Pop-Up Event #3

Summary Memorandum

03/30/2026

Introduction

The purpose of this memorandum is to provide a summary of the third pop-up community engagement event for updating Citrus County's Comprehensive Plan. The third pop-up event occurred on Monday, March 9, 2026. The event was hosted by the Sugarmill Woods Country Club at 1 Douglas Street, Homosassa, FL 34446. The purpose of the pop-up event was to gather public input on potential strategies that could be incorporated into the update of Citrus County's Comprehensive Plan. There were 95 attendees at the event.



Presentation

The pop-up kicked off with a brief presentation by Chris Dougherty on the Comprehensive Plan update. The presentation, **Attachment A,** 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 current concerns and priorities for growth. A community snapshot of Citrus County was presented which included population projections and areas of focus for the comprehensive plan update. The presentation concluded with directions for the events activity.

Prioritizing Strategies Activity

The activity for the event was prioritizing strategies that could be incorporated into the update of the Comprehensive Plan. These strategies were based on previous community engagement events including the project website, the three workshops, and two other pop-up events. These strategies were separated into six different categories.



- Economic Development
- Housing
- Rural Character / Land Use
- Conservation
- Transportation
- Infrastructure

All workshop attendees were given three prioritization stickers for each strategy board for a total of 18 priority stickers. Attendees were also able to add additional strategies to any of the six boards or to the Community Idea Wall if their idea did not fit into one of the six categories. The results are summarized below and the boards used during the Pop-Up event can be found in **Attachment B**.

Economic Development

The first category was Economic Development, the strategies in this category focused on business development, workforce training, and strengthening the local economy. The results **(Table 1)** show that attendees believe that reuse of existing structures, vocational training, and broadband internet availability should be prioritized.

Table 1: Economic Development

Letter	Strategy	Count
A	Explore partnerships that would allow for the development of shell commercial buildings.	1
B	Establish an expedited permitting program for target industries looking to develop within the County.	1
C	Partner with local banks to create a small business revolving fund.	1
D	Promote the reuse of existing buildings & underutilized sites for new businesses before the development of undeveloped rural land.	28
E	Partner with local colleges and universities to create business incubators and shared workspaces to foster entrepreneurship and collaboration.	9

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.	16
G	Ensure broadband internet is available throughout the County.	13
H	Establish incentives to attract more manufacturing jobs.	4
I	Establish incentives to attract more distribution facilities.	1
J	Prioritize infrastructure for Economic Development and Jobs.	7
K	Increase east-west connectivity throughout the County.	4
L	Enhance sports tourism by attracting a minor league team.	2
M	Establish a more diverse tourism program (Inland/Conference Center) to attract other types of tourism besides coastal water based.	3
N	Prioritize establishing and developing Port Citrus.	2
O	Ensure tourism facilities are in place (i.e., hotels)	2
P	Establish incentives for innovation and technical jobs	0

Housing

The second category was Housing, the strategies in this category focused on housing affordability, housing choice, and housing tenure type. The results shown in **Table 2** demonstrate that attendees would like to prioritize limiting short term rentals and promoting green building practices.

Table 2: Housing

Letter	Strategy	Count
A	Require a mixture of housing types for large developments (i.e., single family, town homes, multi-family product within the same project).	4
B	Strategically reduce minimum lot sizes in select residential future land use categories and zoning districts.	1
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.	3
D	Require developers to designate a percentage of units in their development as affordable housing units (through inclusionary zoning practices).	5
E	Provide a density incentive for development that dedicates a certain number of units for affordable senior housing.	3
F	Align housing variety and needs to attract economic growth.	9
G	Ensure workforce housing is near employment centers.	5
H	Limit or discourage short term rentals.	39
I	Ensure the existing housing stock is resilient against natural disasters.	9
J	Encourage or incentivize green building practices for new developments and redevelopment.	20
K	Please don't forget Cars/Parking - Each House = 2 cars	2

Rural Character

The third category was Rural Character / Land Use, the strategies in this category focused on agriculture, conservation, redevelopment, and land use compatibility. The results, included in **Table 3**, reveal attendees believe that farmland conservation, redevelopment, and land use compatibility should be prioritized.

