

Auburndale FL, A Quintessential Character Town.

Founded by Frank Fuller in 1880.

2018 population, City 16,000, Polk County 725,000. LINK: <http://www.auburndalefl.com/>

HISTORY. “The town was founded in 1880 by Frank Fuller and originally named Sanatoria for a hotel located here. When the railroad came to town, the town renamed itself **Auburndale** after a town of the same name in Massachusetts. Thousands of acres of citrus were planted and the area began to boom. Big Freezes destroyed the citrus industry with the first freeze was on December 27, 1894, the second one was on February 7, 1895. Citrus made a comeback in the twentieth century that lasted until the 1970s until freezes came again in 1981 and 1983. The citrus industry is now south toward **Frostproof**.

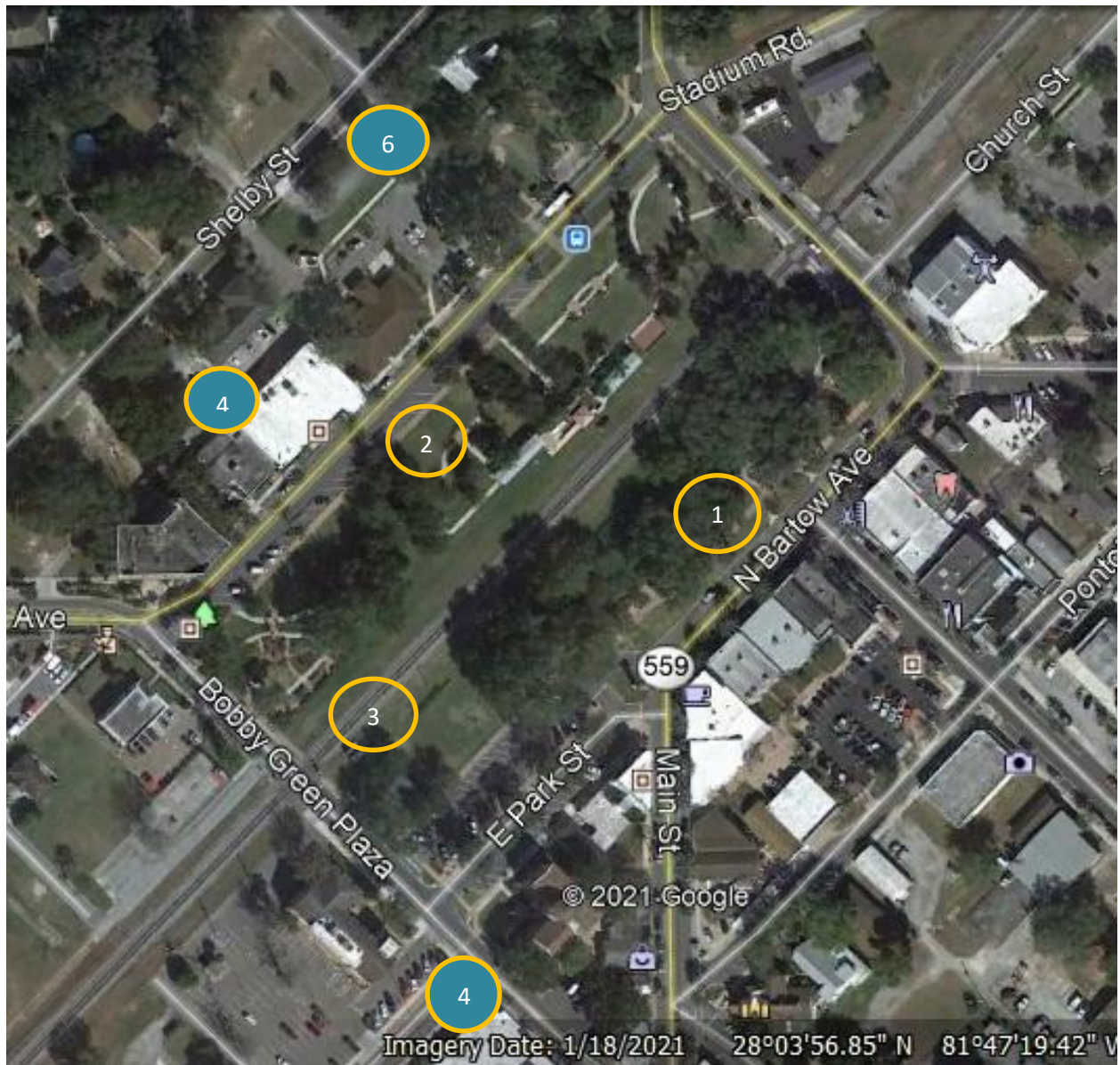
“Auburndale has done a great job restoring its historic downtown area and has preserved many nice old buildings. The centerpiece of downtown is the City Park, a wide grassy lawn with picnic shelters and playground equipment that gets a lot of use, especially on weekends. There are several restaurants and shops around the park that make for some good dining and shopping. An example of the city's preservation effort is the **Ephraim M. Baynard House** located just north of the downtown city park. The house and City Hall are on the **National Register of Historic Places.**”



