



# Stormwater Management is the Unexpected Hero in Fostering Economic Development

**Presenter:**  
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June 2025



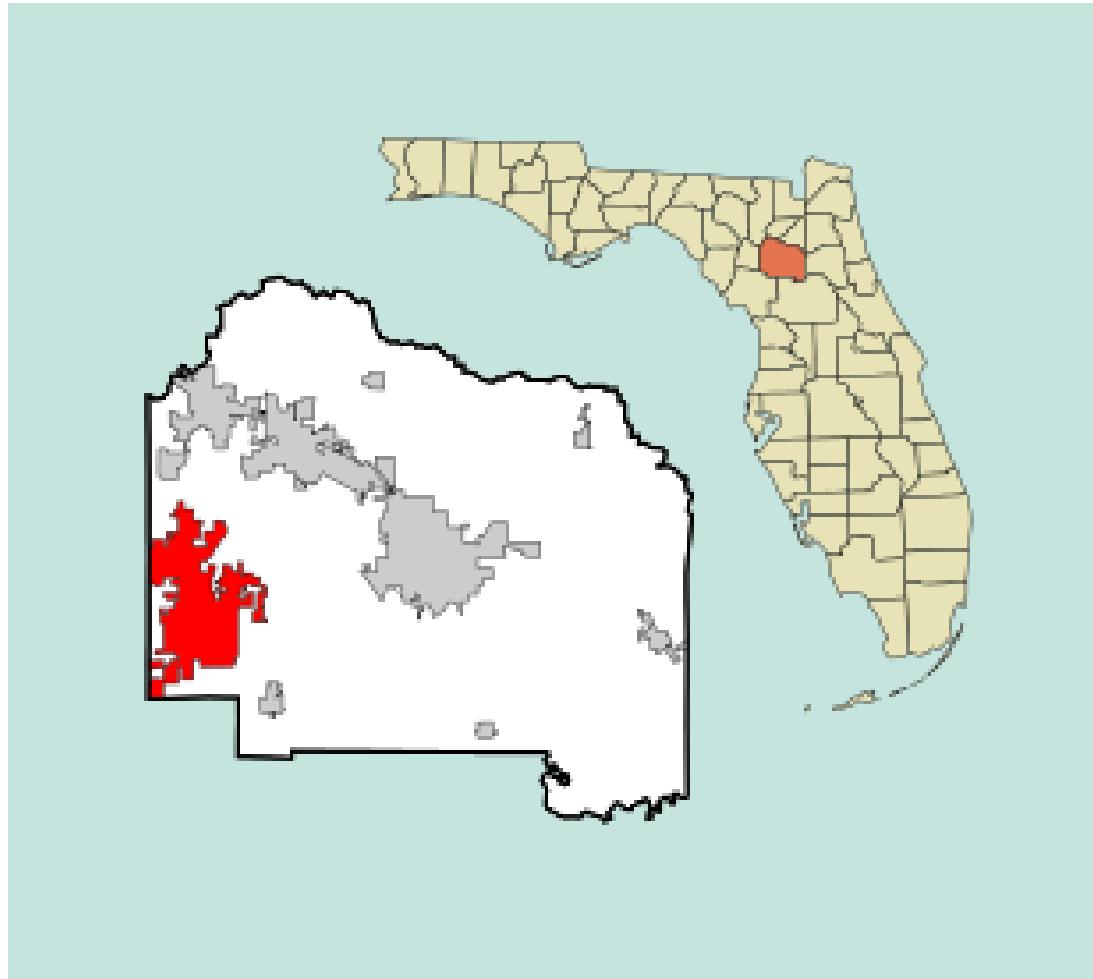


**Jamie Jones**  
*Assistant City Manager for  
Utilities & Public Works*

## Acknowledgement

City of Newberry, FL

# Newberry, Florida



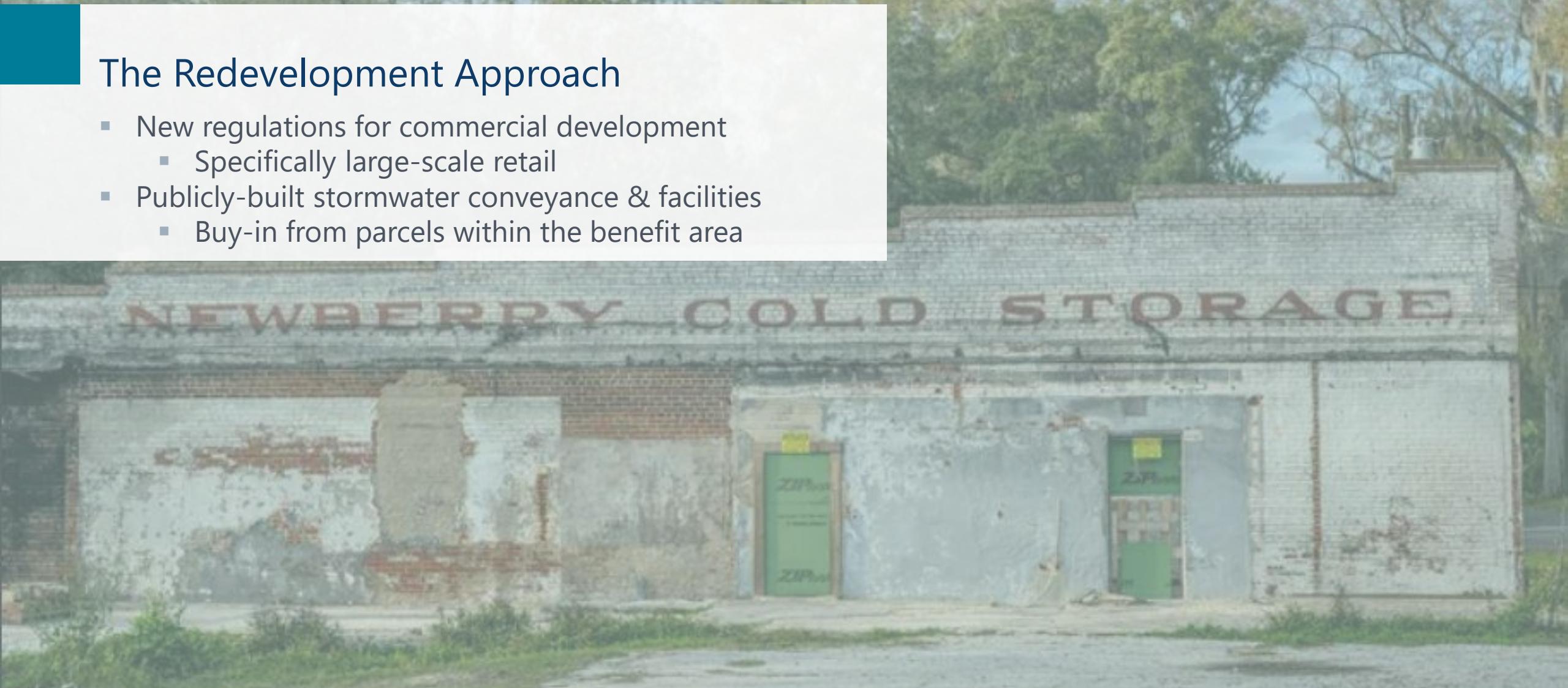
- Situated at the western edge of Alachua County in north, central Florida
  - Area: 59.9 miles<sup>2</sup>
- Picturesque, historical, and fastest growing areas in the state
- Population in 2023 = 8,010
  - Nearly doubled since 2000

# Realigning State Road 26



## The Redevelopment Approach

- New regulations for commercial development
  - Specifically large-scale retail
- Publicly-built stormwater conveyance & facilities
  - Buy-in from parcels within the benefit area



*Photo: Newberry Main Street Organization*

# Newberry Strategic Plan

*"We continue to focus on balancing the enhancement of quality of life for our residents while at the same time promoting sustainable growth and economic development."*



## Goal D.1

- Future-focused roadmap for community planning
- *Obj. D.1.3* Enhance development design standards along the primary corridors



## Goal D.2

- Revitalization of Newberry downtown area
  - *Obj. D.2.5* Create incentive programs for redevelopment of existing properties within the CRA district



## Goal E.1

- Equitable and sustainable sources of revenue for long-term financial stability
  - *Obj. E.1.3* Research and maximize grant funding opportunities