Table 3: Rural Character / Land Use

Letter	Strategy	Count
A	Create a farmland conservation (+ incentives) program to maintain agricultural lands.	23
B	Establish a land acquisition program for conservation.	8
C	Establish a rural boundary.	15
D	Encourage higher densities and increased building heights in developed areas to preserve remaining agricultural lands and open space.	8
E	Provide incentives to redevelop properties.	22
F	Promote & incentivize small cottage farms.	7
G	Establish concurrency for natural lands either through open space requirements or establishing an impact fee to use proceeds to buy land.	2
H	Ensure adjacent land uses are compatible, and proper buffering is provided between adjacent uses.	17

Conservation

The fourth topic was Conservation, the strategies in this category focused on tree preservation, water resources, native vegetation, and natural areas. The results of the board reveal that attendees believe that the preservation of trees and other natural resources during development should be prioritized, as provided in **Table 4**.

Table 4: Conservation

Letter	Strategy	Count
A	Adopt and enforce a stronger tree preservation ordinance that effectively reduces or prevents clear cutting.	39
B	Protect wetlands by installing vegetated buffers and discouraging filling of wetlands.	15
C	Establish local conservation lands acquisition program (target Florida Wildlife Corridor).	7
D	Provide funding or incentives to conserve native vegetation, promote connected green spaces, and enhance wildlife corridors.	15
E	Enforce & strengthen pesticide/herbicide/fertilizer regulations and penalties around natural areas.	7
F	Identify & target aquifer recharge areas for protection.	11
G	Increase percentage of open space & native vegetation in new developments.	24

Transportation

The fifth topic was Transportation the strategies in this category focused on enhancing different modes of transportation including automobiles, pedestrian, bicycle, and transit. **Table 5** includes the results of the activity revealing that attendees believe that pedestrian, infrastructure, bicycle infrastructure, and funding for roadway maintenance/improvements should be prioritized.

Table 5: Transportation

Letter	Strategy	Count
A	Expand the sidewalk and trail network within the County, particularly around public facilities, such as schools, parks, and in residential areas.	31
B	Increase accessibility and provide more transportation options such as mass transit across the County, particularly in urban areas.	13
C	Utilize concurrency and state/federal partnerships to fund roadway maintenance and improvements.	23
D	Develop traffic calming strategies to create safer walking and bicycling environments.	17
E	Pursue the creation of pedestrian and cycling infrastructure such as buffered/separated bike lanes and pedestrian bridges and crossings.	23
F	Coordinate with rideshare companies (Uber/Lyft)	5
G	More Sheriffs to patrol the roads	4
H	Wider roads and more lanes	1

Infrastructure

The sixth topic was Infrastructure the strategies in this category focused on sanitary sewer, potable water, and reclaimed water systems. The results of the activity reveal that attendees believe that aquifer recharge protection and the expansion of reclaimed water should be prioritized, shown in **Table 6**.

Table 6: Infrastructure

Letter	Strategy	Count
A	Ensure the protection of high aquifer recharge areas from new and existing development.	25
B	Prioritize the removal of septic systems and increase sewer connections especially for MH/RV parks and near waterways.	15
C	Discourage excess water withdrawal and consumption of groundwater.	11
D	Incentivize (or require) low impact design (use of on-site natural features to treat stormwater by slowing its path through the soil).	6
E	Establish an Urban Service Area to promote growth in areas with existing infrastructure.	13
F	Expand and encourage reclaimed water (treated wastewater) use especially for large water users like golf courses.	17
G	Coordinate between road and utility improvements and maintenance.	15
H	Development of more medical facilities (i.e., hospitals	13
I	More grocery stores	11

Community Idea Wall

The Community Idea Wall was available for attendees to add any strategies that may not fit into one of the six categories. A total of nine strategies were added to the Community Idea Wall. Attendees, as outlined in **Table 7**, believe that increasing hospitals and grocery stores near Sugarmill Woods should be prioritized.

Table 7: Community Idea Wall

Strategy	Count
Increase Hospitals near Sugarmill Woods populous	14
More Upscale restaurants	5
Children recreational areas	3
Operate within a balance budget	4
Limit amount of gas stations and storage units	7
Town center for inland tourism/retail	4
Food desert - More quality food access based on population mobility	9
Entertainment/Theatres/Movies/Bowling Alley	3
Ample parking space for every household	0

Top Strategies

Table 8 below provides the top favored strategy in each of the six categories. These strategies reveal workshop attendees want to protect Citrus County's rural character while also ensuring residents have access to safe transportation and affordable housing options.

