



US17 Corridor Presentation

CITY OF WAUCHULA MEETING

PROJECT GOALS

- Create a vision for the future of the US 17 corridor in Hardee County
- Align land use and transportation strategies with broader community initiatives
- Define key economic development opportunities for the corridor
- Emphasize implementation of stormwater and resiliency, land use and design, transportation, and neighborhood stabilization
- Define prioritized actions that are measurable and achievable

PROJECT STUDY AREA

The Study Area encompasses the municipalities of Bowling Green, Zolfo Springs, Wauchula and the unincorporated community of Gardner. The Study Area was created using parcel-level data to capture where growth and economic activity are most likely to occur along the US 17 corridor.

Fast Facts: Study Area (2025)



24.8
Total Square Miles

4,009
Total Jobs



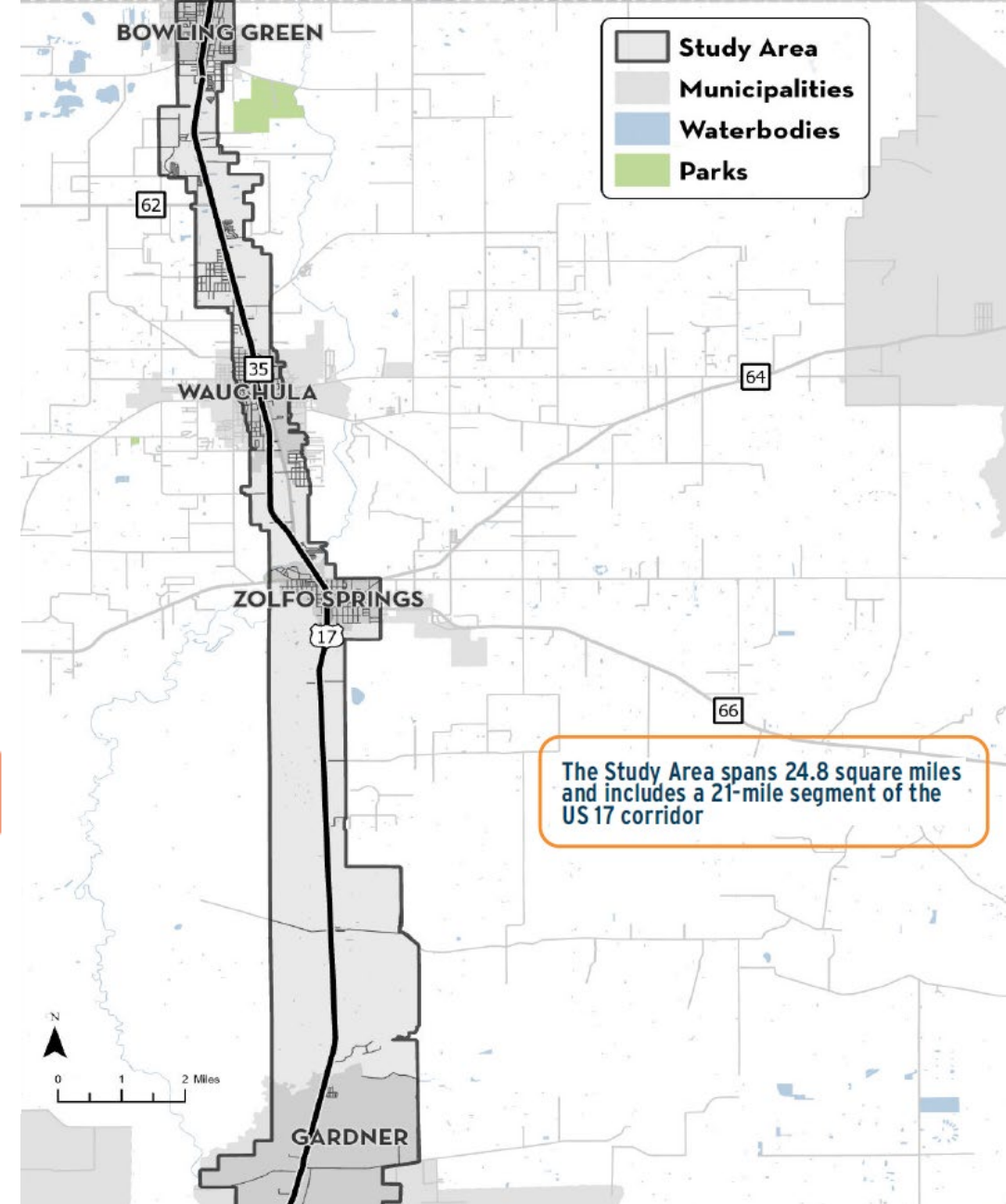
\$57,478
Median Household
Income



8,665
Total Population



\$165,678
