

**POLK COUNTY
DEVELOPMENT REVIEW COMMITTEE
STAFF REPORT**

DRC Date: May 7, 2026	Level of Review: 4
PC Date: July 8, 2026	Type: LDC Text Amendment
BoCC Date: August 4, 2026	Case Numbers: LDCT-2026-13
Date: August 18, 2026	Case Name: Eloise Main Street Corridor LDC Text Amendment
Applicant: County-Initiated	Case Planner: Mark J. Bennett, AICP, FRA-RA, CNU-A, Senior Planner

Request:	County initiated amendment to change the text of the Land Development Code Appendix E, Section E105, Parcel Specific Comprehensive Plan Amendments with Conditions, to establish the permitted, conditional, and prohibited uses in the Main Street Corridor (MSC) land use district and implement additional development standards. This case is related to LDCPAS-2026-6.
Location:	South of US 17, west of Snively Avenue, between 6th Street and the US 17/Snively Avenue intersection, southwest of the City of Winter Haven, northeast of the City of Eagle Lake, in Section 5, Township 29 South, Range 26 East.
Property Owner:	Numerous
Parcel Size (Number):	25.96 acres
Development Area:	Transit-Supportive Development Area (TSDA)
Nearest Municipality:	Eagle Lake, Winter Haven
DRC Recommendation:	Approval
Planning Commission Vote:	Pending
Florida Commerce:	N/A
Case Planner:	Mark J. Bennett, AICP, FRA-RA, CNU-A, Senior Planner

Proposed Change to the LDC:

Change Appendix E Section E105 Parcel Specific Comprehensive Plan Amendments with Conditions to establish the permitted, conditional, and prohibited uses in the Main Street Corridor (MSC) land use district and implement additional development standards.

Summary:

This request is a County initiated amendment to change the Land Development Code Appendix E, Section E105, to list the permitted, conditional, and prohibited uses in the Main Street Corridor (MSC) land use district and implement additional development standards.

Permitted, Conditional, and Prohibited Uses:

The proposed amendment addresses the following uses:

- Permitting of uses, such as neighborhood commercial, office, institutional, and certain types of residential uses that can serve as a focal point for the community.

- Prohibiting certain types of uses in the Main Street Corridor land use district. These include industrial uses, auto-oriented activities, and alcohol-related businesses, such as bars, taverns, lounges, and alcohol package sales.
- Additional Development Standards for the Eloise Main Street Corridor (MSC):
 - Multi-Family – Shall be limited to Small-Scale Multi-Family, which is a residential dwelling containing up to four units and not over two stories high.
 - Crime Prevention Thru Environmental Design (CPTED) – Development in the MSC shall be designed in accordance with CPTED principles and standards wherever possible.
 - Signage Limitations – Any ground signage shall be limited to monument signs.

Findings of Fact

- *LDCT-2026-13 is an applicant-initiated request to amend Appendix E, Section E105, Parcel Specific Comprehensive Plan Amendments with Conditions, to establish the permitted, conditional, and prohibited uses in the Main Street Corridor (MSC) land use district and implement additional development standards.*
- *The location of the subject property is in Eloise, which is located south of US 17, west of Snively Avenue, between 5th Street and the US 17/Snively Avenue intersection, southwest of the City of Winter Haven, northeast of the City of Eagle Lake, in Section 5, Township 29 South, Range 26 East.*
- *This case is related to LDCPAS-2026-6. That request is for a Comprehensive Plan Amendment to change 25.96 acres from Residential-Low (RL) to Community Activity Center (CAC, Institutional (INST), and Main Street Corridor (MSC).*
- *LDCPAS-2026-6 also includes a text change to Appendix 2.135 - Parcel Specific Future Land Use Map Amendments with Conditions to allow for the establish the permitted, conditional, and prohibited uses in the Main Street Corridor (MSC) land use district and implement additional development standards.*
- *The subject property is in the Eloise Community Redevelopment Area (CRA).*
- *The subject property contains wetlands and Zone “AE” Floodplains.*
- *There have been six meetings with the Eloise CRA Advisory Committee and the community regarding this project.*

Development Review Committee Recommendation:

The Land Development Division, based on the Findings of Fact, finds that the proposed text change request is **CONSISTENT** with the Polk County Land Development Code and the Polk County Comprehensive Plan. Staff recommends **APPROVAL** of LDCT-2026-13.