Table 8 : Top Strategy per Category

Category	Strategy	Count
Economic Development	Promote the reuse of existing buildings & underutilized sites for new businesses before the development of undeveloped rural land.	28
Housing	Limit or discourage short term rentals.	39
Rural Character / Land Use	Create a farmland conservation (+ incentives) program to maintain agricultural lands.	23
Conservation	Adopt and enforce a stronger tree preservation ordinance that effectively reduces or prevents clear cutting.	39
Transportation	Expand the sidewalk and trail network within the County, particularly around public facilities, such as schools, parks, and in residential areas.	31
Infrastructure	Ensure the protection of high aquifer recharge areas from new and existing development.	25

Attachments

Attachment A: Presentation 7
Attachment B: Activity Boards 18

Attachment A: Presentation

Citrus 2050 COUNTY

POP UP #3

March 9, 2026

MEET THE TEAM

Citrus 2050 COUNTY

Steve Howard
County Administrator

Eric Landon
Growth Management Director

Gina Eason
Permitting Ombudsman

Inspire
PLACEMAKING COLLECTIVE



Chris Dougherty
Project Manager



Gaby Castro
Deputy Project Manager

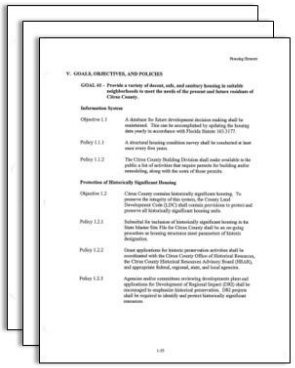


Haiden Lewis
Planner/GIS Lead



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**

MAIN COMPONENTS

Data & Analysis

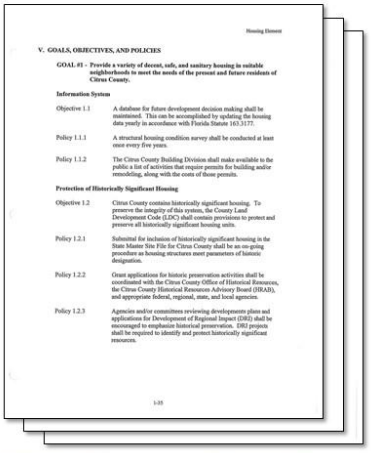
Goals, Objectives, & Policies

CURRENT PLAN ELEMENTS

- 1. Housing
- 2. Recreation & Open Space
- 3. Conservation
- 4. Coastal, Lakes, & River Management
- 5. Infrastructure (Solid Waste, Sanitary Sewer, Potable Water, Drainage)
- 6. Multimodal Transportation
- 7. Private Property Rights
- 8. Aviation
- 9. Utility
- 10. Land Use
- 11. Intergovernmental Coordination
- 12. Capital Improvements
- 13. Manatee
- 14. Library
- 15. Economic Development
- 17. Port

WHY UPDATE?

- Required by Florida Statutes every 7 years
- Reflect changes in state law
- Update Future Land Use Map Series
- Reflect current conditions
- Plan proactively for new development
- Reassess decision-making practices
- Evaluate public facility levels of service standards
- Address existing and future opportunities
- Update the community's vision and 2050 priorities



V. GOALS, OBJECTIVES, AND POLICIES

GOAL #1 – Provide a variety of decent, safe, and sanitary housing in suitable neighborhoods to meet the needs of the present and future residents of Citrus County.

Information System

Objective 1.1 A database for future development decision making shall be maintained. This can be accomplished by updating the housing data yearly in accordance with Florida Statute 163.3177.

Policy 1.1.1 A structural housing condition survey shall be conducted at least once every five years.

Policy 1.1.2 The Citrus County Building Division shall make available to the public a list of activities that require permits for building and/or remodeling, along with the costs of those permits.

Protection of Historically Significant Housing

Objective 1.2 Citrus County contains historically significant housing. To preserve the integrity of this system, the County Land Development Code (LDC) shall contain provisions to protect and preserve all historically significant housing units.

Policy 1.2.1 Submittal for inclusion of historically significant housing in the State Master Site File for Citrus County shall be an on-going procedure as housing structures meet parameters of historic designation.

