

The background is an underwater scene. Sunlight rays penetrate the water from the top left, creating a shimmering effect. A dark, jagged rock is visible in the lower right foreground. The water has a deep teal color.

CRYSTAL RIVER MAIN STREET STRATEGIC DESIGN & ECONOMIC DEVELOPMENT PLAN

Crystal River City Council
February 23, 2026

AGENDA



01

Team

02

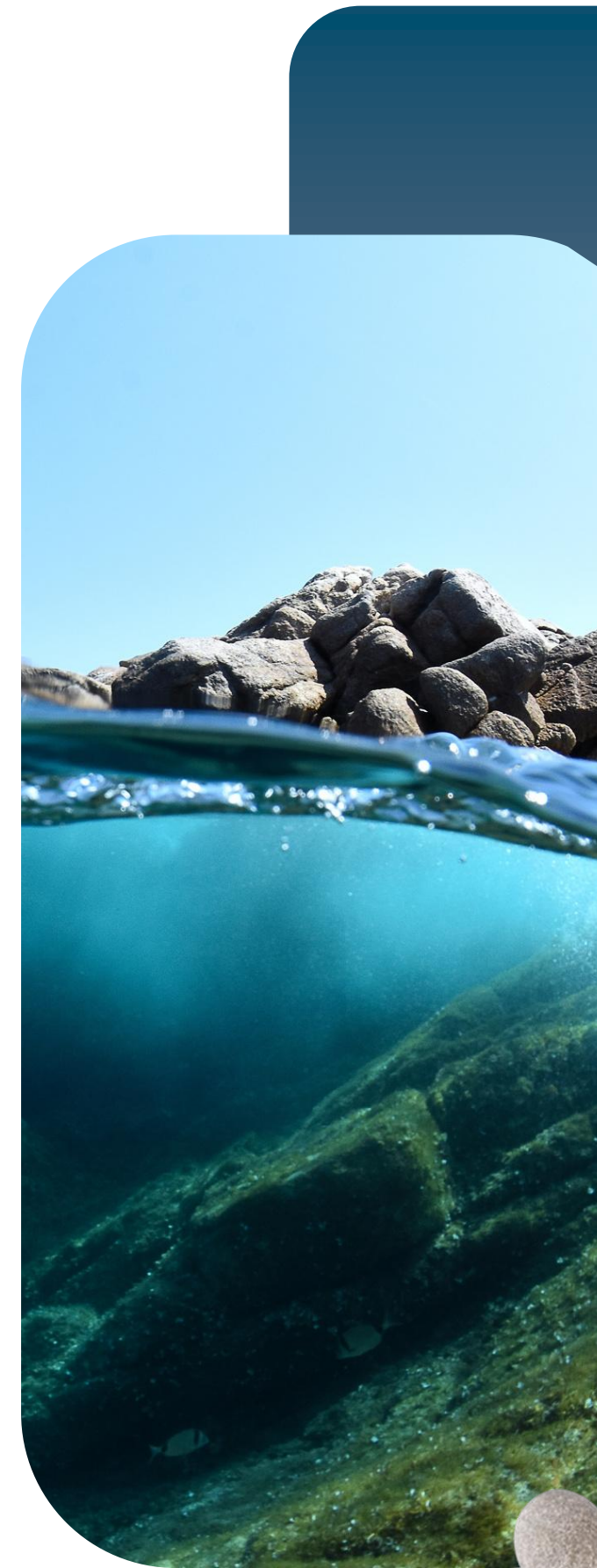
Project Overview

03

**Timeline &
Components**

04

**Discussion &
Questions**



An aerial photograph of a waterfront community, likely a marina or harbor. The water is filled with numerous small boats and larger vessels. On the left, there are several buildings, including a large blue-roofed structure and a smaller white building. The surrounding area is lush with green trees and vegetation. The sky is a mix of blue and yellow, suggesting a sunset or sunrise. The overall scene is peaceful and scenic.