Analysis:

This amendment was submitted currently with LDCPAS-2026-6. That request is for a Comprehensive Plan Amendment to change 25.96 acres from Residential-Low (RL) to Community Activity Center (CAC) (2.79 acres), Institutional (INST) (1.55 acres) and Main Street Corridor (MSC) (21.62 acres). The same Plan Amendment also includes a text change to Appendix 2.135 - Parcel Specific Future Land Use Map Amendments with Conditions. The changes to the text of both the Comprehensive Plan and the Land Development Code are necessary to establish the permitted, conditional, and prohibited uses in the Main Street Corridor (MSC) land use district and implement additional development standards. The intent is that the MSC will be different in each area of the County if implemented in other redevelopment areas. Therefore, creating the new list in Appendix E is necessary.

The specific limitations proposed as are follows:

Permitted, Conditional, and Prohibited Uses:

Permitted & Conditional Uses:

The permitted uses on the list are generally intended to support the surrounding residential area of Eloise. They are also intended to serve as a focal point for activity in the community, thereby also promoting redevelopment and revitalization. Listed below are the Permitted and Conditional Uses, based on the level of review:

Permitted Uses:

Farming General
Government Facility
Nurseries and Greenhouses
Office
Personal Service
Research and Development
Retail, Less than 10,000 sq. ft.
Studio, Production
Utilities Class I
Utilities Class II

Conditional Uses:

C1 Uses (Staff Approval):

Duplex, Two-Family Attached
Group Home, Small (6 or less residents)
Recreation (Passive)

C2 Uses (DRC Approval):

Childcare Center
Clinics & Medical Offices
Community Center
Convenience Stores, Isolated
Cultural Facility
Event Facility
Financial Institution

Funeral Home & Related Facilities
Medical Marijuana Dispensaries
Nurseries, Retail
Recreation, Low-Intensity
Recreation & Amusement General
Religious Institution
Restaurant, Sit-down/Take-out
Retail, 10,000 - 34,999 sq. ft.
Retail, 35,000 - 64,999 sq. ft.
Veterinary Service

C3 Uses (Planning Commission Approval):

Multi-family (with some restrictions)
Planned Development
Adult Day Care Center (7 or more clients)
Bed and Breakfast
Hotels and Motels
Kennels, Boarding and Breeding
Retail, More than 65,000 sq.ft.
Retail, Outdoor Sales/Display
School, Leisure/Special Interest
School, Technical/Vocational/Trade and Training
Utilities Class III

C4 Uses (County Commission Approval):

Transitional Area Development

Prohibited Uses:

In keeping with the concept of the Main Street Corridor (MSC) as a focal point or “Main Street” of a community, automotive related uses (such as Financial Institution – Drive Through, Gas Stations, and Vehicle related services (repair, mechanical service, and sales/leasing) are prohibited in the MSC. Additionally, industrial types of uses, such as warehousing/distribution, and light/general manufacturing, are prohibited as well in the MSC.

Additional Changes:

At the June 1st Eloise Community Advisory Committee meeting, staff presented the proposed list of uses to the Committee and members of the Eloise community for review. Staff conducted a line-by-line review of each item, plus provided a summary describing each use. Based on the feedback received from this meeting, the following uses were removed from the list:

Alcohol Package Sales
Bars, Lounges, and Taverns
Nightclubs and Dance Halls

The list of permitted and conditional uses, along with the additional site development standards proposed (see below), are intended to incentivize redevelopment along the corridor, thereby promoting the revitalization of Eloise.

Additional Site Development Standards for the Eloise Main Street Corridor (MSC):

In discussions with the Advisory Committee and members of the Eloise community, concerns were expressed about the possibility of multi-family uses locating in the MSC, and how that potential use could negatively impact the community. Based on these concerns, staff proposed the additional site development requirements:

- Multi-Family – Shall be limited to Small-Scale Multi-Family, which is defined in the Comprehensive Plan as a residential dwelling containing up to four units and not over two stories high.
- Crime Prevention Thru Environmental Design (CPTED) – Development in the MSC shall be designed in accordance with CPTED principles and standards wherever possible. The burden of proof shall be on the applicant to demonstrate that CPTED design standard cannot be met.

In addition to the additional development standards, a limitation that only monument signs for ground signage is proposed. The reason for this additional requirement is based on the Purpose statement found in the Land Development Code Section 760, Signs, which includes in part that signs are “a detriment to property values and the County's overall public welfare as an aesthetic nuisance.”

Benefit-Cost Analysis of the Amendment

Who does it help?

This amendment directly benefits affected landowners by allowing for an expanded list of uses. Allowing for more uses will promote the redevelopment and revitalization of Eloise, which is a Community Redevelopment Area (CRA). The additional restrictions on the type of structures and requiring Crime Prevention Thru Environmental Design (CPTED) will address any community concerns about multi-family development.

Who does it hurt?

