

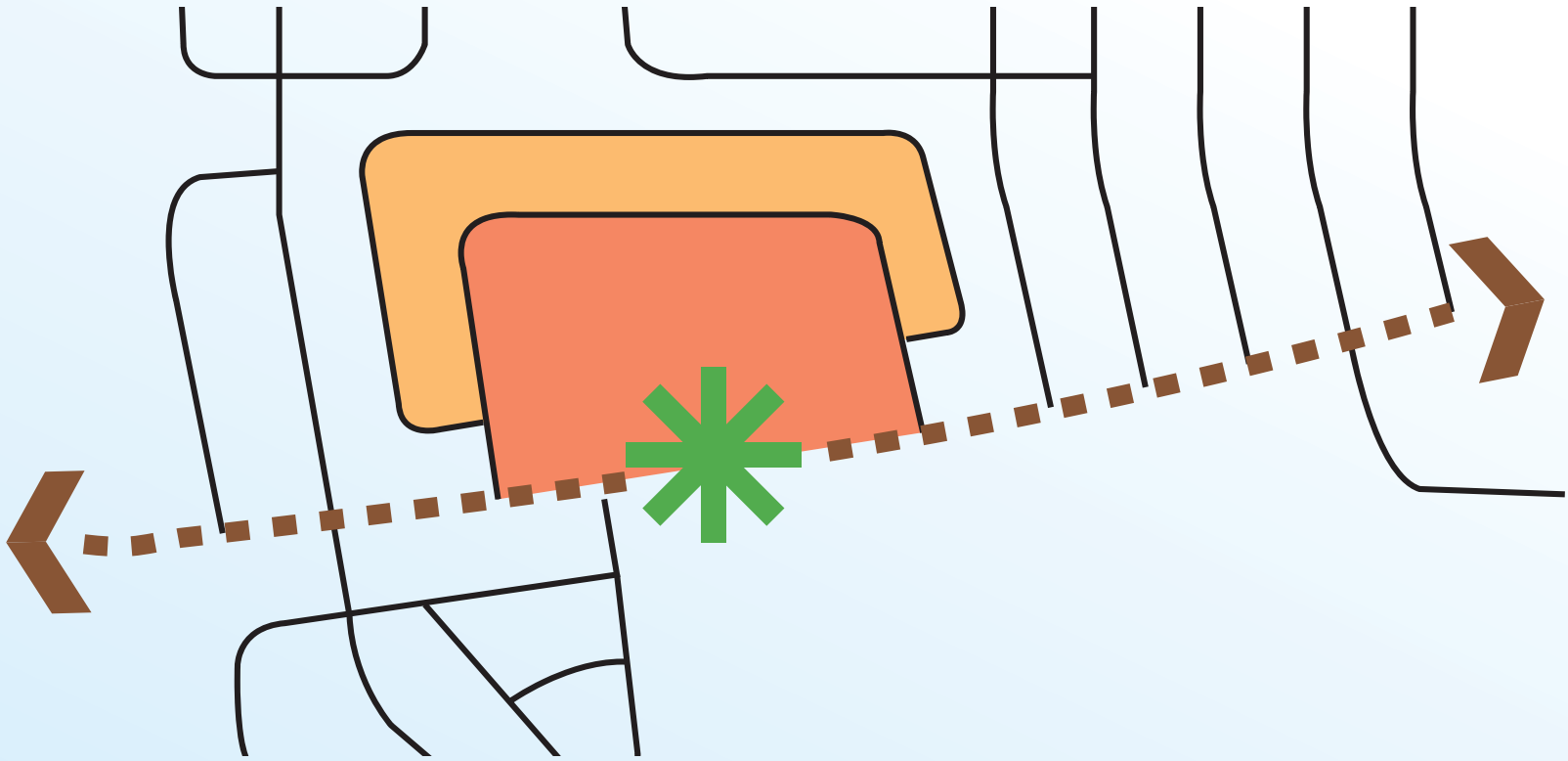




# KASS CIRCLE

## REVITALIZATION PROJECT:

### COMMUNITY WORKSHOP





# PROJECT OBJECTIVES

- Engage residents and property owners in developing a conceptual revitalization plan for the Kass Circle area.
- Identify opportunities for transforming the area into a “community center”.
- Identify needed enhancements that will help transform the area into a safe, walkable and sustainable mixed-use district.
- Creation of neighborhood village center and enhanced public realm conditions.
- Identify opportunities for bolstering economic development in the Kass Circle neighborhood.
- Providing a framework for coordinating future growth in the Kass Circle area.

