

ADVANCING THE CITY OF BARTOW THROUGH CRA REDEVELOPMENT

**A BALANCED PLAN TO CATALYZE
INVESTMENT, CONNECTIVITY, AND
QUALITY OF LIFE**

October 29, 2025

PRESENTATION OVERVIEW AND PURPOSE

PURPOSE AND REQUESTED ACTION

PURPOSE:

Review and take action on the CRA Priority Project List and targeted site acquisitions to advance long-term redevelopment goals

REQUESTED ACTION:

Approve the Priority Project List and authorize staff to proceed with next-step due diligence, negotiations, and financing plan development consistent with project scopes and statutory requirements

CRA GOALS AND AUTHORITY



**Eliminate Slum and
Blight**



**Strengthen the Tax
Base**



**Enhance Economic
Vitality in the CRA
District**

Statutory Framework

Chapter 163, Part III, Florida Statutes governs CRA powers, TIF trust funds, and financing tools.

WHY THIS PACKAGE NOW



Coordinated District Impact

The package focuses on district-scale impact for comprehensive, unified progress rather than isolated wins.



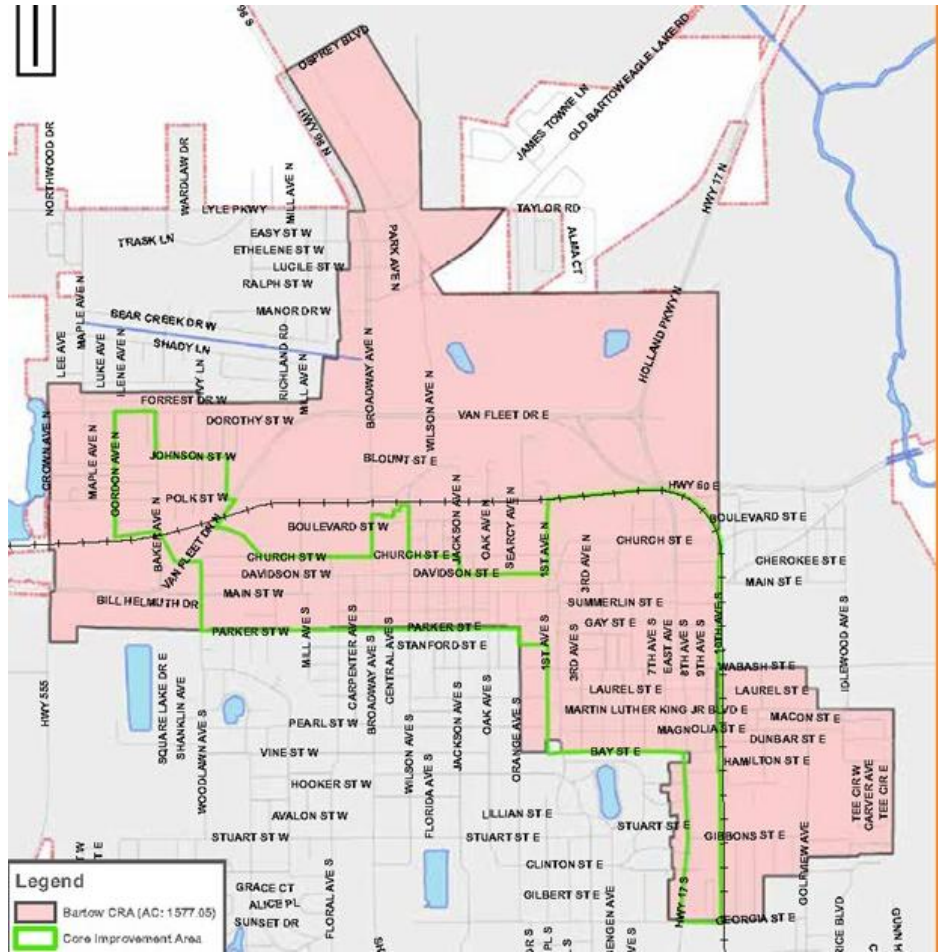
Alignment with Market and Housing Needs

This project aligns perfectly with current market interests, housing demands, and corridor reinvestment timing.



