

Pop-Up Event #2

Summary Memorandum

03/2/2026

Introduction

The purpose of this memorandum is to provide a summary of the second pop-up community engagement event for updating Citrus County's Comprehensive Plan. The second pop-up event occurred on Monday, February 16, 2026. The event was hosted by the Citrus County Chamber of Commerce and Builders Alliance at the Citrus County Chamber of Commerce (915 N Suncoast Blvd, Crystal River, FL 34429). The purpose of the pop-up event was to gather public input from local business leaders and those involved in economic development activities in the county. There were seven attendees at the event.

Presentation

The pop-up kicked off with a brief presentation by Chris Dougherty on the Comprehensive Plan Update. The slides used during the presentation can be found in **Attachment A**. The presentation included an overview of the project including an introduction to the project team, an overview of the comprehensive plan, the project timeline, and the project website. A summary of key website and survey results was presented which included place of residents, age of respondents, employment status, current concerns, and priorities for growth. A community snapshot of Citrus County was presented which included population projections and key themes identified from previous public engagement efforts. The presentation concluded with directions for developing and prioritizing strategies activities. The smaller group size allowed the presentation to be more interactive and gave opportunities to attendees to ask questions and clarify parts of the planning process thus far.

Developing Strategies Activity

The first activity was developing strategies. Attendees were given sample Economic Development and Housing strategies and asked to identify additional strategies for each topic. The activity was facilitated with all attendees acting as one large group developing strategies to advance each topic in Citrus County. The sample and developed strategies are listed below in **Tables 1 & 2**.

Prioritizing Strategies Activity

After developing new strategies, attendees were asked to prioritize the policies created. Each attendee was given three stickers per topic and asked to place a sticker next to policies they wanted the comprehensive plan to prioritize. Policies with more stickers are considered higher community priorities.

Table 1: Economic Development Strategies

Policy	Priority Stickers
Partner with local colleges and universities to create business incubators and shared workspaces to foster entrepreneurship and collaboration.*	4
Prioritize infrastructure for Econ. Dev. + Jobs.	3
Promote the reuse of existing buildings and underutilized sites for new businesses before the development of undeveloped rural land.*	2
Ensure that the needs of the business community and vocational programming are aligned with the curriculum and the skills required for available and emerging employment opportunities.*	2
Attract more distribution facilities.	2
Sports Tourism (Attract minor league team)	2
More diverse tourism prog. (Inland/Conf. Center)	2
More broadband internet.	1
Attract more manufacturing jobs.	1
Need more East-West Connectivity	1
Promote/ Enhance/ Prioritize Port Citrus	1
Explore Partnerships that would allow for the development of shell commercial buildings.*	-
Establish an expedited permitting program for target industries looking to develop within the County.*	-
Partner with local banks to create a small business revolving fund.*	-

Table 2: Housing Strategies

Policy	Priority Stickers
Maintain a balance of Nature and Housing.	5
Require developers to designate a percentage of units in their development as affordable housing units (through inclusionary zoning practices).*	3
Encourage/Incentivize green building practices.	3
Provide a density incentive for development that dedicates a certain number of units for affordable or senior housing.*	2
Ensure workforce housing is near activity center and job generating areas.	2
Encourage Resiliency.	2
Require a mixture of housing types for large developments (i.e., single family, town homes, multi-family product within the same project).*	1

Policy	Priority Stickers
Explore opportunities for permitting additional housing types (e.g., accessory dwelling units, duplexes, etc.) within low density future land use categories and zoning districts.*	1
Align housing variety and needs to attract economic growth.	1
Limit or discourage short term rentals.	1
Strategically reduce minimum lot sizes in select residential future land use categories and zoning districts.*	-
Protect existing housing stock against natural disasters	-