Policy 1.2.2 Grant applications for historic preservation activities shall be coordinated with the Citrus County Office of Historical Resources, the Citrus County Historical Resources Advisory Board (HRAB), and appropriate federal, regional, state, and local agencies.

Policy 1.2.3 Agencies and/or committees reviewing developments plans and applications for Development of Regional Impact (DRI) shall be encouraged to emphasize historical preservation. DRI projects shall be required to identify and protect historically significant resources.

PROJECT TIMELINE



PROJECT WEBSITE

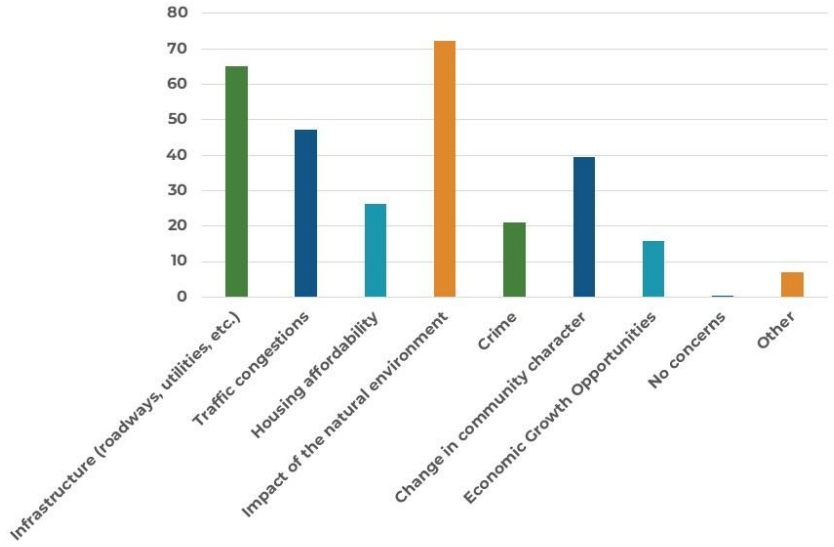
✓ **Provide feedback on the Implement Your Vision Activity**



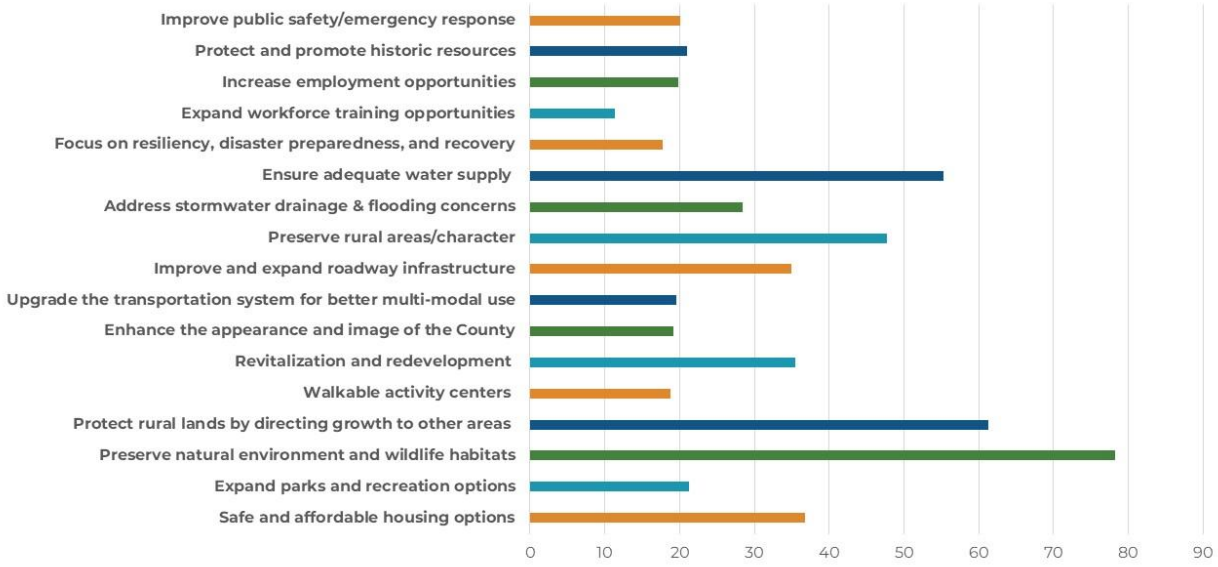
SCAN ME!

bit.ly/plancitrus

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

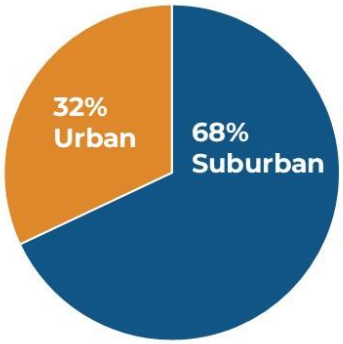


Which of the following initiatives should be prioritized within the comprehensive plan update?