# WORKSHOP OBJECTIVES

Engage community residents, business and property owners and local officials in exploring ideas for: creating a vision for the area's future that reflect desired conditions.

- Enhancing local economic development
- Creation of a community center and “sense of place”
- Improving public safety, access and walkability
- Enhancing neighborhood visual character and identity
- Addressing public realm and infrastructure deficiencies
- Enhancing community livability standards



# VISUAL PREFERENCES: SAMPLE IMAGES

## Retail Mall Serving as Mixed Neighborhood Center



Coconut Point Mall Estero, FL



Proposed Converted Strip Mall

## Variations on Commercial Facades



Retail Aesthetics



Main Street Shops Dunedin, FL

## Placemaking through Open Spaces



Pioneer Park Dunedin, FL



5th Avenue S. Naples, FL



# VISUAL PREFERENCES: SAMPLE IMAGES

## Versatility of Program



City Market Savannah, GA



Delray Arts Festival

## Variations on Multilevel Construction

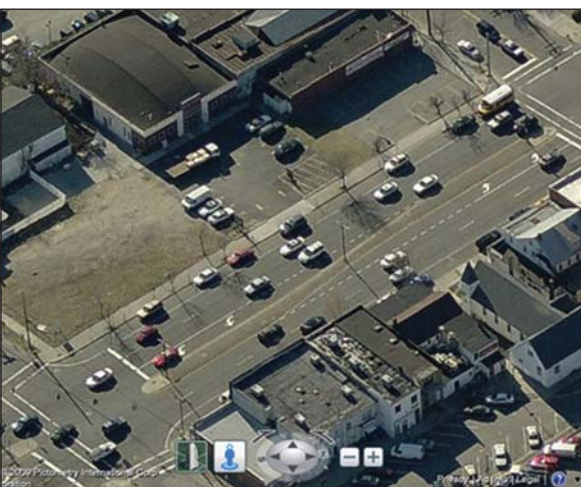


Boulder Mixed-Use Development Boulder, CO

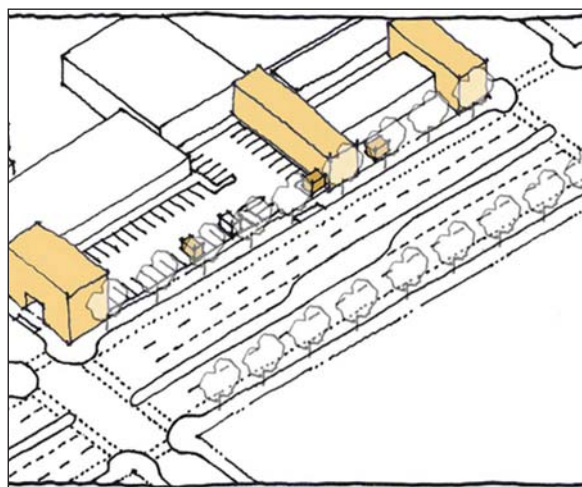


Eldersburg Common Eldersburg, MD

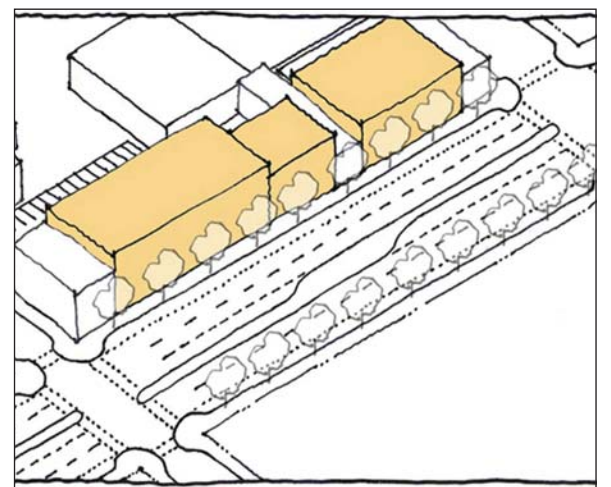
## Neighborhood Center Redevelopment - Hicksville, NY