Leveraging Feasibility and CRA Programs

Building on completed feasibility studies and active CRA programming accelerates project outcomes and priorities.



THE CRA AND THE CITY WORKING IN PARTNERSHIP

Historical CRA Initiatives

Since 1990, CRA has driven Main Street streetscape projects, targeted acquisitions, and incentive programs.

Leveraging Foundations for Impact

The proposed list builds on prior work to create catalytic improvements across multiple corridors.

City Coordination Benefits

Coordination with City departments enhances permitting, infrastructure, and operational efficiency.

REDEVELOPMENT VISION AND SUCCESS METRICS

WHAT SUCCESS LOOKS LIKE

[1]

Activated Main Street Edges

Enhanced East and West Main Street edges increase foot traffic, energizing the downtown area.

[2]

New Workforce Housing

Introduction of new workforce housing options provides residents convenient living within the district.

[3]

Stronger Business Environment

Improved local businesses and safer, clearer gateways create a welcoming commercial environment.

[4]

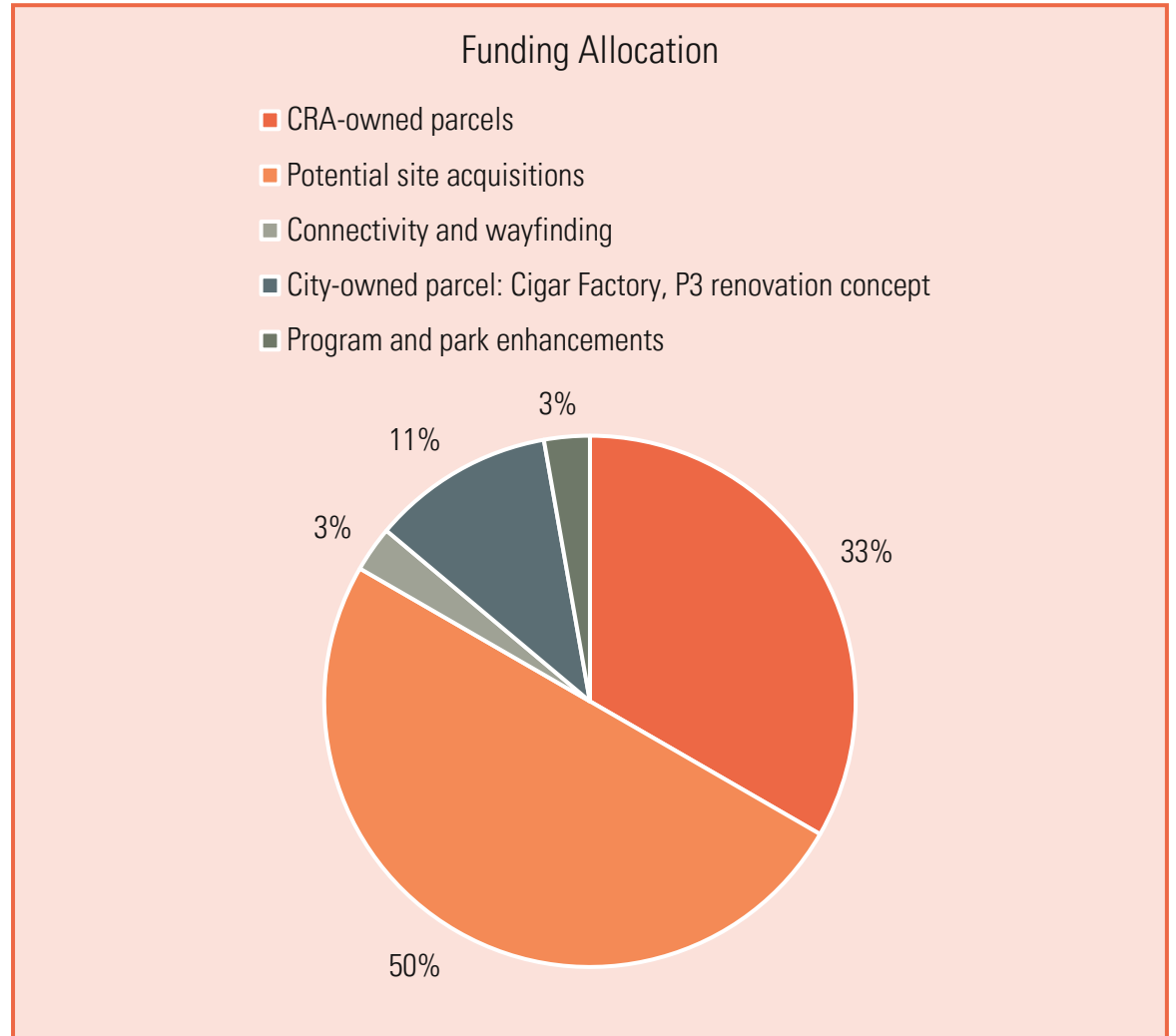
Cigar Factory Reuse

A practical plan to stabilize and commercially reuse the historic Cigar Factory site supports redevelopment.

PRIORITY PROJECT PACKAGE AND SITE DETAILS

- CRA-owned parcels: 6.0 million
- Potential site acquisitions: 9 million
- Connectivity and wayfinding: 0.5 million
- Cigar Factory P3 renovation concept: 2.0 million
- Program and park enhancements: 0.5 million
- **Total investment: 18 million**

PROJECT PACKAGE OVERVIEW AND BUDGET BREAKDOWN



CRA-OWNED PARCELS: STRATEGY AND DISPOSITION



Near-Term Project Delivery

Focus on delivering visible projects soon through collaborations between public and private sectors.



Anchor Uses for Activity

Implement anchor uses that generate daily and evening activity to enliven the area.



Clear Disposition Path

Building on completed feasibility studies and active CRA programming accelerates project outcomes and priorities.



SITE-SPECIFIC PLANS: 970 E. MAIN STREET

Workforce Housing Use

Develop workforce housing through a public-private partnership to meet community needs and improve housing availability.