Median Housing
Value



PROCESS & SCHEDULE



PHASE 1

Discover



PHASE 2

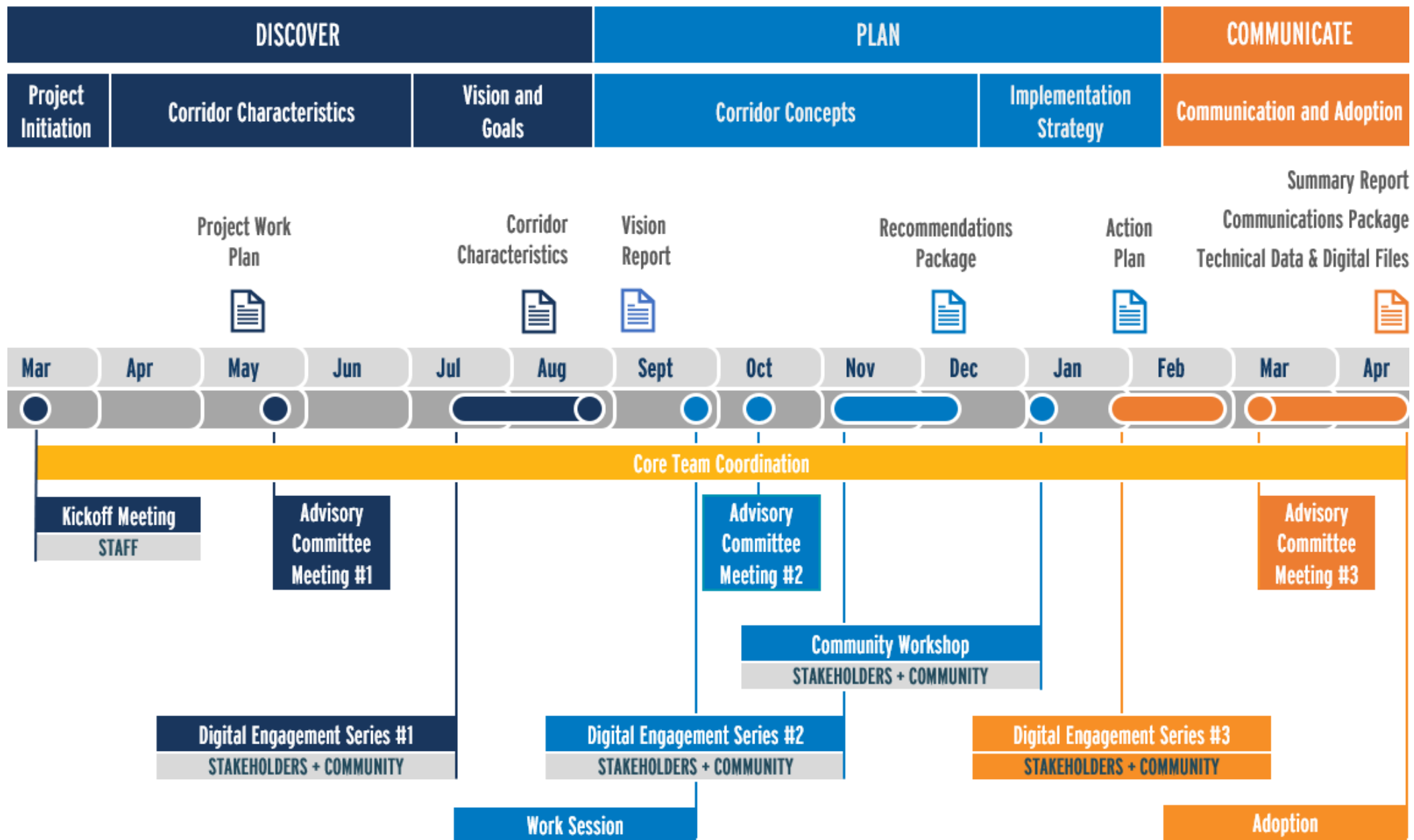
Plan



PHASE 3

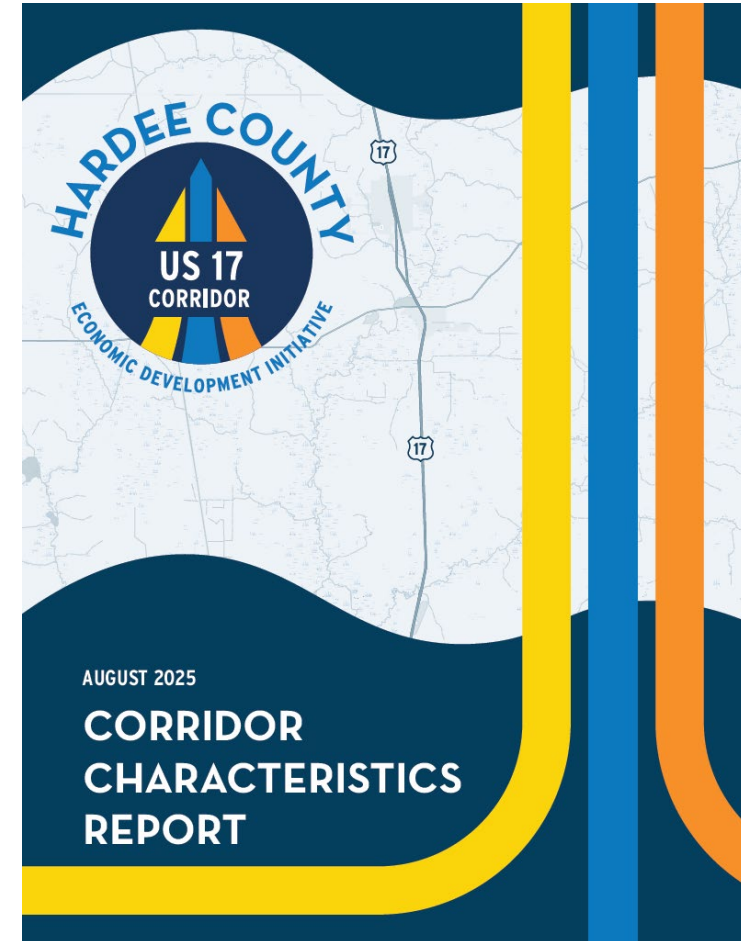
Communicate





COMMUNITY CHARACTERISTICS REPORT

- Existing Plan Review
- Socioeconomic Trends & Projections
- Land Use Screening & Suitability
- Transportation and Mobility Review
- Economic and Housing Review
- Natural and Built Environment Review



COMMUNITY CHARACTERITICS REPORT

Total Population (2025)