Existing Conditions



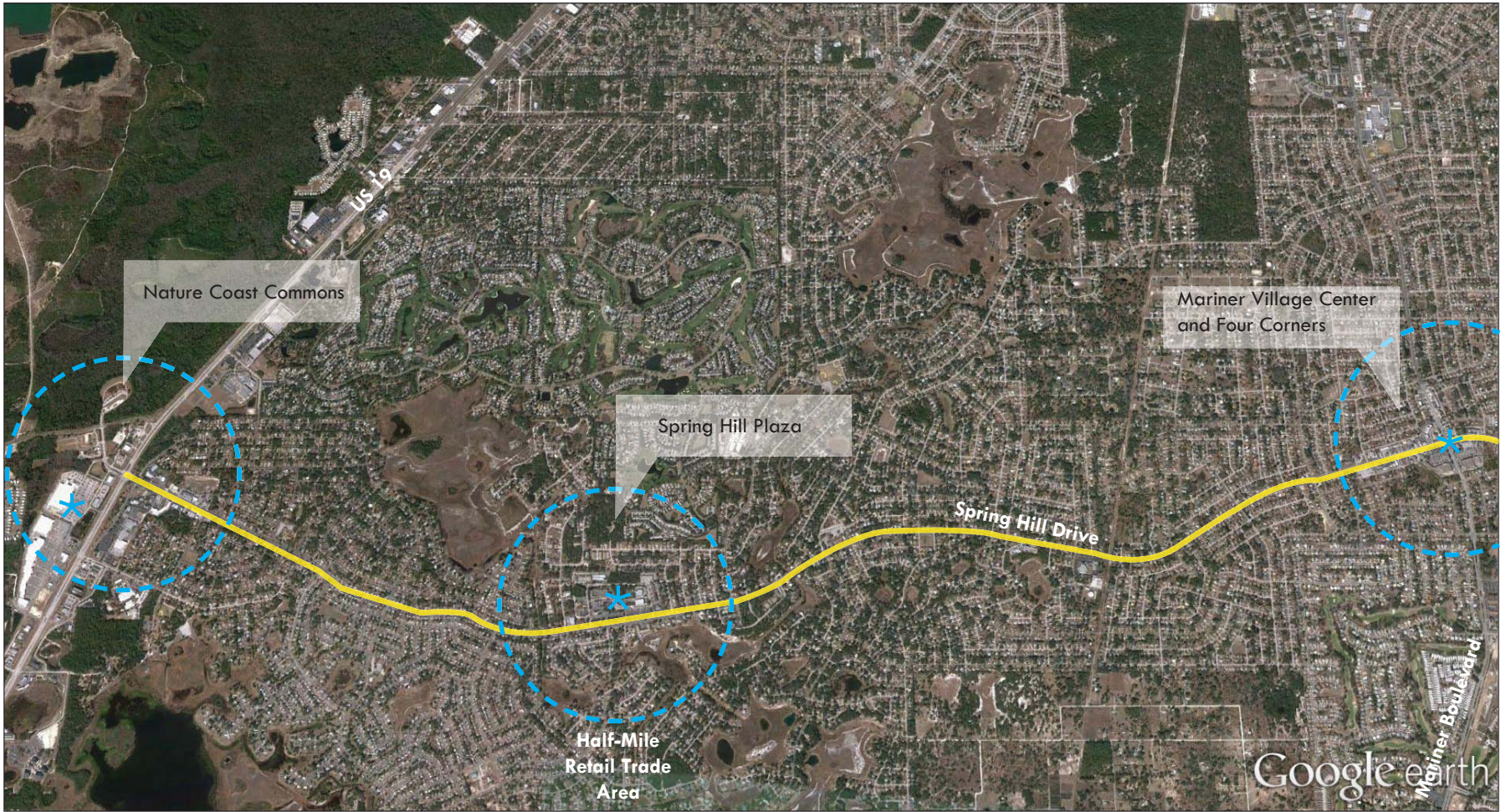
Phase One Redevelopment



Phase Two Redevelopment

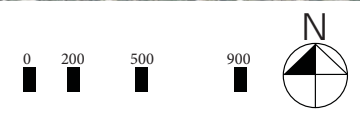


# GREATER SPRINGHILL AREA



**Project Focus Area**  
**Existing Features**

- |                        |                                |                           |                  |
|------------------------|--------------------------------|---------------------------|------------------|
| 1. Save-A-Lot          | 5. St. Vincent De Paul Society | 8. Greenbrier Lake Condos | 11. Timber Pines |
| 2. Family Dollar       | 6. Book Fair                   | 9. Hog Pond               |                  |
| 3. Doctor Jimmy Edmond | 7. Wallgreens                  | 10. Blue Sink Pond        |                  |
| 4. Aqua Bar            |                                |                           |                  |