* Sample Policy

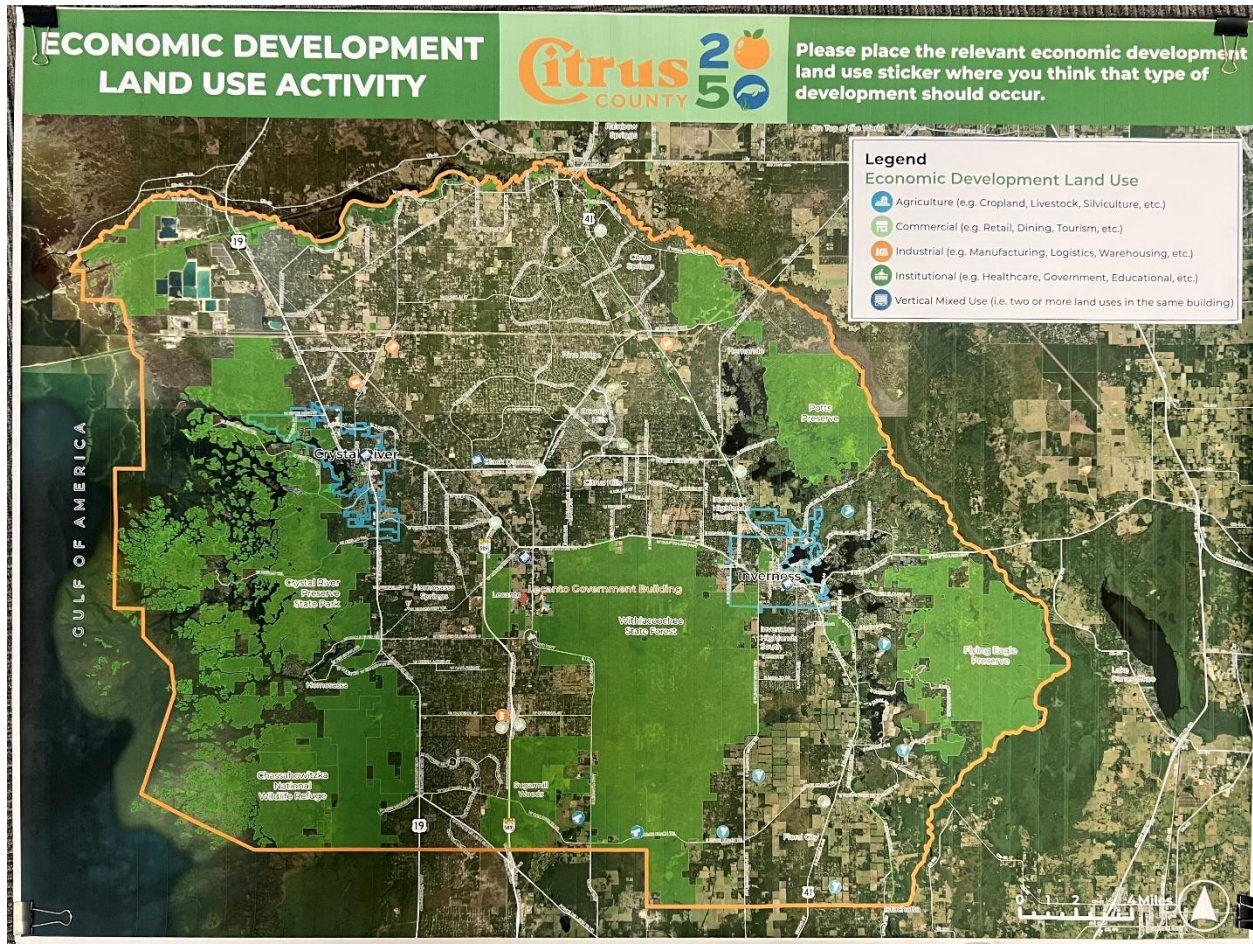
Economic Development Land Use Activity

The final activity asked attendees to identify locations for non-residential job generating land uses on a map of Citrus County. The attendees placed stickers representing different types of land uses (Agriculture, Commercial, Industrial, Institutional, and Vertical Mixed Use) in locations they felt that type of development should occur. 25 stickers were placed on the map – the full breakdown by land use is listed in **Table 3** below and shown on **Figure 1**. A majority of the potential industrial areas were located along major corridors, while a majority of the potential mixed use stickers were identified around the cities, agriculture was concentrated to the southern parts of the County, and commercial was identified near Pine Ridge and Citrus Springs.