TEAM

Carly Hanson, Growth Management Director

Alison Pinkston, Main Street Executive Director

Main Street Board Members

Main Street Volunteers

Kathie Ebaugh, FAICP, Principal-in-Charge

Laura Jones, Project Manager

Michael Hans, Landscape Architect

Jacob Alderman, Planner

COLLABORATION

Crystal River

- **Community Engagement & Audit**
 - **Engage Local Volunteers**
 - **Ensure Broad Participation**
 - **Build Buy-In**

JBPro

- **Planning Expertise & Design**
 - **Technical Knowledge**
 - **Streetscape Landscape Designers**
 - **Planning Education**
 - **Best Management Practices**

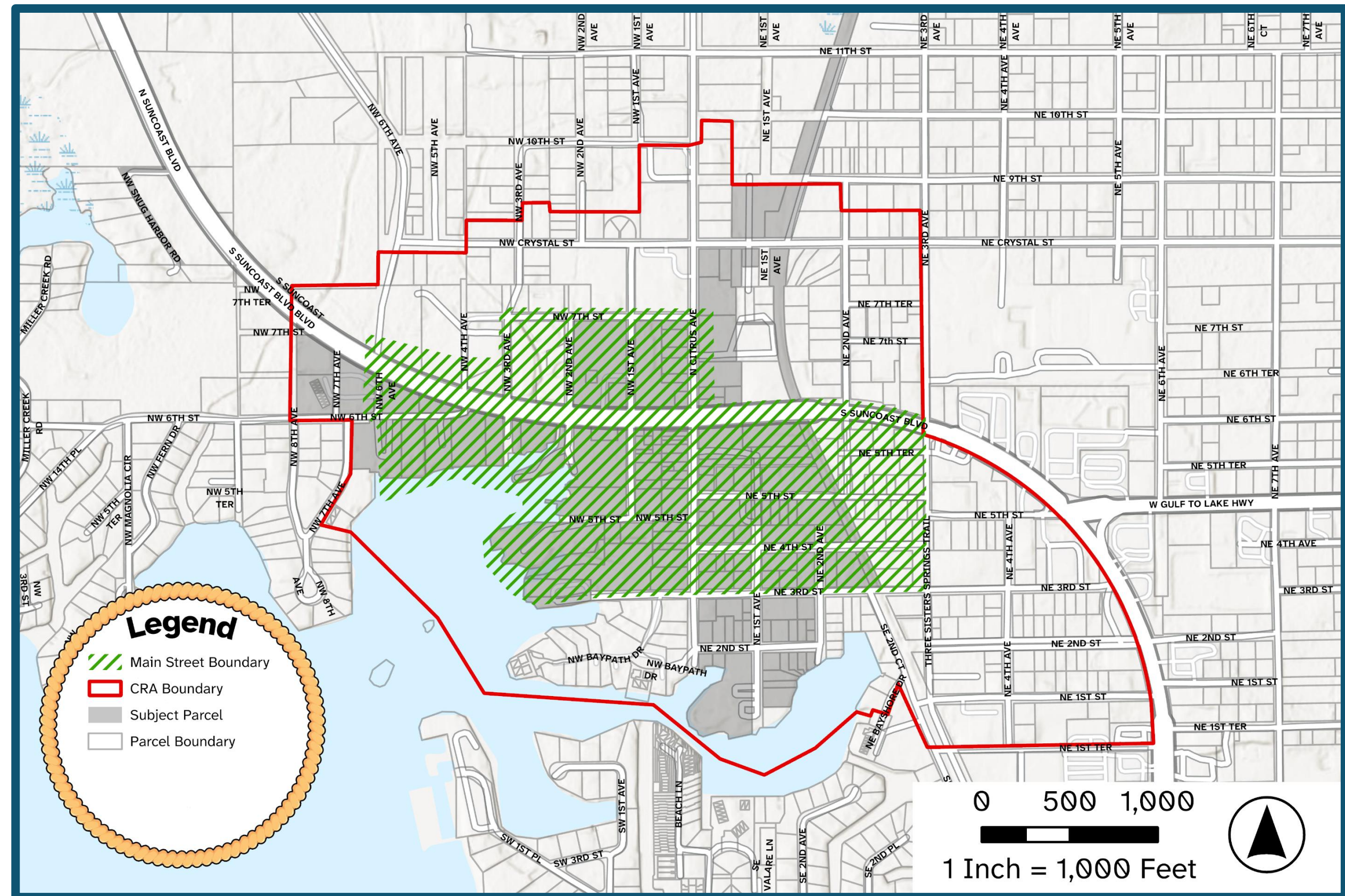