Proximity to Jobs and Services

Adding attainable units near employment centers and essential services enhances accessibility and quality of life.

Mixed Income and Affordability

Target a mixed income population with long-term affordability controls to promote diverse and equitable neighborhoods.

Street Activation

Design street-level features to encourage pedestrian activity, community engagement, and vibrant public spaces.

SITE-SPECIFIC PLANS: 0 US HIGHWAY 17

Mixed-Use Commercial Use

The site is planned for mixed-use commercial development through a public-private partnership, enhancing business diversity.

Strategic Visibility

Located at the US 17 gateway, the site offers high visibility and serves as an anchor for East End activities.

Economic Outcomes

Development is expected to create new storefronts, jobs, and increase taxable value in the area.



SITE-SPECIFIC PLANS: 330 E. MAIN STREET

Site Use

The site is planned as a mixed-use commercial development leveraging a public-private partnership model.

Strategic Location

The site serves as a bridge connecting East End and Downtown walkable areas, enhancing pedestrian flow.

Design Outcomes

Flexible floor plates are designed to accommodate both food service and retail businesses effectively.





SITE-SPECIFIC PLANS: 335 E. MAIN STREET

Planned Usage

The site is planned for commercial reuse as a community center or listening room to serve local needs.

Cultural Impact

This reuse acts as a cultural magnet enhancing the evening economy and attracting visitors.

Community Outcomes

Regular programming and partnerships with local arts and nonprofits will enrich community engagement.



SITE-SPECIFIC PLANS: 180 N. CENTRAL AVENUE

Building Use

The site is planned as a two-story Innovation Center integrating multiple community services.

Ground Floor Services

The ground floor houses the CareerSource Polk service center, providing workforce support to the community.

Second Floor Offices

The second floor contains CRA administrative offices, centralizing organizational operations within the building.