# Zoning for Large Scale Retail



- Allowed in:
  - None
- Allowed in with special exception:
  - Commercial, highway
  - Commercial, general
  - Commercial, intensive
  - Commercial, automotive
- Prohibited in:
  - Commercial, neighborhood
  - Commercial, central Business District

# Gateway Overlay District

- Along SR 26 and US Highway 27/41
  - Welcoming to all residents and visitors
    - Promoting an attractive, vibrant, and economically prosperous community
    - Reflective of small-town character and community values
    - Improving sense of place
  - Harmonious, consistent design standards for visual appeal
  - Creating visually appealing gateways as main entrances to the city
  - Enhancing property values
  - Prioritized public health, safety, and welfare



# Building Location

- Two options in the Gateway Overlay District
  - 1) Outparcels or secondary buildings
    - Located along interior roads
      - Except multitenant buildings, which can be closest to and oriented towards the SR26 & US27/41 rights-of-way
  - 2) Buildings and parking areas
    - Located at highest naturally occurring topographical areas
    - Stormwater management facilities at the lowest naturally occurring topographical areas



# Stormwater Management

- Facility visible from the right-of-way
  - Plant one native tree per 35 linear feet
    - At least 20 feet from stormwater structures
  - Plant native shrubs, groundcover, and/or ornamental grass
    - Cover 25 percent of basin slope area
    - Basin slope measured from top closed contour to lowest closed contour