PROJECT OVERVIEW

THE CITY OF CRYSTAL RIVER, IN PARTNERSHIP WITH CRYSTAL RIVER MAIN STREET, SUCCESSFULLY SECURED \$75,000 THROUGH THE FLORIDA COMMERCE COMMUNITY PLANNING TECHNICAL ASSISTANCE (CPTA) GRANT PROGRAM TO COMPLETE THE CRYSTAL RIVER STRATEGIC DESIGN AND ECONOMIC DEVELOPMENT PLAN.



Downtown & CRA Focus



DOWNTOWN & CRA Focus

Food



History



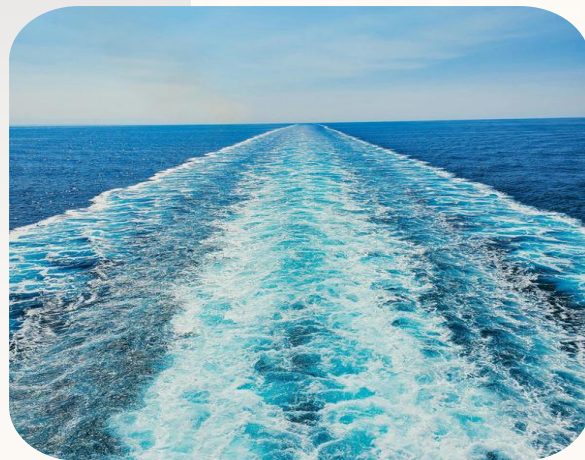
Economy



Events



Climate



Culture



PLAN & IMPLEMENTATION STRATEGY

A Comprehensive Evaluation of Downtown Crystal River's Business Environment, Vacancy Patterns, Landscape Conditions, & Streetscape Features.