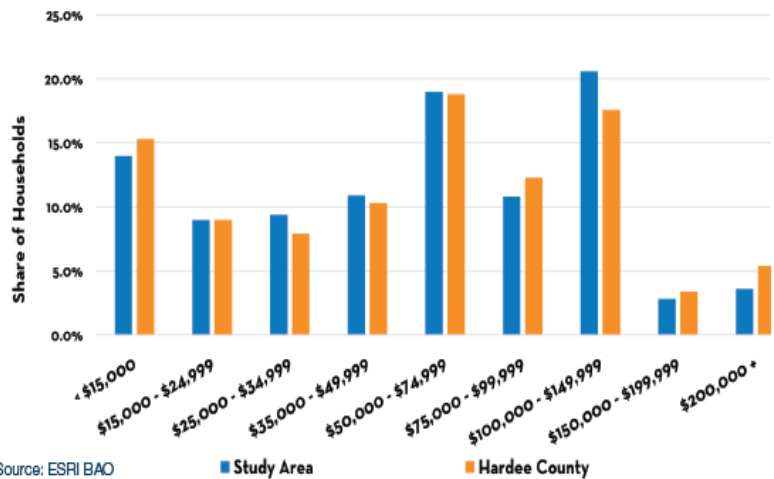
8,665

Study Area

25,184

Hardee County

Income by Households



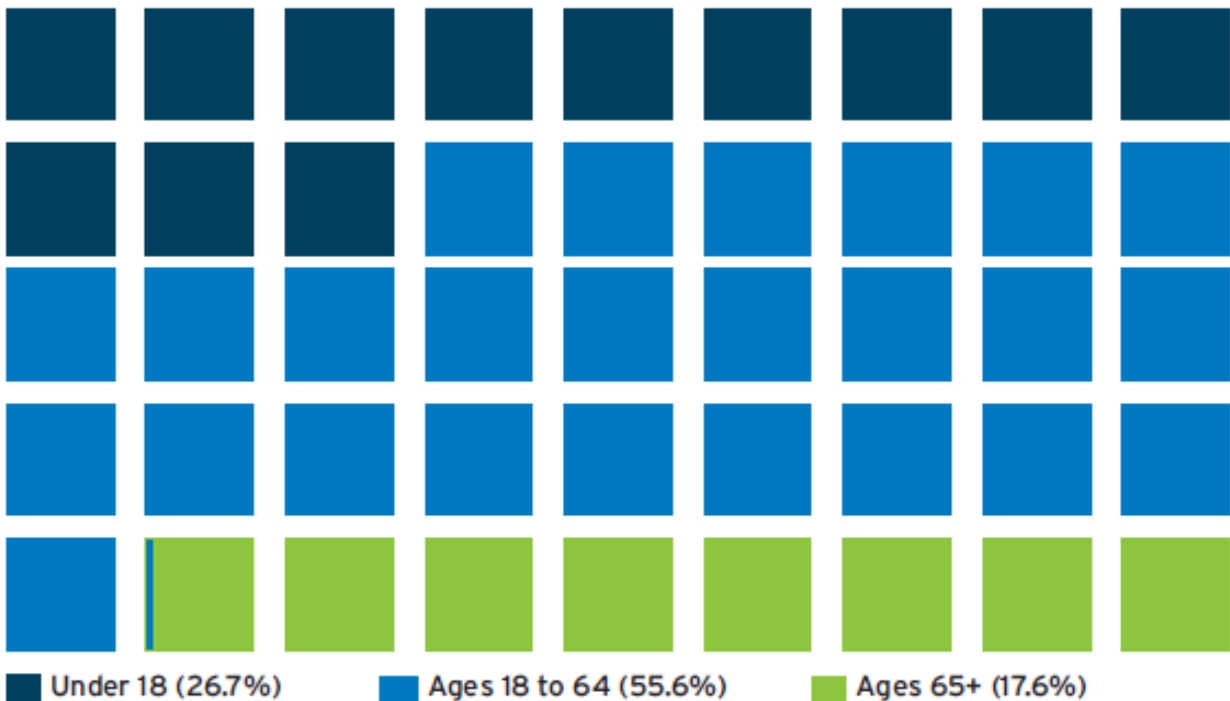
43%