Table 3: Selected Economic Development Land Uses

Land Use	Stickers
Agriculture (e.g. Cropland, Livestock, Silviculture, etc.)	8
Commercial (e.g. Retail, Dining, Tourism, etc.)	6
Industrial (e.g. Manufacturing, Logistics, Warehousing, etc.)	4
Vertical Mixed Use (i.e. two or more land uses in the same building)	4
Institutional (e.g. Healthcare, Government, Educational, etc.)	3

Figure 1: Economic Development Land Use Map



Key Themes

Overall, there was a strong desire by the attendees to strengthen and attract a younger and skilled demographic to the County. The development of economic and housing strategies reflect this desire as they lend themselves to making the County a more desirable place for younger people who are educated or skilled laborers. The needs for current residents and demographics in the County are still of concern to the group, however, there was dialogue about the long-term vision of the County and ensuring that other populations were still included in that vision. Below are several common themes expressed by attendees.

- Partner with local institutions to foster entrepreneurship and skills for younger residents
- Incentivize nature-based tourism in areas beyond the coast.
- Encourage resilient housing development with green building practices.

Attachments

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Attachment A: Presentation



POP-UP Event #2

February 16, 2026

MEET THE TEAM



Steve Howard
County Administrator

Eric Landon
Growth Management Director

Gina Eason
Permitting Ombudsman



Chris Dougherty
Project Manager



Gaby Castro
Deputy Project Manager

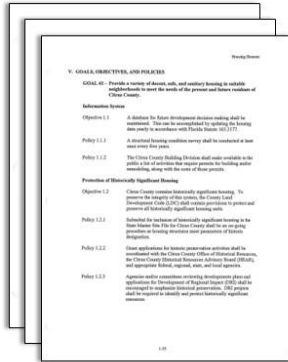


Haiden Lewis
Planner/GIS Lead



Jose Fernandez
Planner

THE PLAN UPDATE



What is a Comprehensive Plan?

A document designed to guide the future actions of a jurisdiction. It presents a **vision** for a community's future through long range goals, objectives, and policies.

The Comprehensive Plan also serves to:

- View the “big picture”
- Coordinate local decision making
- Give guidance to landowners and developers
- Establish a factual basis for policy decisions
- Involve a broad array of interests in a discussion about the long-range future
- Build an informed community