Project Website

What type of development should the County prioritize within the next 25 years?



What type(s) of housing do you think should be developed to accommodate County's growing population?

Participants could select as many options as they like.



77%



40%



36%

Project Website

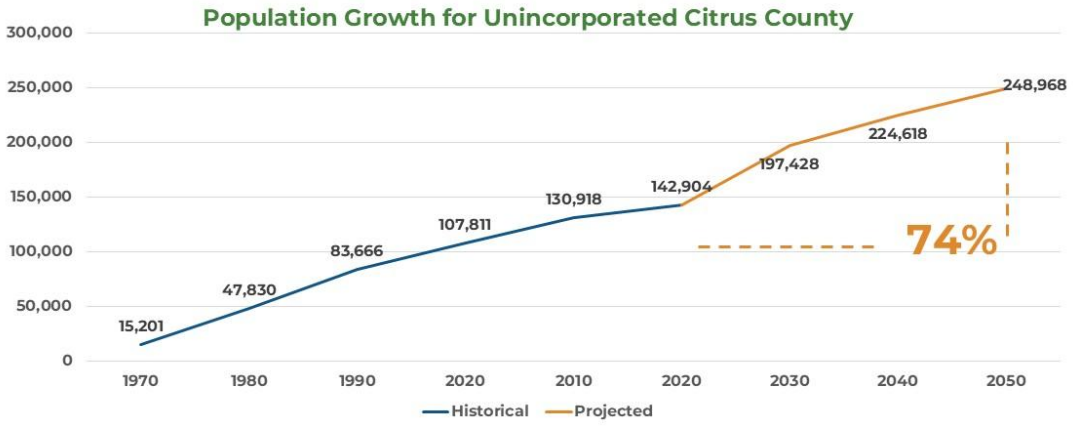
Top 4 Resiliency Priorities

1. Protecting trees and green space
2. Ensuring reliable water supply
3. Infrastructure hardening (roads, utilities, buildings)
4. Reducing flooding and drainage issues

Top 4 Transportation Priorities

1. Ensuring roadways are properly maintained
2. Improving quality of roadways
3. Retrofitting right of ways to include sidewalk and multimodal paths
4. Increasing local transit options

PROJECTED GROWTH



ECONOMIC DEVELOPMENT

- Partnerships with local colleges, universities, local banks
- Promote the reuse of buildings and underutilized areas before moving to rural areas
- Incentives for jobs to come to the area
- Diversify the tourism program



HOUSING



- Expand Affordable & Senior housing options
- Increase Housing variety
- Ensure housing stock is resilient to natural disasters
- Encourage/Incentivize green building practices
- Expand the use of ADU's

RURAL CHARACTER/LAND USE

- Create a farmland conservation program and incentives to maintain agricultural lands
- Establish a land acquisition program for conservation
- Establish a rural boundary
- Provide incentives to redevelop properties
- Ensure proper buffers between uses



CONSERVATION



- Adopt and enforce a stronger tree preservation ordinance
- Protect wetlands by installing vegetated buffers
- Establish a land acquisition program for conservation
- Enforce & strengthen pesticide/herbicide/fertilizer regulations
- Identify & target aquifer recharge areas for protection

TRANSPORTATION

- Expand the sidewalk and trail network within the County
- Increase accessibility and provide more transportation options such as mass transit
- Utilize concurrency and state/federal partnerships to fund roadway maintenance and improvements
- Establish traffic calming strategies