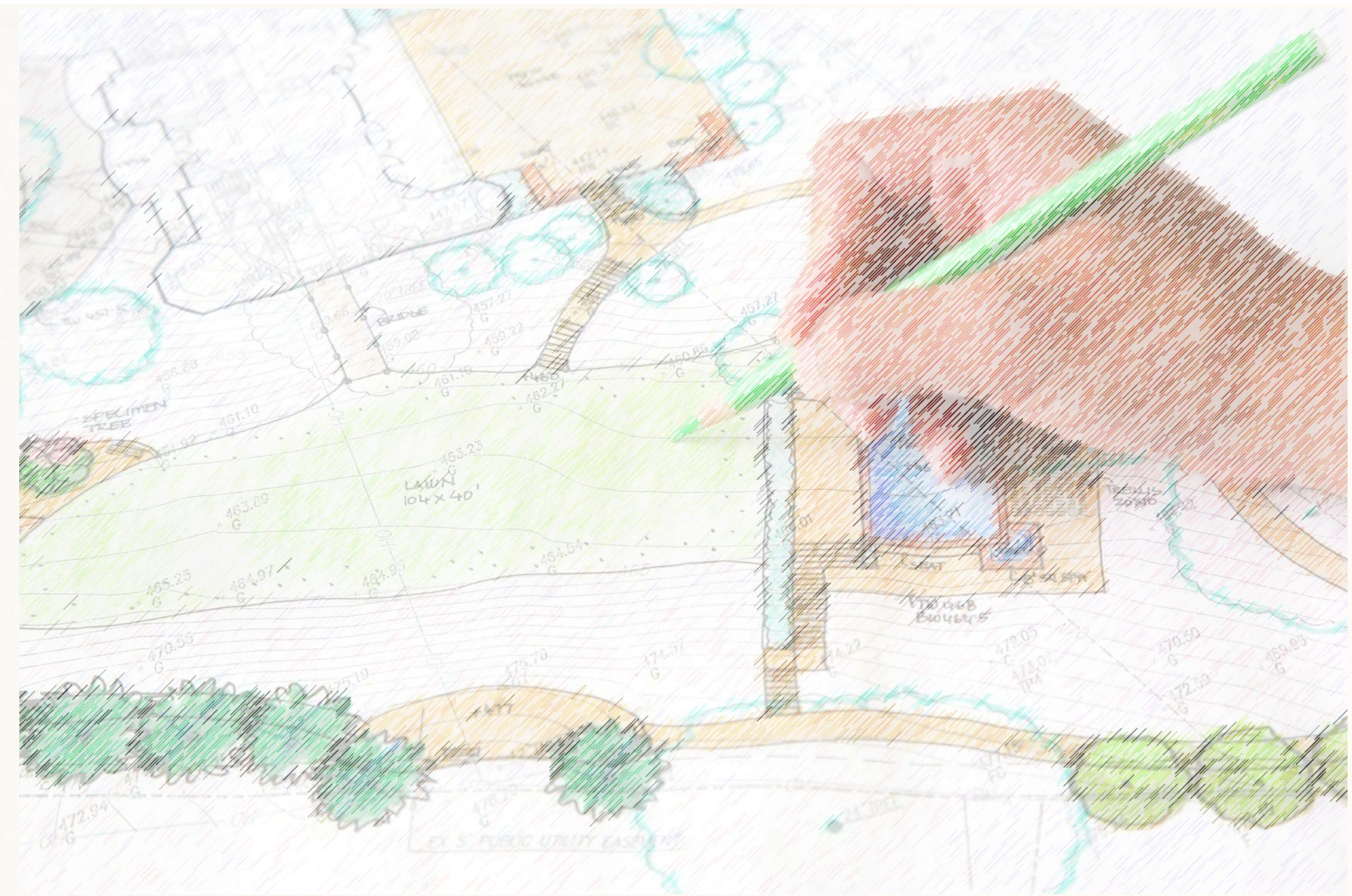


Plan

Outline Downtown Design Guidelines With Clear Direction On Façade Improvements, Landscaping Standards, & Outdoor Business Areas.

Develop Draft Design Concepts To Enhance Downtown Streetscapes, Improve Walkability, Create Active Outdoor Spaces, & Activate Vacant Properties.

Prepare Draft Landscape Design Plans That Incorporate Flood-resilient Plantings & Functional Public Spaces.



Implementation Strategy

**Draft Policy Recommendations For
Comprehensive Plan Updates To Support
Downtown Revitalization And Economic
Growth.**

**Identify Priority Capital Improvement Projects
(CIP) That Align With Streetscape And
Infrastructure Needs.**

**Develop A Phased Implementation Strategy
With Short-, Mid-, And Long-term Action
Steps, Planning-level Cost Estimates, And
Potential Funding Sources.**