Citrus County

Comprehensive Plan

CURRENT PLAN ELEMENTS



1. Housing



5. Infrastructure
(Solid Waste,
Sanitary Sewer,
Potable Water,
Drainage)



9. Utility



13. Manatee



2. Recreation
& Open
Space



6. Multimodal
Transportation



10. Land Use



14. Library



3. Conservation



7. Private
Property Rights



11. Intergovernmental
Coordination



15. Economic
Development



4. Coastal, Lakes,
& River
Management



8. Aviation

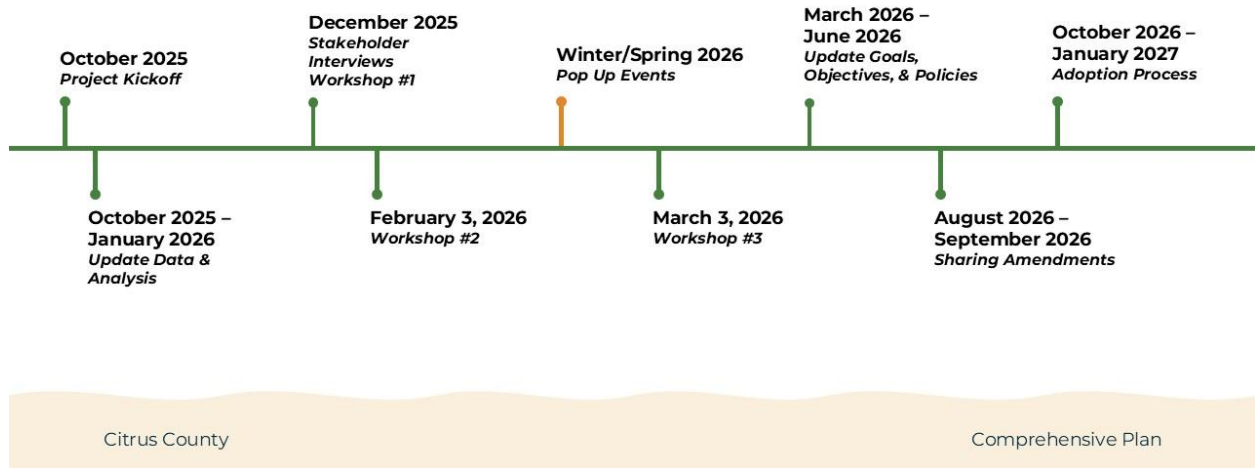


12. Capital
Improvements



17. Port

PROJECT TIMELINE



PROJECT WEBSITE



- ✓ Take the **survey**
- ✓ Share your vision on the **idea wall**
- ✓ Stay **informed!**



bit.ly/plancitrus

PROJECT WEBSITE



Place of Residence

Crystal River or Inverness - 22%

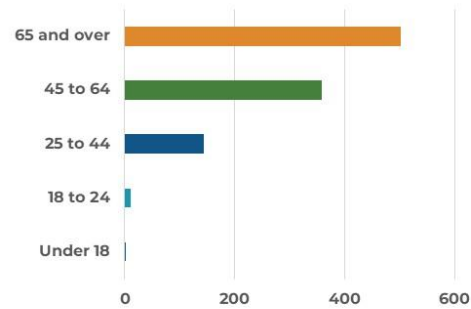
Unincorporated Area - 77%

Outside the County - 1%

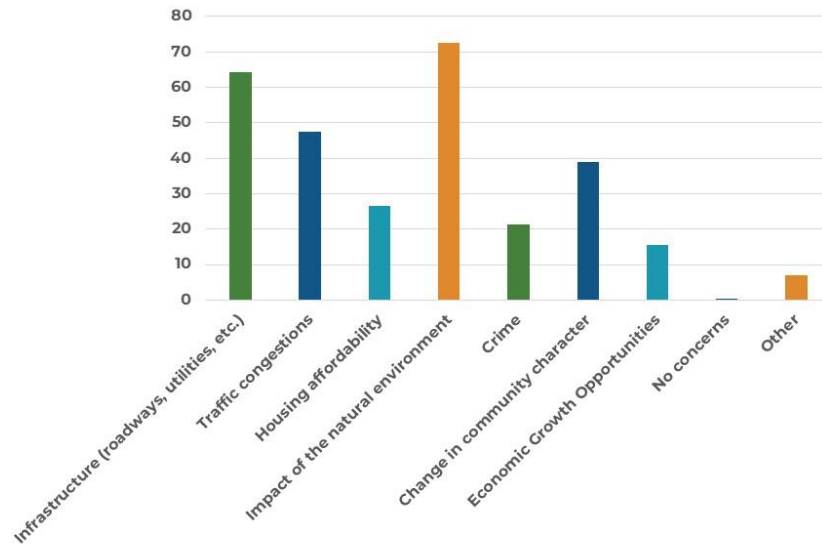
Employment Status

Majority of survey participants were either **employed full time (33%)** or **retired (54%)**