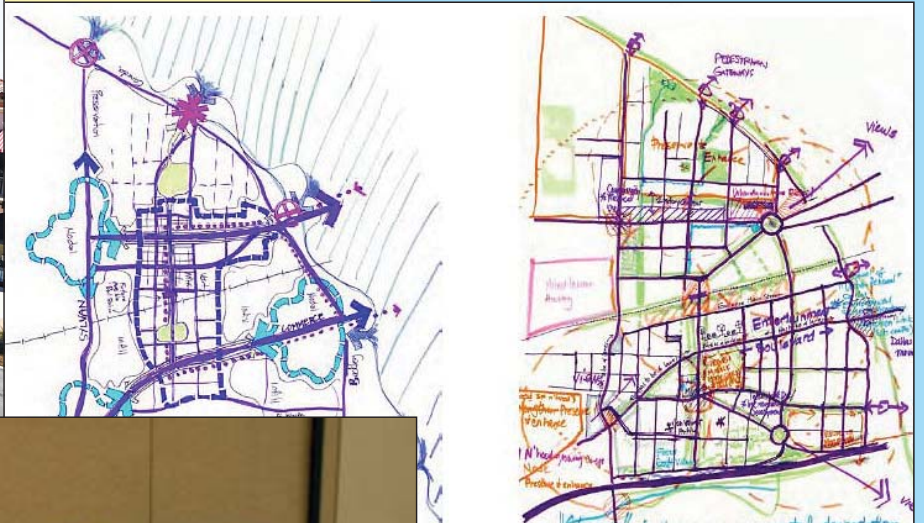
# KASS CIRCLE REVITALIZATION PROJECT: COMMUNITY WORKSHOP



Saturday February 15, 2014

9:00am-4:00pm

**The Public is Encouraged to  
Come and Stay as Long as you  
Can!!**

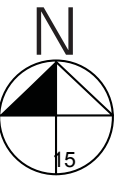




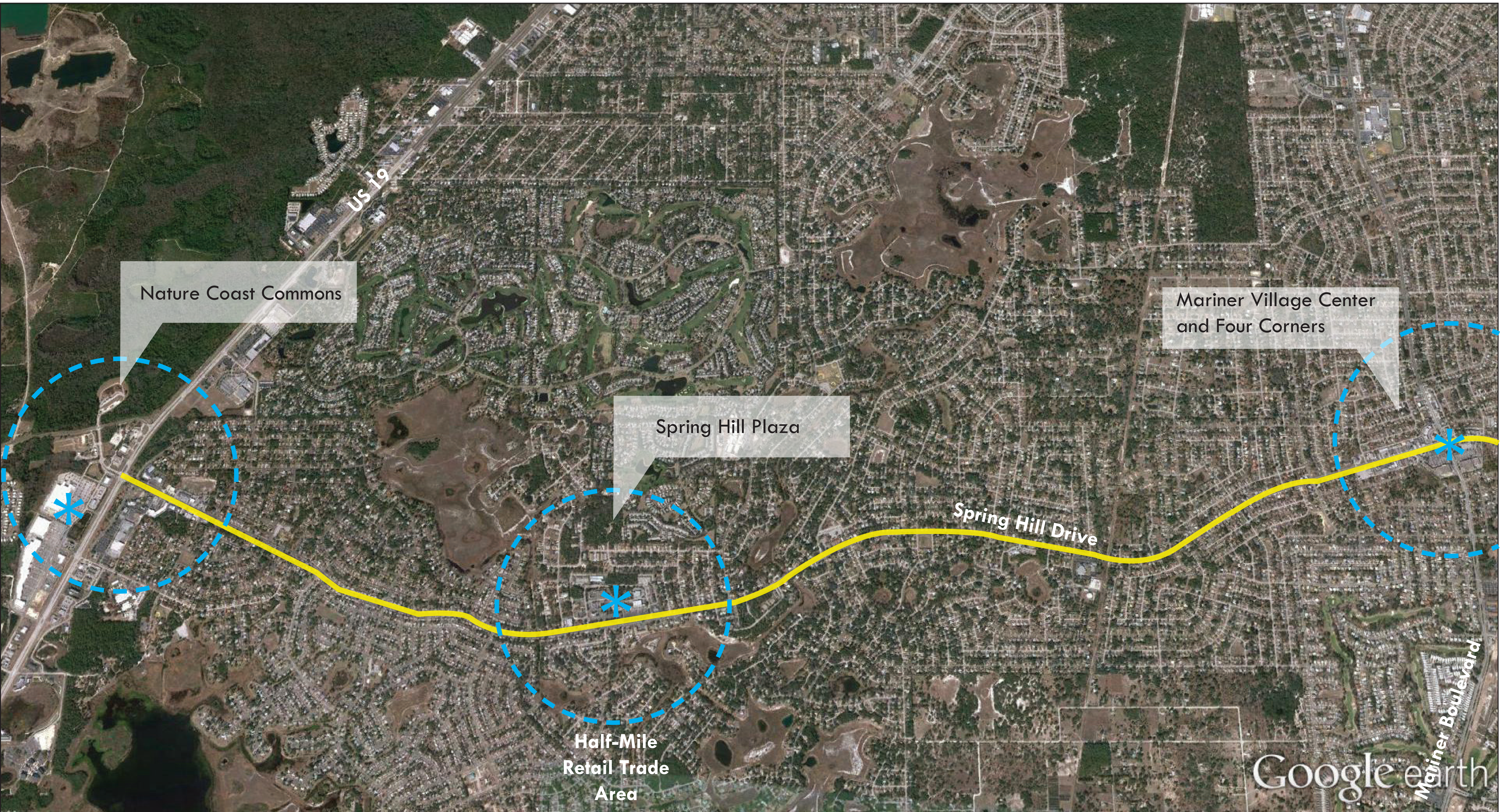


**Project Focus Area**  
*Existing Features*

- |                        |                                |                           |                  |
|------------------------|--------------------------------|---------------------------|------------------|
| 1. Save-A-Lot          | 5. St. Vincent De Paul Society | 8. Greenbrier Lake Condos | 11. Timber Pines |
| 2. Family Dollar       | 6. Book Fair                   | 9. Hog Pond               |                  |
| 3. Doctor Jimmy Edmond | 7. Wallgreens                  | 10. Blue Sink Pond        |                  |
| 4. Aqua Bar            |                                |                           |                  |







Nature Coast Commons

Mariner Village Center and Four Corners

Spring Hill Plaza

Half-Mile Retail Trade Area

Spring Hill Drive

US 19

Mariner Boulevard

Google earth



## Resident Ideas and Suggestions (Transcribed from Sticky-Notes)

1. This isn't even Kass Circle! LOL. Who made this??
- 2a. New facades to unify the whole complex
- 2b. New paved parking lots
- 2c. Local art shop/galleries
- 2d. Satellite library
- 2e. More lighting and trees, flowers, benches
- 2f. Events! Monthly mini festivals – music
3. Food forest – Public produce
4. Interview business owners for ideas!!
5. Garden idea = fresh market, community farming, pet park, event space, have ice cream in the garden
- 6a. Modern face lift
- 6b. Add traffic lights
- 6c. Slow down traffic
- 7a. Easy accessibility
- 7b. Incentives for retails to come
- 7c. More sidewalk
- 7d. Idea of virtual villages
- 7e. Bus system
- 7f. Storefronts
8. Maintain swales
9. Bring bus route into Kass circle
10. Local art studio, yes! And community garden too!Eco friendly malls
11. Community commitment : Able to contribute to help upkeep of the public space
12. Change name to Spring Hill village
13. Why not just put a cross walk traffic light to serve the public?