Households
earning under
\$50,000

\$7,883

Average spent
on mortgage and
basics

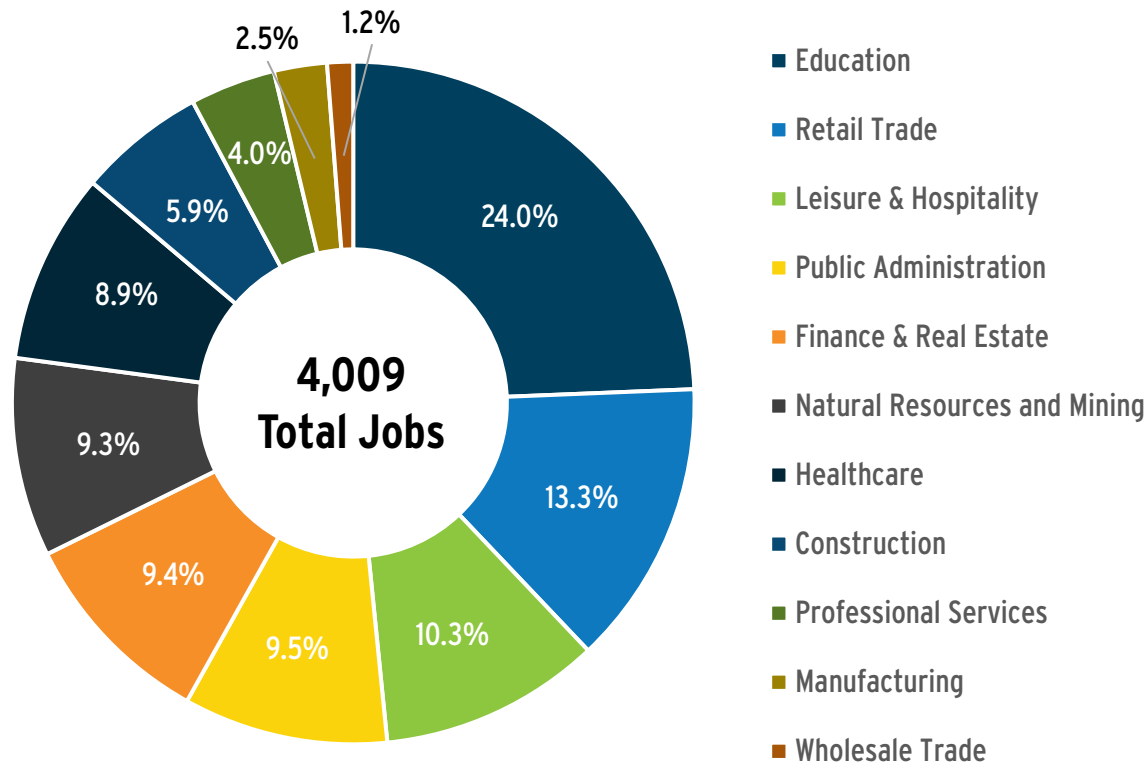
Population by Age (2025)