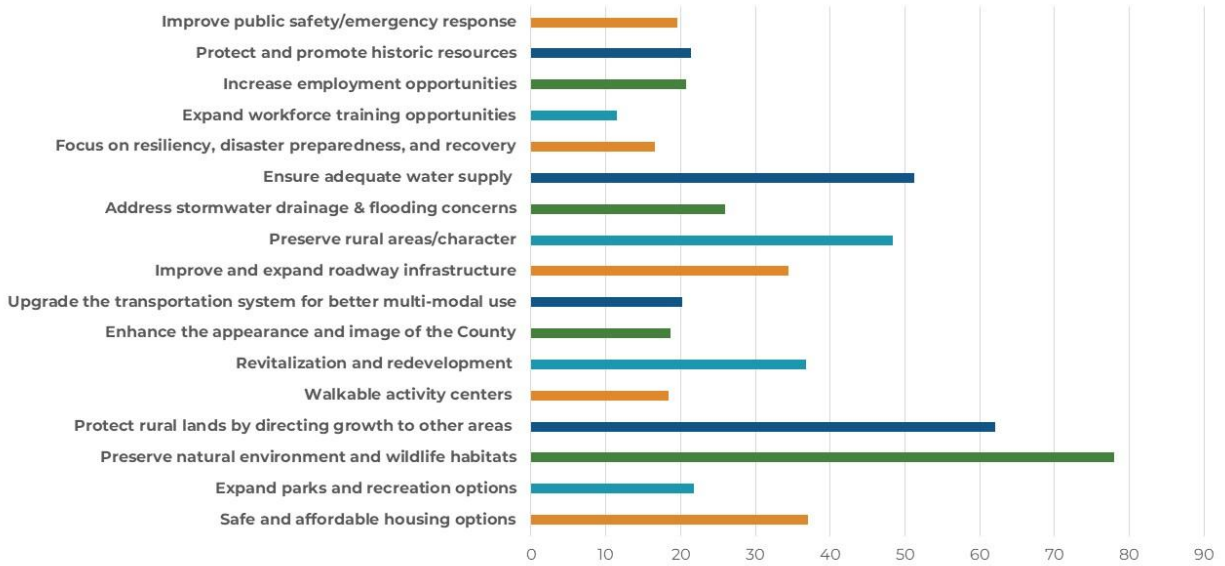
Age



What are the top three concerns you have related to future growth within the County?



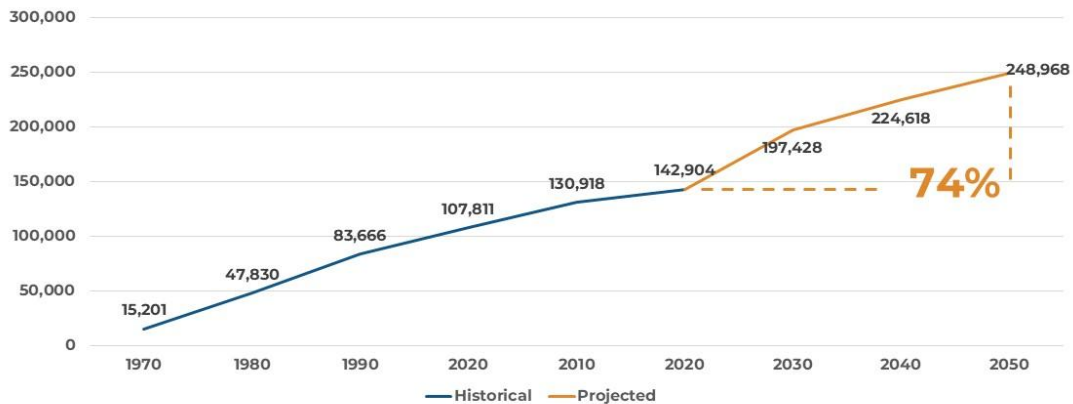
Which of the following initiatives should be prioritized within the comprehensive plan update?