14. Moe's restaurant, chuck a cheese or place for kids and birthday parties
15. Too many empty storefronts, need more occupants
16. Lighted walkway, benches, bike trails, walking trails and roads.
17. Save-a lot is a good spot!
18. Have a nice restaurants
19. Raised walk on Spring Hill Drive
20. Local temp work for cleaning up the area? Stimulate the local economy and self empowerment
21. Utilize parking spaces
22. Pitcher penny, community center
23. Benches, nicer outdoor atmosphere, appeal to all ages.
- 24a. Lighting at the back of the store
- 24b. Trees
- 24c. Clean up and improvement
25. Cut down the woods behind the plaza
26. Turning lane on Spring Hill Drive
27. Traffic light at Kass Circle + Spring Hill Road East end
28. A card store
29. Bike trail connecting US 19 and Kass Circle area
- 30a. Sidewalk on Spring Hill Drive
- 30b. Education center
- 30c. Bus service
31. Place to socialize – community center
- 32a. Exercise facility
- 32b. Internet facilities
- 32c. Sitting furnitures made from metal
33. Loitering issues

34. Transportation
35. Security, security, security
36. CK Deltona deed and restriction whose land was given to the county
37. Fewer signs/low signs
38. Starbucks
39. More lighting and safety walkways
40. Chuck a cheese, american girl store, irish pub, and food
- 41a. Bus
- 41b. Family-oriented business
42. Dunkin Donuts
43. Many seniors live in Spring Hill and surrounding communities, need affordable and attainable housing and more SS + communities
44. Bike paths that don't get people run over?? (like not in the road)
45. Co op garden, people can rent small plots, grow healthy food for themselves, teach children sustainability
46. What will happen to the thrift store that serve the community?
47. Why not just put a traffic light for the walking public to access the shopping center bank etc.
- 48a. Bus service
- 48b. Pedestrian
- 48c. Bikepath
- 48d. Comm. Garden
- 48e. Apartments/one bedroom
49. What about the thrift store that serve low income residents?
50. Smoking gazebo for ATA students to not crowd walkways while on break in the parking lot
51. The thrift stores are critical to people's ability to thrive
52. Bring into plaza, sheriff sub station