CHARACTER. Auburndale FL is an interesting, pleasant and prosperous place, a character town.

DOWNTOWN FEATURES. The focal place of downtown is City Park surrounded by private and public uses and activities. The historic City Hall and Baynard House add to the elegant ambiance. Auburndale has many features to emulate.





City Park, Auburndale, is a 7-acre park in the center of downtown bounded by four city streets. Inside the four-street perimeter are an active children’s park [1], the historic train station and public garden [2] and a small performance stage [3]. Surrounding the central space are commercial buildings, on-street parking, City Hall [4], the city’s civic center [5] and the **Ephraim M. Baynard House** [6]. Both the Baynard House and the active City Hall are on the **National Register of Historic Places**. An active, short-line rail track traverses the Park.

The clock tower in the pictures above is at the intersection of E. Park Street, Main Street and N. Bartow Avenue. The entire central place is clean, bright, active and well-maintained – a beautiful city asset that anchors downtown.

ABOUT THE CRA

[HTTP://WWW.AUBURNDALEFL.COM/CRA/](http://www.auburndalefl.com/cra/)

The Community Redevelopment Agency is responsible for developing and implementing a Community Redevelopment Plan that addresses the unique needs of the designated CRA area. The plan includes the overall goals for redevelopment in the area, as well as identifying the types of projects planned for the area.

The City of Auburndale Community Redevelopment Agency (CRA) was established by the Auburndale City Commission on February 17, 1992 with the intent to undertake projects and programs in the CRA District that enhance beautification, infrastructure, and economic development.

The Auburndale Community Redevelopment Agency created two economic development incentive programs for property owners and business owners located in the CRA District. These incentives will utilize the CRA's tax increment funding to leverage private investment that meets the goals of the CRA, which are to improve Auburndale's physical form, to attract new growth and business, and to create or maintain a sense of vitality.

The Redevelopment Grant is an incentive for property owners and tenants to make substantial capital improvements to their buildings and real property located in the core commercial area. The Community Redevelopment Agency will reimburse 50%, up to \$50,000, for fixed capital improvements to the exterior or interior of buildings. The intent of the incentive is to encourage property owners to redevelop vacant or underutilized commercial properties, including the second floor of buildings in the core commercial area of the CRA into attractive and viable businesses and spaces.

The Impact Fee Assistance Grant will provide relief to property owners, developers, and business owners who are required to pay impact fees for eligible projects. The intent of the grant is to assist businesses in the CRA with this startup cost and to contribute to the sense of vitality that occurs when buildings are occupied by commercial business.

Applicants are encouraged to discuss their projects with the Community Development Director to determine eligibility of their projects and to obtain an application. The Annual Report can be downloaded at the link below.

LINK: <http://www.auburndalefl.com/wp-content/uploads/2020/04/2019-CRA-Report-a.pdf>

CRA AREA MAP