COMMUNITY SNAPSHOT



Population Growth for Unincorporated Citrus County



KEY THEMES - ISSUES



- Condition of Roadway System
- Water Consumption & Capacity
- Sewer Infrastructure
- Residential Tax Burden & Lack of Funding
- Retain Quality of Life/ Community Character
- Need for Parks/Fields & Amenities
- Need Jobs and to Diversify Tax Base
- Public Education & Misconception
- Managing Expectations
- Historic Aversion To Density, Height, and Housing Variety

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KEY THEMES - STRENGTHS



- Community Character
- Natural Resources
- Small Business Opportunities
- Current Comprehensive Plan
- Water Restoration Projects

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TODAY'S ACTIVITIES



Develop Strategies

Prioritize Strategies & Location

Economic Development		
POLICY		PRIORITISED STRATEGIES 2020
A	A major partner strategy that would allow for the development of small commercial buildings	
B	Establish an expedited permitting program for single-unit residential building to address supply shortages	
C	Partner with local banks to create a small-business revolving fund	
D	Provide for the repair of existing buildings in underserved parts of town (brown-bagging initiative)	
E	Use incentives to attract and retain small businesses in underserved parts of town	
F	Partner with local colleges with community colleges to create internships to attract and expand workforce	
G	Expand from the needs of the business community into residential development, with programs such as rent-to-own, to help the transition for affordable housing development	
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Comprehensive Plan

TODAY'S ACTIVITIES



On the map, please identify locations for non-residential job generating land uses.



Citrus County

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THRIVE NATURALLY. PLAN PURPOSEFULLY.

Citrus County

Comprehensive Plan

Attachment B: Economic Development Strategies

Economic Development		Citrus 20 COUNTY 50 THRIVE NATURALLY. PLAN PURPOSEFULLY.
POLICY:	PRIORITIZE STICKERS HERE:	
A Explore partnerships that would allow for the development of shell commercial buildings.		
B Establish an expedited permitting program for target industries looking to develop within the County.		
C Partner with local banks to create a small business revolving fund.		
D Promote the reuse of existing buildings & underutilized sites for new businesses before the development of undeveloped rural land.	●●	
E Partner with local colleges and universities to create business incubators and shared workspaces to foster entrepreneurship and collaboration. <i>(and private sector)</i>	●●●●●	
F Ensure that the needs of the business community and vocational programming are aligned with the curriculum and the skills required for available and emerging employment opportunities.	●●	
G <i>Move broad band internet</i>	●	
H <i>Attract more manufacturing jobs</i>	●	
I <i>Attract more distribution facilities</i>	●●	
J <i>Prioritize infrastructure for Econ. Dev. & jobs</i>	●●●	
K <i>Need more East-West Connectivity</i>	●	
L <i>Sports Tourism (Attract minor league team)</i>	●●	
M <i>More diverse tourism Prog. (Inland/Conf. Center)</i>	●●	
N <i>Promote/Enhance/Prioritize Port Citrus</i>	●	
O		

Attachment C: Housing Strategies

Housing		Citrus 20 COUNTY 50 THRIVE NATURALLY. PLAN PURPOSEFULLY.
POLICY:	PRIORITIZE STICKERS HERE:	
A Require a mixture of housing types for large developments (i.e., single family, town homes, multi-family product within the same project).	●	
B Strategically reduce minimum lot sizes in select residential future land use categories and zoning districts.		
C Explore opportunities for permitting additional housing types (e.g., accessory dwelling units, duplexes, etc.) within low density future land use categories and zoning districts.	●	
D Require developers to designate a percentage of units in their development as affordable housing units (through inclusionary zoning practices).	● ● ●	
E Provide a density incentive for development that dedicates a certain number of units for affordable or senior housing.	● ●	
F <i>Align</i> The housing variety & needs to attract economic development growth	●	
G Ensure workforce housing is near activity center/ center job generating areas	● ●	
H Limit or Discourage Short Term Rentals	●	
I Maintain a balance of Nature & Housing	● ● ● ● ●	
J Protect Existing housing stock against natural disaster		
K Encourage Resiliency	● ●	
L Encourage/Incentivize Green Building practices	● ● ●	
M		