



**Community Redevelopment Agency
Work Plan- January 2024- January 2026**

The CRA's Mission is to Elevate Bartow by transforming our CRA district by encouraging investment that enhances our neighborhoods and drives economic growth while preserving our diverse history.

CRA Development Objectives

1. Develop CRA Corridors- East, West, and North for Redevelopment- into an Entertainment or Commercial Business District
2. Increase Housing Stock in the CRA District, East and West, by Developing Workforce Housing Communities
3. Redevelop Commercial Properties and Housing Areas in the CRA District East End
4. Redevelop Commercial Properties and Housing Areas in the CRA District West End
5. Downtown Bartow- Complete Street- Urban design for downtown Bartow (planning, designing, building, operating, and maintaining streets that enable safe access for all)

MARKETING GOAL: INCREASE AWARENESS OF THE CRA DISTRICT AS A DESTINATION POINT- RESIDENTS, EMPLOYEES, VISITORS, AND DEVELOPERS

- 1. Strategy:** Promote the CRA District area as a safe and exciting place to hold business and family-oriented community events, ecotourism, and social/recreational activities.
- 2. Strategy:** Market the CRA District and its assets for commercial and residential development opportunities.
- 3. Strategy:** Market the CRA District, and its businesses as Innovative and Thriving Public Spaces for the Development of Commercial Opportunities.
- 4. Strategy:** Develop Public Safety Measures (Community Policing of CRA District).

BUSINESS ASSISTANCE GOAL: RETAIN CURRENT BUSINESSES AND ATTRACT NEW BUSINESSES THE CRA DISTRICT

- 1. Strategy:** Connect CRA's Corridors and Downtown with a Variety of Trans-Modal Services or Programs for increased mobility options.
- 2. Strategy:** Establish partnerships between the public and private sectors for the purpose of developing redevelopment projects/partnerships that mutually benefit the public realm.
- 3. Strategy:** Activate Public Spaces for Pedestrian Traffic in Downtown, East End, and North End CRA District Areas.
- 4. Strategy:** Develop Programs and Services that establish business retention, recruitment, and/or expansion programs that assist local businesses or entrepreneurs in establishing and growing businesses in the CRA Redevelopment Area.

POLICY & PROJECT GOAL: DEVELOP INITIATIVES OR PROGRAMS FOR REVITALIZATION IN THE DOWNTOWN AND THE EAST, WEST, NORTH CRA AREAS

- 1. Strategy:** Acquire real property in the CRA area for resale or community use (commercial and residential development).
- 2. Strategy:** Activate Public Spaces for Pedestrian Traffic in East, West, and North Communities.
- 3. Strategy:** Increase the Public Realm (Smart City) with upgraded technology for improved connectivity to parks, Downtown Bartow, and the Bartow Trail Improvements (EV Charging Stations, Expanded Wi-Fi, Solar Light Poles, Cameras, and Blue Light Street Poles- 911 Communication).

CRA funding priorities are approved by the board of directors for allocating services, programs, and financial initiatives to eliminate blight and improve the pedestrian experience in the public realm.