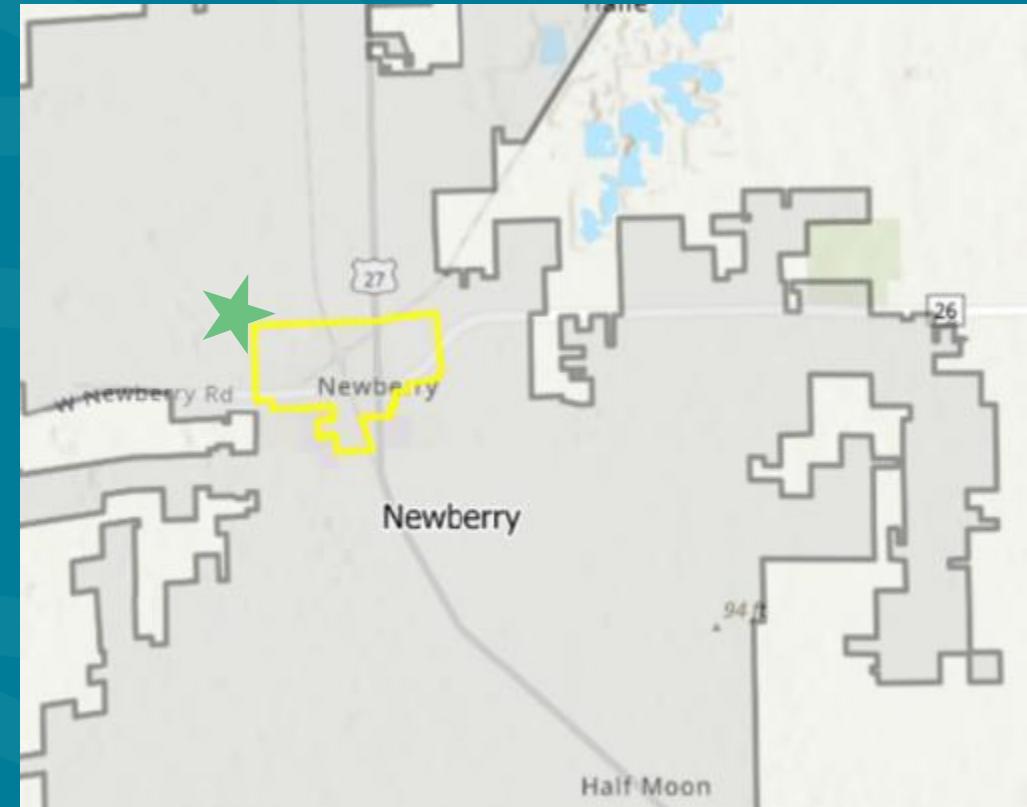
# Existing SR 26 vs Twin Corridor



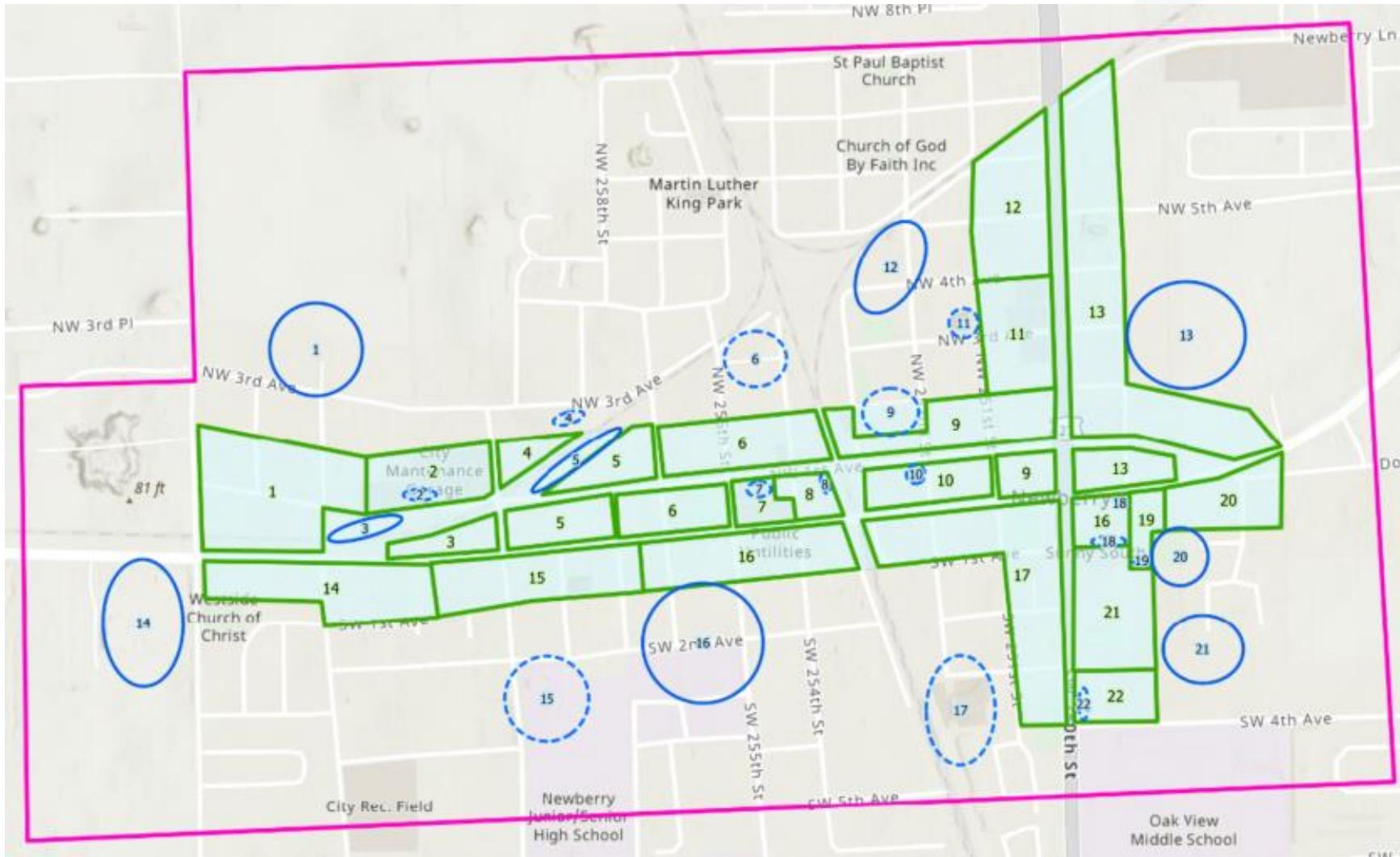
# Community Redevelopment Agency District

*"The City of Newberry has identified the need for the development of a Stormwater Facility Plan to address the lack of stormwater management throughout the Downtown CRA to improve drainage, flood protection and abatement, erosion, sediment control, aesthetic enhancement, aging infrastructure, and reduction of pollutants through best management practices."*