Site Outcomes

Combining workforce services and CRA hub under one roof fosters community collaboration and efficiency.

SITE-SPECIFIC PLANS: 1095 MARTIN LUTHER KING



Commercial Redevelopment Use

The site at 1095 Martin Luther King is designated for commercial redevelopment to rejuvenate the area.

Business Incubator Concept

The concept includes a former commercial kitchen or business incubator managed by a private partner.

Entrepreneurial Outcomes

Expected outcomes include creating an entrepreneur pipeline and fostering food-based small business growth.

CATALYST PROJECTS AND PRIVATE-SECTOR ACQUISITIONS

EAST MAIN ST. CATALYST: MIXED-USE DESTINATION VISION

Project Scope

Assemble approximately 4.65 acres to create a modern mixed-use destination combining residential and commercial spaces.

Program Components

Includes condominiums, entertainment anchor like bowling or cinema, dining, and retail to attract diverse visitors.

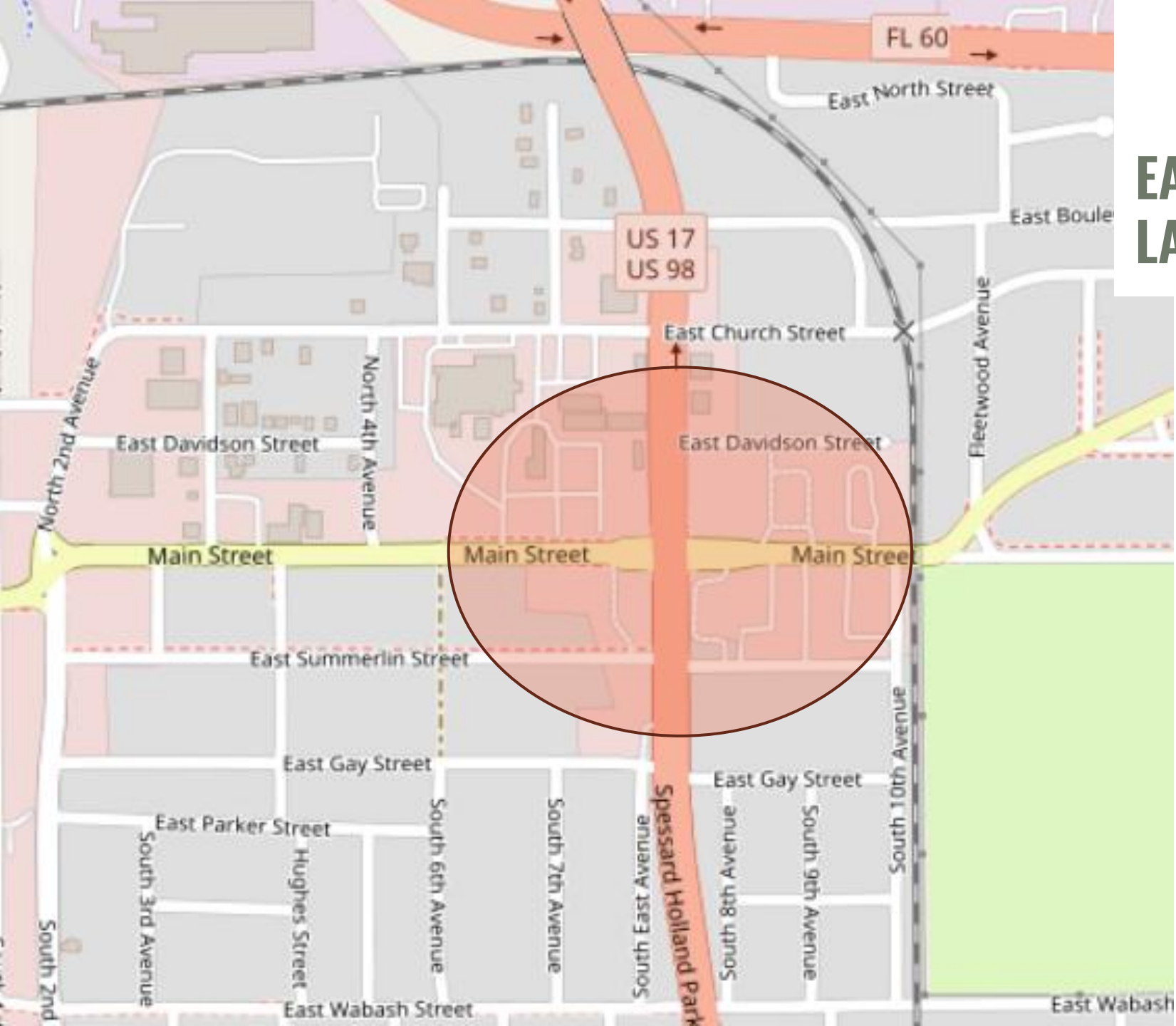
Community Impact

Activates Main Street West to Flamingo area by closing gaps and increasing local activity and economic vibrancy.

Targeted Property Acquisition

Six private-sector properties targeted for acquisition, totaling 9.5 million in assessed value and 6.81 acres with CI zoning.





EAST MAIN ST. CATALYST: LAND ACQUISITION

Targeted Property Acquisition

Six additional private-sector properties targeted for acquisition, totaling 9.5 million in assessed value and 6.81 acres with CI zoning.

CONNECTIVITY AND WAYFINDING INITIATIVES



Entry Features and Wayfinding

East and West End entry features include district wayfinding to improve navigation and identity.



Main Street Connectivity

Main Street mini-streetscape connects important nodes fostering pedestrian movement.



MLK Corridor Development

Martin Luther King corridor incentives support neighborhood knitting and Downtown connectivity.



CIGAR FACTORY: HISTORY, STATUS, AND REUSE PATH

Historic Significance

The Thompson and Company Cigar Factory was built in 1925 and listed on the National Register of Historic Places in 2002.

Current Structural Issues

In 2021, the City Commission decided to consider demolition due to concerns about structural failure.