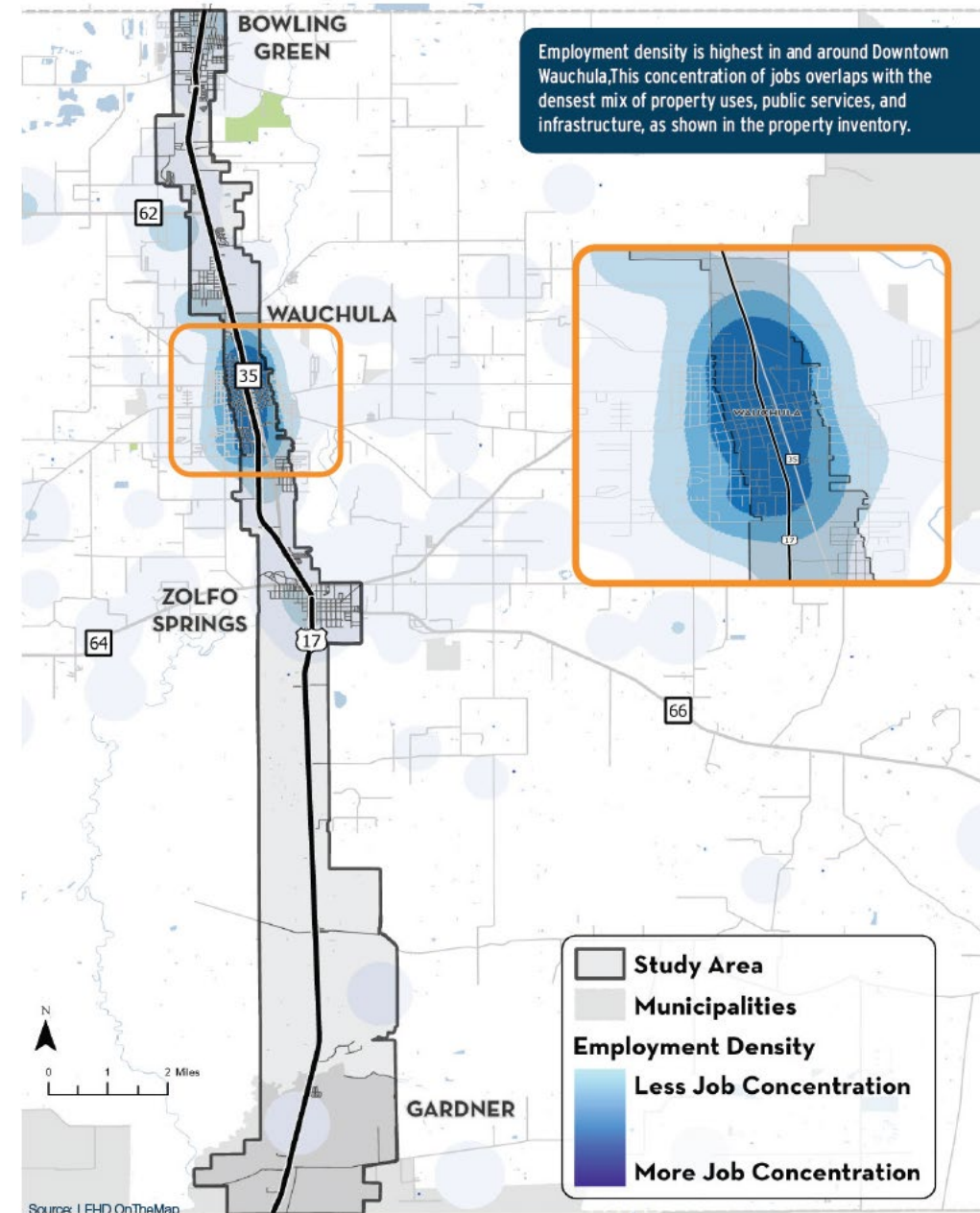
Source: ESRI BAO

COMMUNITY CHARACTERISTICS REPORT

Employment by Sector (2025)



58% of all jobs in Hardee County



PUBLIC ENGAGEMENT

CITY OF WAUCHULA PRESENTATION





Who is involved in the process?

Advisory Committee

Public

Stakeholders

Staff

Elected Officials

Agency Partners

ENGAGEMENT ACTIVITIES

- Project Website
- Digital Engagement Series (3)
- Advisory Committee Meetings (3)
- Updates to Elected Officials (3)
- Community Workshop (1)
- Stakeholder Interviews (3 rounds)
- Pop-Up Events
- Collateral Material



NEXT STEPS



Fall 2025

- Online Engagement Round #1 Ends
- Final Corridor Characteristics Report Released
- Vision Goal and Statements Drafted
- Commissioner/Elected Official Briefings
- Advisory Committee Meeting #2