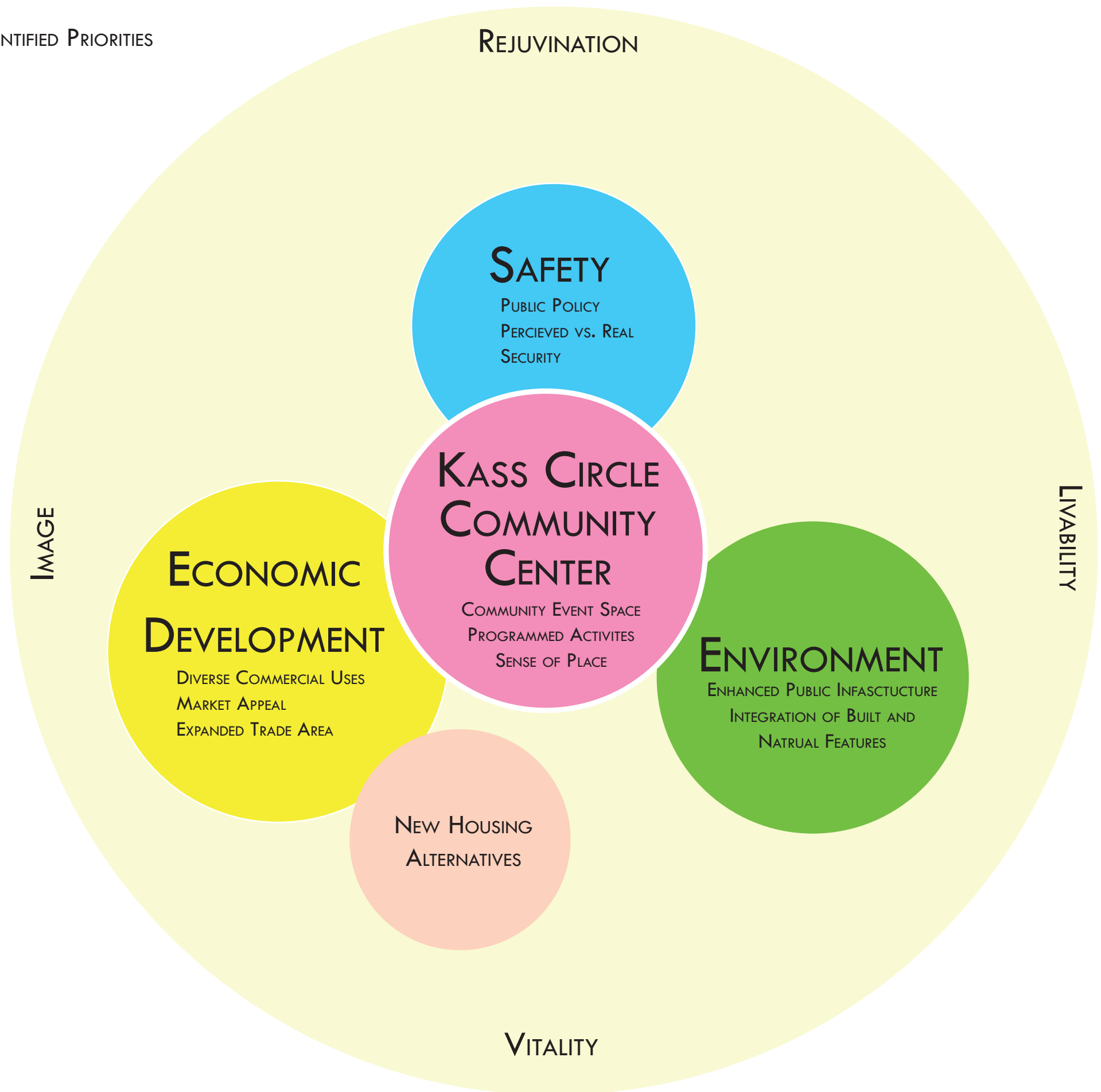


53. Law enforcement needed, security cameras and more lighting
54. Enforce laws! Drug problem behind center
55. Eliminate of signs
56. Keep parking gross on south side of Spring Hill Drive
- 57a. Life environment – engage the senses
- 57b. Storage businesses
- 57c. Health food store
- 57d. Add community center in community center
58. Need visibility- Entertainment center
59. Park system
- 60a. Movie theatre
- 60b. Outdoor areas – artshows
- 60c. Footbridge
61. Fast food restaurant, save a lot, wheelchair +gokart
62. Closet mall – pedestrian cross to or through places, something for the children

## Recurring Issues and Themes (from workshop)

- Increased security/law enforcement
- Address vacant/dilapidated property and code enforcement
- Need for public realm enhancements and open space (parks, community center, etc)
- Safe pedestrian access and connections to desired locations (sidewalks and trails)
- Desire for healthy community conditions and community gardens
- Roadway improvements along Spring Hill Drive (lighting; sidewalks; intersections improvements)
- Enhanced neighborhood visual character and image (new name and brand)
- Redevelop Spring Hill Plaza shopping center-reposition in the market; new image/facelift; consider additional stores with neighborhood serving uses
- Create a “neighborhood or village center” that functions as a destination and defines a unique condition
- Increase public transportation in the area
- Identify opportunities for more market rate housing; protect existing inventory of affordable homes