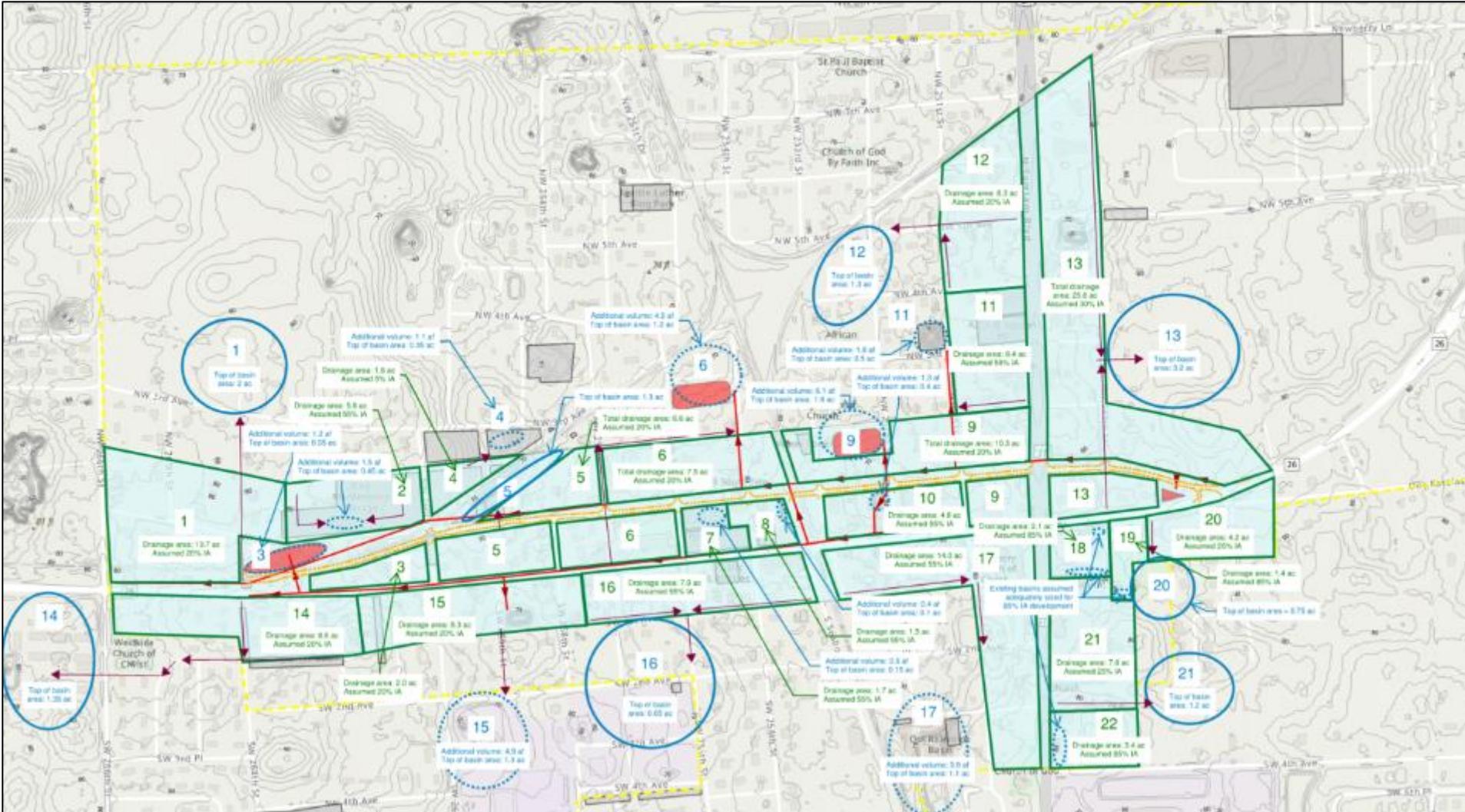
## District Boundary



# Stormwater Management Features within Planning Area



# A More Detailed Look



# Alternatives Considered

1

## Alternative 1

- No Action

2

## Alternative 2

- Conveyance and Regional Surface Stormwater Infrastructure

3

## Alternative 3

- Conveyance and Regional Subsurface Stormwater Infrastructure

Selected Alternative: \$17,936,000  
in 2024 dollars

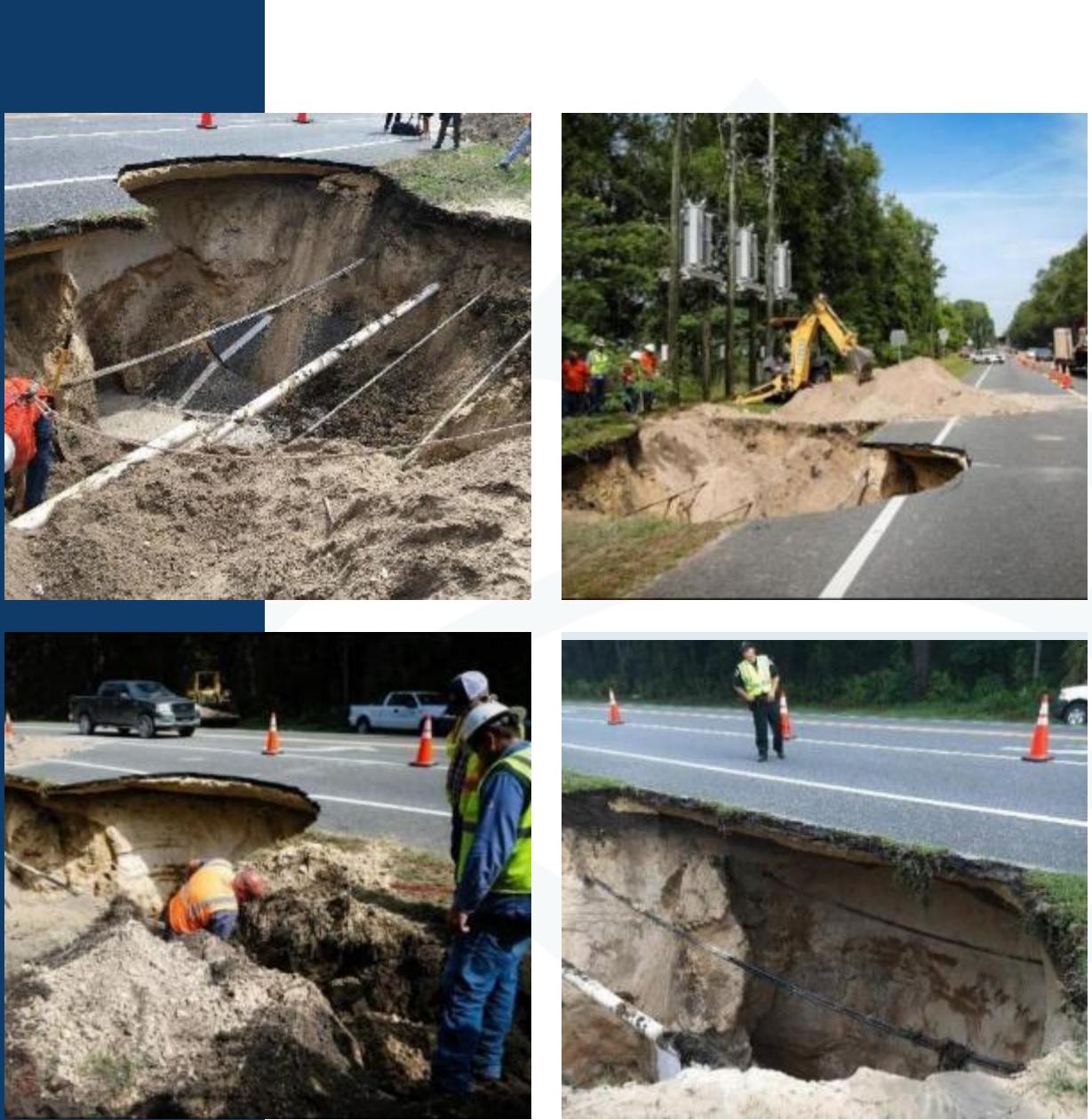
# Challenge 1: Education

- Targeted communications to elected officials
  - Addressing stormwater as an issue
  - Largely considered a non-issue due to high infiltration



# Challenge 2: Sinkholes

- High infiltration & extensive karst



# Challenge 3: Funding

How to fund a  
**\$17,936,000**  
project?

- Florida Department of Environmental Protection
  - Clean Water State Revolving Fund
- Transportation Impact Fees
- Community Redevelopment Agency funds
- Alachua County Wild Spaces and Public Spaces
- Benefit Area Assessments



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Thank you!