Reuse and Stabilization Plan

A commercial reuse is being evaluated with a public-private partnership and a \$2 million commitment for stabilization and fit-out.

CIGAR FACTORY: OPTIONS

Option A:

Full

Rehabilitation

Full rehabilitation preserves the landmark and promotes heritage tourism but involves high costs and structural challenges.

Option B:

Partial

Stabilization

Stabilizing and adapting part of the structure retains key elements with lower costs but limits program flexibility.

Option C:

New Build

Replacement

Replacing with a context-sensitive new build ensures code compliance and predictable costs but sacrifices historic fabric.

ECONOMIC AND COMMUNITY BENEFITS

[1]

Job Creation

The project generates both construction and permanent jobs, boosting local employment opportunities.

[2]

Expanded Amenities

New dining, entertainment, and retail options enhance community lifestyle and attract visitors.

[3]

Increased Tax Revenue

Higher taxable property values support community reinvestment and city services sustainability.

[4]

Community Safety and Heritage

Improved lighting and activation increase safety, while heritage storytelling preserves cultural identity.



FL HOUSING POLICY CONTEXT FOR P3S

Live Local Act Impact

The Live Local Act creates new residential opportunities and incentives for workforce housing linked to CRA sites and mixed-use developments.

2025 Legislative Updates

Recent 2025 legislative updates refined implementation rules for affordable housing projects and streamlined local government approvals.

IMPLEMENTATION ROADMAP, ENGAGEMENT, AND DECISION

Board Approval and Due Diligence

In Q4 2025, the board will act on priority lists and authorize due diligence and RFQ development.

Developer Selection and Financing

By Q2 2026, developers are shortlisted, negotiations begin, and financing strategies are finalized.

RFQ Issuance and Reviews

Q1 2026 focuses on issuing developer RFQs and initiating appraisals and environmental reviews for acquisitions.

Contracts and Construction Start

In Q3 2026, agreements are executed, design and permitting commence, followed by phased groundbreakings and connectivity.