INFRASTRUCTURE

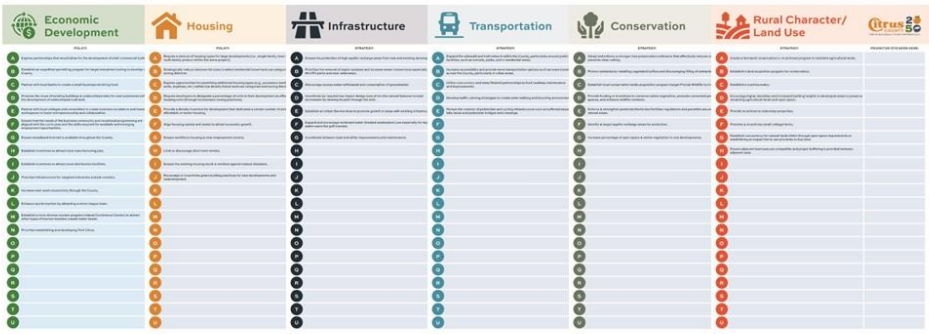


- Protect high aquifer recharge areas
- Prioritize the removal of septic system
- Discourage excess water withdrawal and consumption of groundwater
- Incentivize (or require) low impact design
- Expand and encourage reclaimed water use
- Establish an Urban Service Area

TODAY'S ACTIVITY

Place **three dots** on the top strategies you feel are the most important for each topic.

If you have a strategy that is different than the ones posted. Please write your strategy on the blank lines provided.




Citrus 2050
COUNTY
THRIVE NATURALLY. PLAN PURPOSEFULLY.

Attachment B: Activity Boards



Economic Development

STRATEGY:

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.

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. Ensure broadband internet is available throughout the County.

H. Establish incentives to attract more manufacturing jobs.

I. Establish incentives to attract more distribution facilities.

J. Prioritize infrastructure for Economic Development and Jobs.

K. Increase east-west connectivity throughout the County.

L. Enhance sports tourism by attracting a minor league team.

M. Establish a more diverse tourism program (Inland/Conference Center) to attract other types of tourism besides coastal water based.

N. Prioritize establishing and developing Port Citrus.

O. Ensure tourism facilities are in place (ie hotels)

P. Establish incentives for ~~tech~~ Innovation & technical jobs

Q.

R.

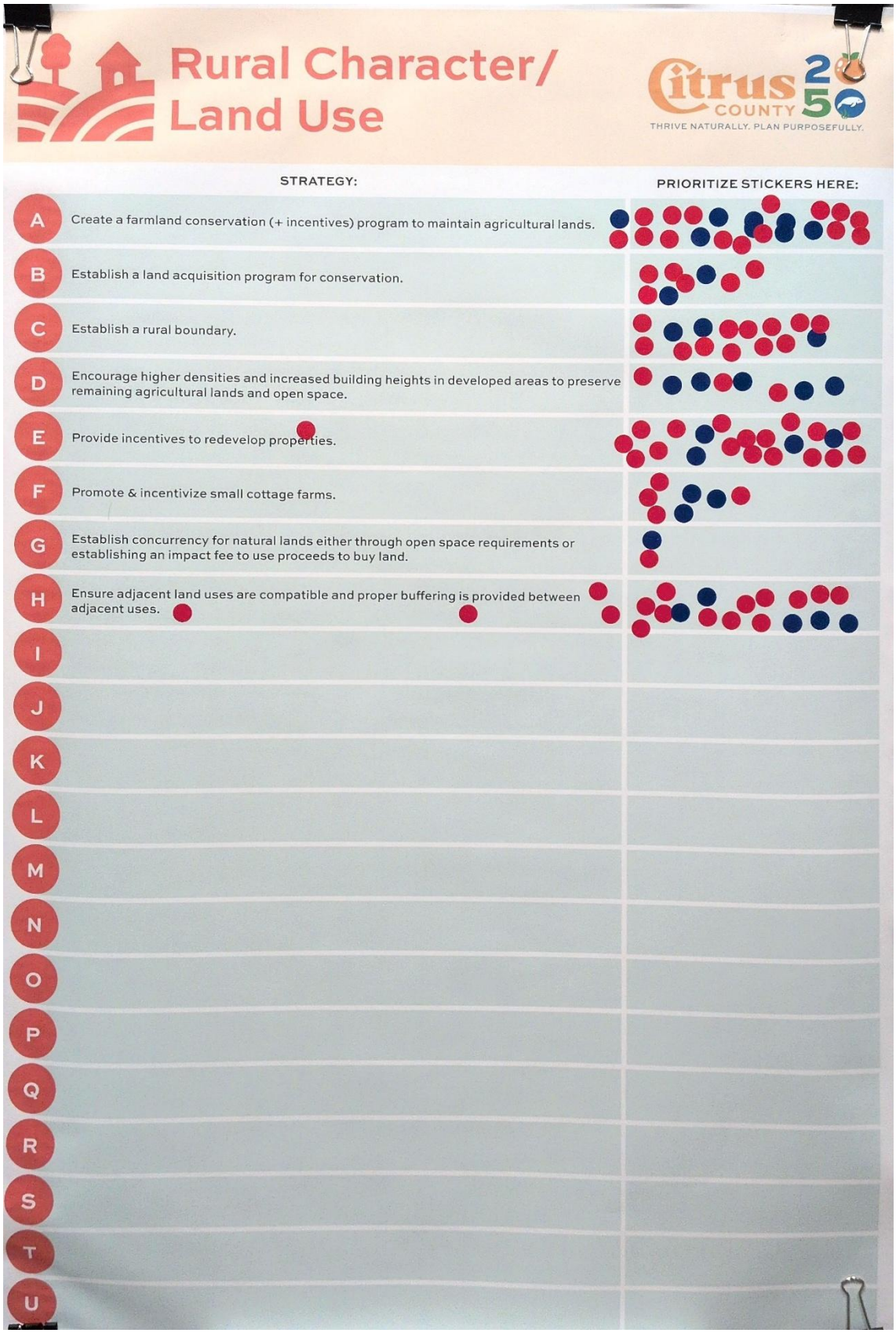
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Housing