Kass Circle Village Center

Spring Hill Drive With Context Sensitive Conditions

Primary Neighborhood Streets

Priority Pedestrian Connections

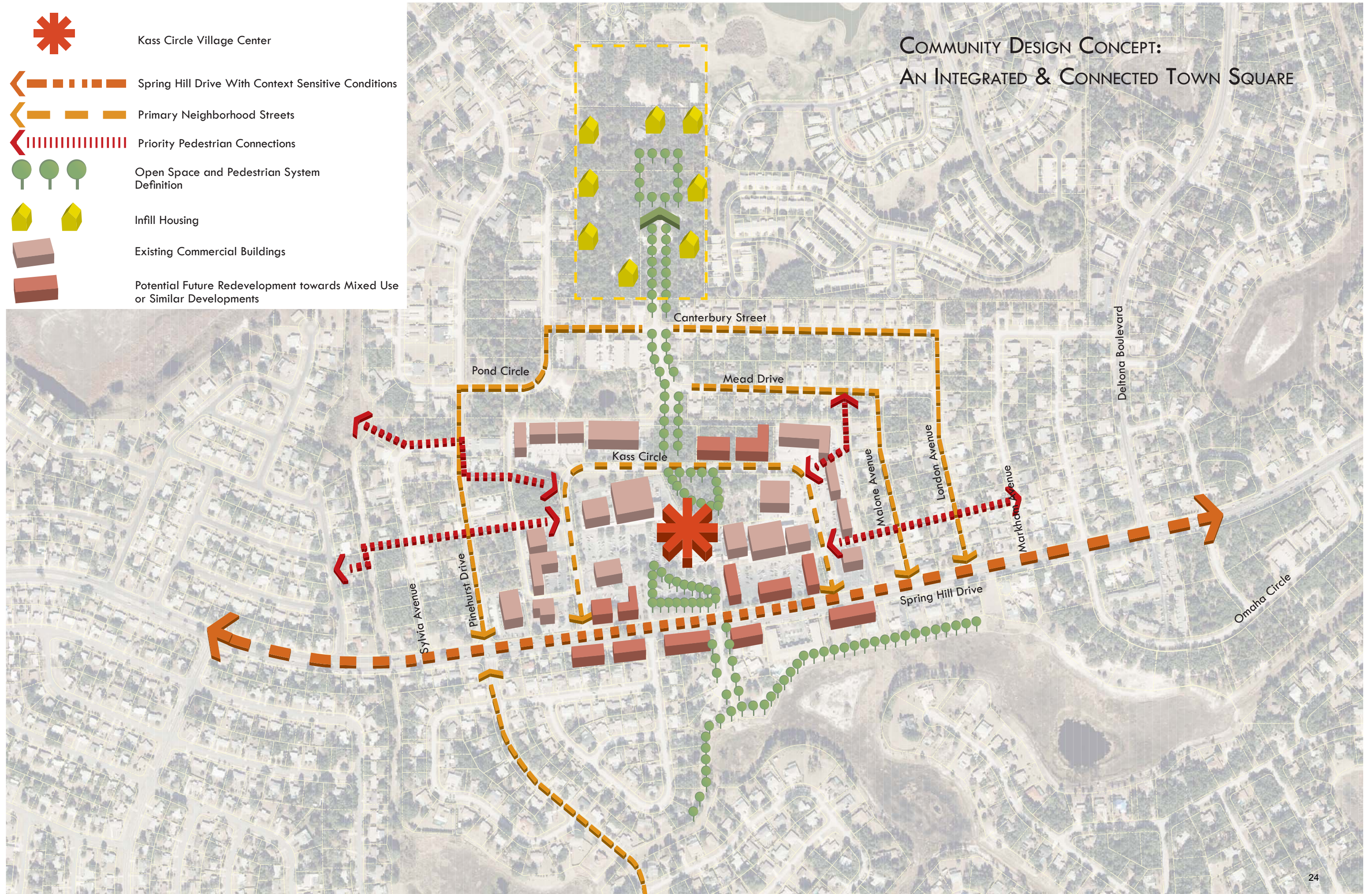
Open Space and Pedestrian System Definition

Infill Housing

Existing Commercial Buildings

Potential Future Redevelopment towards Mixed Use or Similar Developments

# COMMUNITY DESIGN CONCEPT: AN INTEGRATED & CONNECTED TOWN SQUARE





# Kass Circle Revitalization Project Community Workshop, February 15, 2014 Photographs and Web Page



### Kass Circle Neighborhood Revitalization Project



#### Overview

This project seeks to engage residents and property owners in developing a conceptual revitalization plan for the Kass Circle area. The plan is intended to identify opportunities for transforming the area into a "community center." This plan will also address needed enhancements that will help transform the area into a safe, walkable and sustainable mixed-use district.

The "Kass Circle" neighborhood is located in the southwest area of Spring Hill. It is centered around a business district that includes the community's first shopping center, Spring Hill Plaza, built in 1967. It was the first mixed residential multi-family neighborhood laid out in the original Spring Hill Master Plan.

The Kass Circle neighborhood includes:

- Mix of multi-family housing types
- Single family development
- Diverse but aging commercial center
- Existing transit stop
- Nearby community focal points (school, post office)
- Older single family homes experiencing pressure to transition to nonresidential uses
- Concentration of both working-age and retired residents

#### Importance to the Community

This project strives to build on the positive attributes of the Kass Circle neighborhood to generate ideas for improving such things as business atmosphere, connection of the business area to the neighborhood, potential infrastructure improvements, public space amenities and visual themes.

#### Contact Information

For more information, contact Patricia McNeese with the Hernando County Planning Department at (352) 754-4057, ext. 28016 or email [pmcneese@hernandocounty.us](mailto:pmcneese@hernandocounty.us).

#### Links

[Kass Circle Project Area 12-2013](#)

[Kass Circle Feb 2014 Workshop](#)

[Kass Circle Data Summary Report Final](#)

[Kass Circle Grant Funding Agreement](#)

[Florida Center for Community Design & Research at the University of South Florida](#)

#### Slideshow