SPECIFICALLY

Address

Create

Reduce

Enhance

Identify





KEY ACTIVITIES

Main Street Board Presentation

February 18, 2026

City Council Presentation

February 23, 2026

Business Owner Roundtable

February 25, 2026

Online Survey Questions

March 6, 2026

First Friday Pop-up

March 6, 2026

First Friday Pop-up

April 3, 2026

Audit For Streetscape Start

April 4, 2026

KEY DELIVERABLES

Meetings

Ongoing

Engagement Materials And Activities

Ongoing

Workshops

See Previous Page

Draft Design And Landscape Plan Concepts

May 2026

Draft Comp Plan Recommendation

May 2026

Draft Downtown Design Guidelines

May 2026

Draft Capital Improvement Projects

May 2026

Draft Phased Implementation Strategy

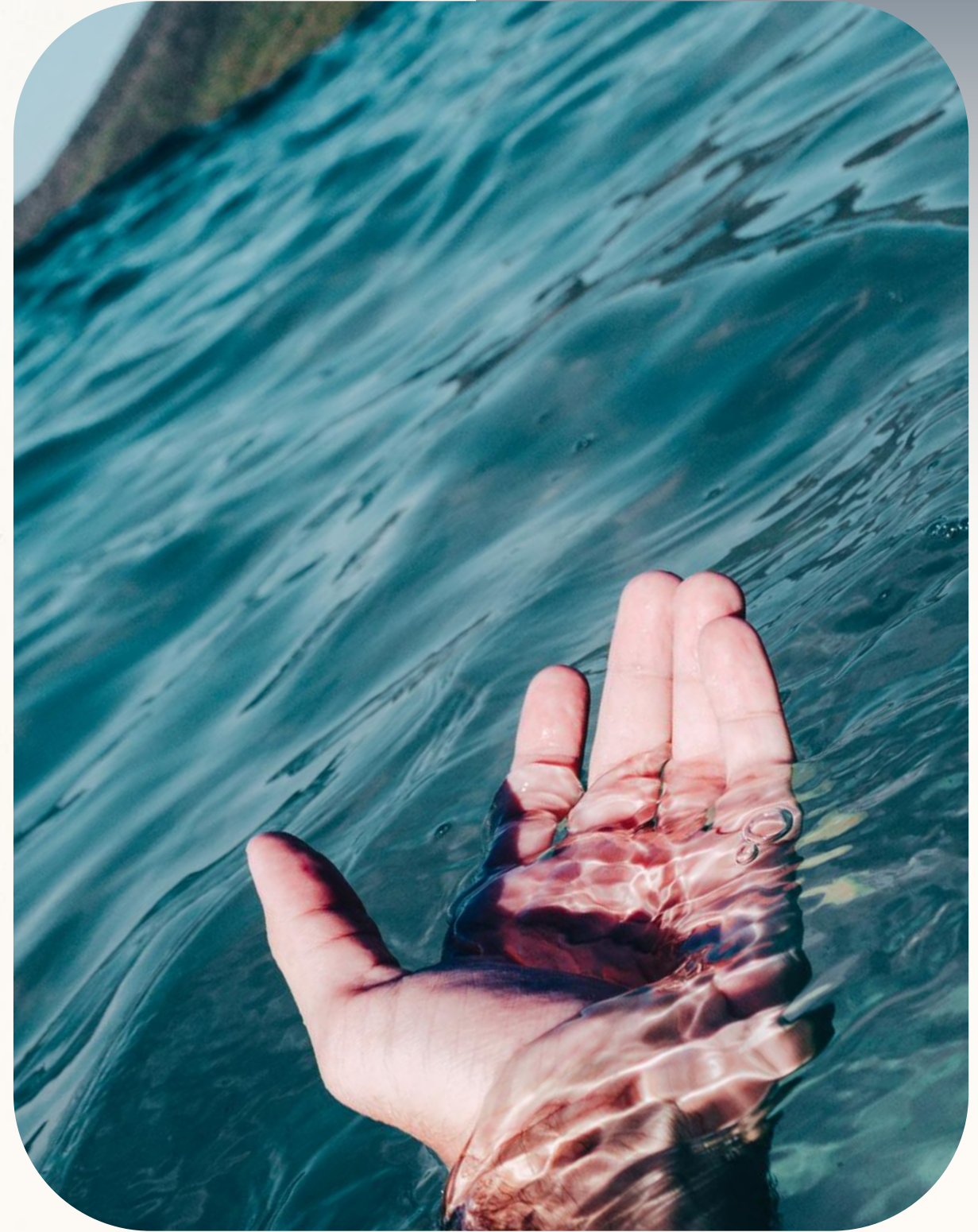
May 2026

Adoption Of Plan

June-October 2026

SUCCESS!

Clear, Actionable Outcomes
Near-term Wins & Long-term Direction
Alignment With CRA Implementation



Project Timeline

At-a-glance



INITIATION

Project Kick-Off and
Community Engagement
Launch

JANUARY



PLANNING

Community Engagement
Complete and Downtown
Assessment and
Streetscape Audit
Complete

APRIL



EXECUTION

Draft Design Concepts and
Policy Recommendations
Complete

MAY



CLOSURE

Draft Strategic Design and
Economic Development
Plan Complete

MAY 31



ADOPTION

Documenting deliverables,
conducting reviews,
transitioning outcomes.

JUNE-OCT



THANK YOU

QUESTIONS &
DISCUSSION