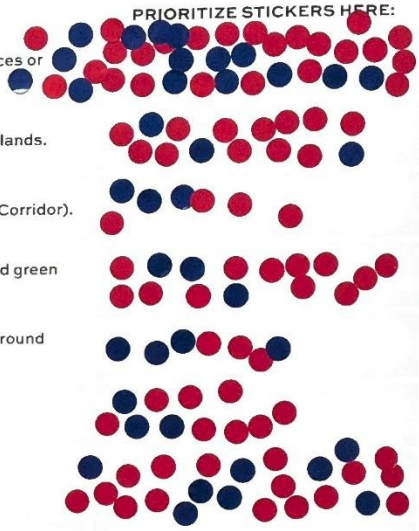
	STRATEGY:	PRIORITIZE STICKERS HERE:
A	Require a mixture of housing types for large developments (i.e., single family, town homes, multi-family product within the same project).	
B	Strategically reduce minimum lot sizes in select residential future land use categories and zoning districts.	
C	Explore 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	Align housing variety and needs to attract economic growth.	
G	Ensure workforce housing is near employment centers.	
H	Limit or discourage short term rentals.	
I	Ensure the existing housing stock is resilient against natural disasters.	
J	Encourage or incentivize green building practices for new developments and redevelopment.	
K	Please don't forget Cars/Parking - each house = 2 cars	
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Rural Character/ Land Use
Citrus County 2050
THRIVE NATURALLY. PLAN PURPOSEFULLY.
STRATEGY:
PRIORITIZE STICKERS HERE:
A Create a farmland conservation (+ incentives) program to maintain agricultural lands.
B Establish a land acquisition program for conservation.
C Establish a rural boundary.
D Encourage higher densities and increased building heights in developed areas to preserve remaining agricultural lands and open space.
E Provide incentives to redevelop properties.
F Promote & incentivize small cottage farms.
G Establish concurrency for natural lands either through open space requirements or establishing an impact fee to use proceeds to buy land.
H Ensure adjacent land uses are compatible and proper buffering is provided between adjacent uses.
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Conservation

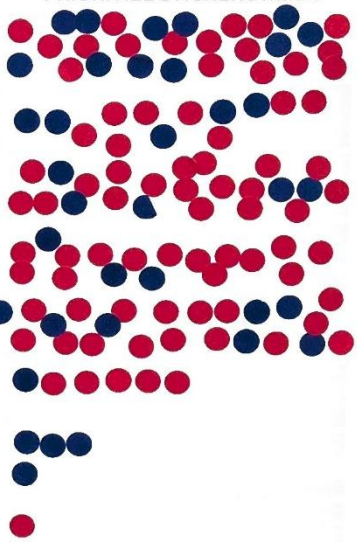
STRATEGY:

PRIORITIZE STICKERS HERE:



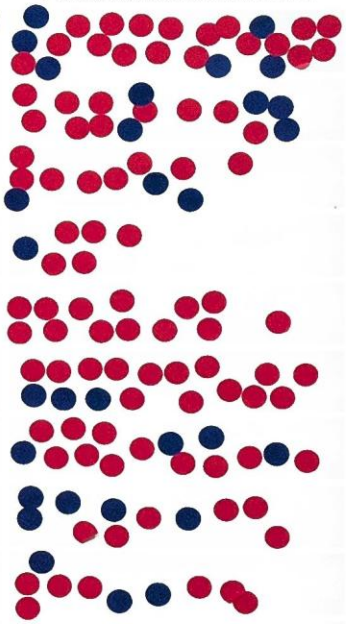
- **A** Adopt and enforce a stronger tree preservation ordinance that effectively reduces or prevents clear cutting.
- **B** Protect wetlands by installing vegetated buffers and discouraging filling of wetlands.
- **C** Establish local conservation lands acquisition program (target Florida Wildlife Corridor).
- **D** Provide funding or incentives to conserve native vegetation, promote connected green spaces, and enhance wildlife corridors.
- **E** Enforce & strengthen pesticide/herbicide/fertilizer regulations and penalties around natural areas.
- **F** Identify & target aquifer recharge areas for protection.
- **G** Increase percentage of open space & native vegetation in new developments.
- **H**
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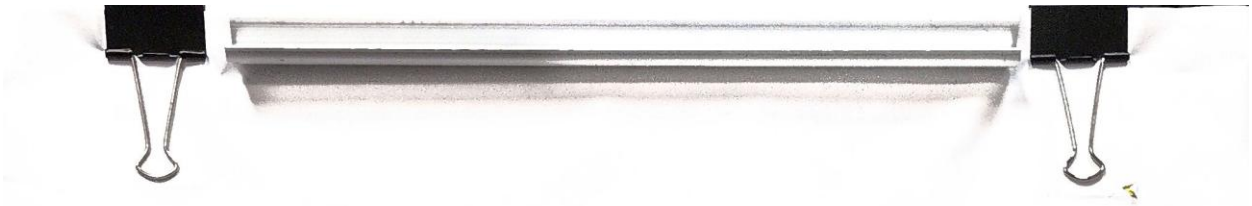
Transportation

	STRATEGY:	PRIORITIZE STICKERS HERE:
A	Expand the sidewalk and trail network within the County, particularly around public facilities, such as schools, parks, and in residential areas.	
B	Increase accessibility and provide more transportation options such as mass transit across the County, particularly in urban areas.	
C	Utilize concurrency and state/federal partnerships to fund roadway maintenance and improvements.	
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E	Pursue the creation of pedestrian and cycling infrastructure such as buffered/separated bike lanes and pedestrian bridges and crossings.	
F	Coordinat with rideshare companies (Uber/Lyft)	
G	More Sheriffs to patrol the roads	
H	Wider roads + MORE LANE	
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Infrastructure

Citrus County 2050
THRIVE NATURALLY. PLAN PURPOSEFULLY.

	STRATEGY:	PRIORITIZE STICKERS HERE:
A	Ensure the protection of high aquifer recharge areas from new and existing development.	
B	Prioritize the removal of septic systems and increase sewer connections especially for MH/RV parks and near waterways.	
C	Discourage excess water withdrawal and consumption of groundwater.	
D	Incentivize (or require) low impact design (use of on-site natural features to treat stormwater by slowing its path through the soil).	
E	Establish an Urban Service Area to promote growth in areas with existing infrastructure.	
F	Expand and encourage reclaimed water (treated wastewater) use especially for large water users like golf courses.	
G	Coordinate between road and utility improvements and maintenance.	
H	Development of more medical facilities (ie hospitals)	
I	More grocery stores	
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COMMUNITY IDEA WALL

- Increase Hospitals near SMW populous
- More Upscale restaurants
- Children recreational areas
- Operate with a balanced Budget
- Limit amount of SAS stations & storage units
- Town center for inland tourism/retail
- Food desert – More quality food access based on population mobility
- Entertainment / Theatres / Movies / Bowling Alley
- Ample parking space for every household