IMPLEMENTATION TIMELINE AND MILESTONES

PUBLIC ENGAGEMENT PLAN



Workshops at Milestones

Joint Commission and CRA workshops are held at key project milestones to ensure collaborative decision-making.



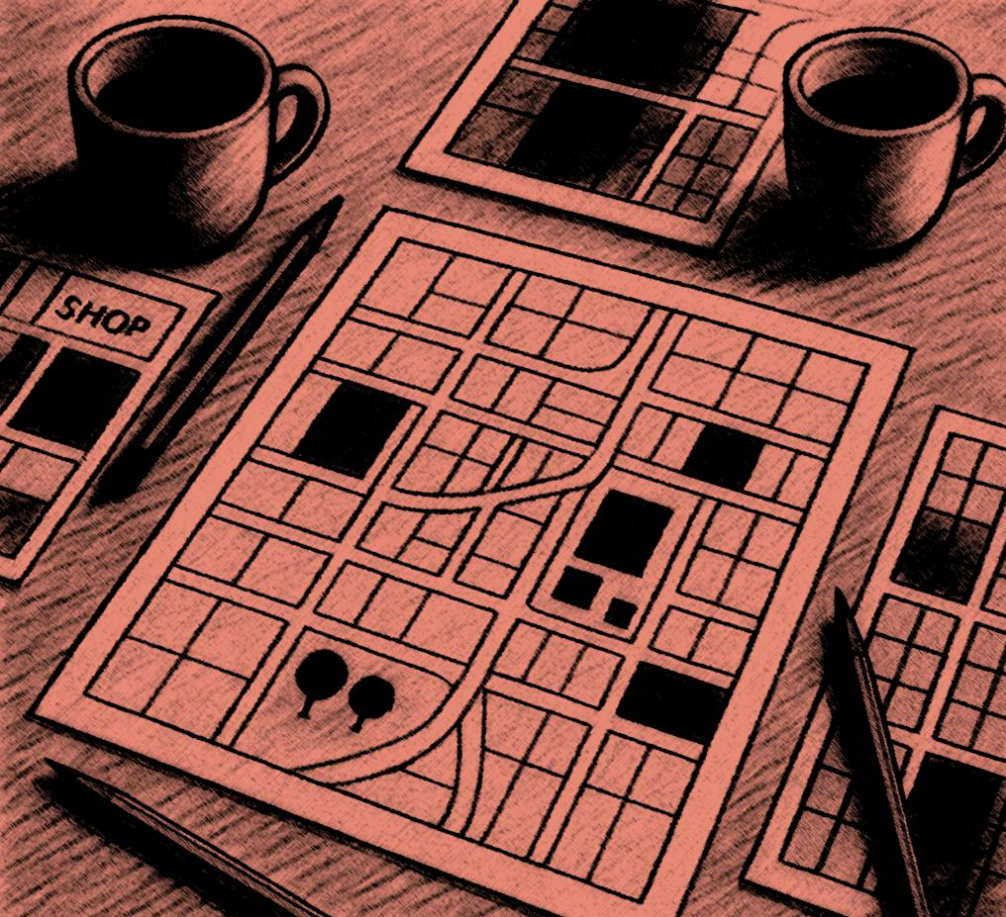
Pop-up Open Houses

Pop-up open houses on East and West Main provide accessible venues for public input and feedback. Digital displays show details of the project.



Stakeholder Roundtables

Stakeholder roundtables with business owners and neighborhood leaders foster dialogue and address concerns.



DRAFT MOTION LANGUAGE FOR APPROVAL

Approval of Project List

Motion proposes to approve the CRA Priority Project List to advance project initiatives.

Due Diligence and Negotiations

Authorizes Executive Director and City Manager to conduct due diligence and negotiations for acquisitions and P3s.

Financing Plan Structure

Plans to structure financing using TIF supported debt with annual debt service capped at 1.4 million dollars.

Execution-ready Documents

Preparation of execution-ready documents for Board approval to facilitate timely project implementation.