There is the potential for existing residents living next to the affected properties to deal with impacts caused by new non-residential development. However, there are restrictions on certain types of uses, such as a prohibition of automotive related uses, alcohol package sales, bars lounges, taverns, nightclubs, and dancehalls. The compatibility provisions in Section 220 of the Land Development Code must still be met, so potential for any adverse impacts should be minimized. Additionally, less intrusive signage by only allowing monument signs will minimize potential impacts.

What is the cost?

Any new development on this property will be restricted to only ground-mounted free-standing and monument signage. Generally, redevelopment/revitalization activities have the potential for greater costs than greenfield/vacant sites due to the additional work required.

Limits of the Proposed Ordinance

The focus of this amendment is to establish the permitted, conditional, and prohibited uses in the Main Street Corridor (MSC) land use district and implement additional development standards. While the corresponding CPA other Future Land Use Districts (such as CA and INST), this

ordinance only impacts the MSC district. Implementing this amendment will promote redevelopment and revitalization of the Eloise Community Redevelopment Area (CRA), plus ensure that any proposed on-site development is consistent with the levels of existing and planned infrastructure, as well as ensure compatibility with surrounding uses and activities.

Consistency with the Comprehensive Plan

This change is in conjunction with LDCPAS-2026-6. This amendment will redesignate a 25.96-acre area from RL to CA, INST, and MSC. The proposed text change to establish permitted, conditional, and prohibited uses in the Main Street Corridor (MSC) land use district and implement additional development standards. will be consistent with the applicable Objectives and Policies in the Plan’s Future Land Use Element upon adoption of LDCPAL-2026-2, which will amend the Comprehensive Plan to create the MSC land use district.

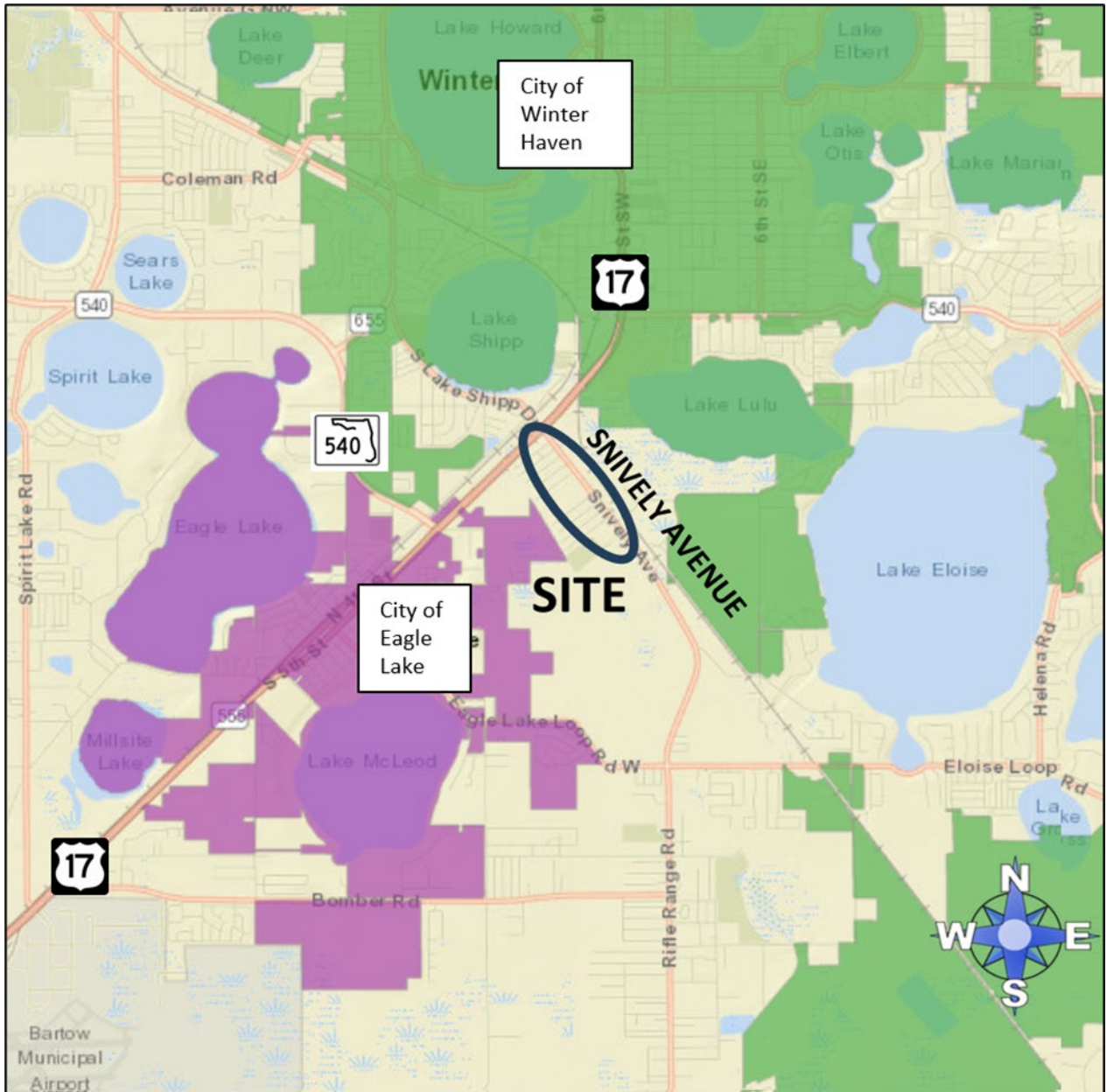
Comments from Other Agencies:

None

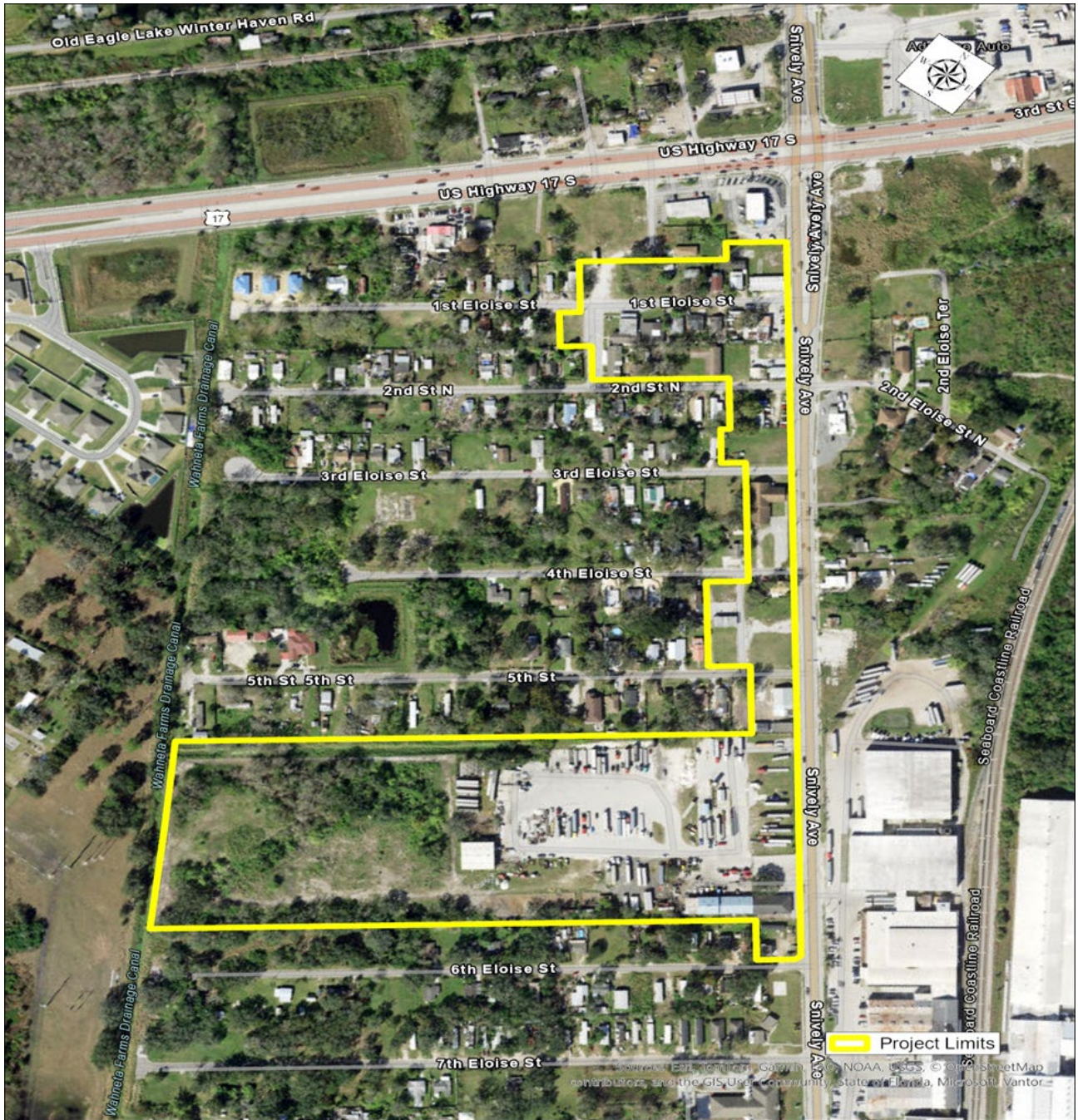
Draft Ordinance: Under separate attachment

Exhibits:

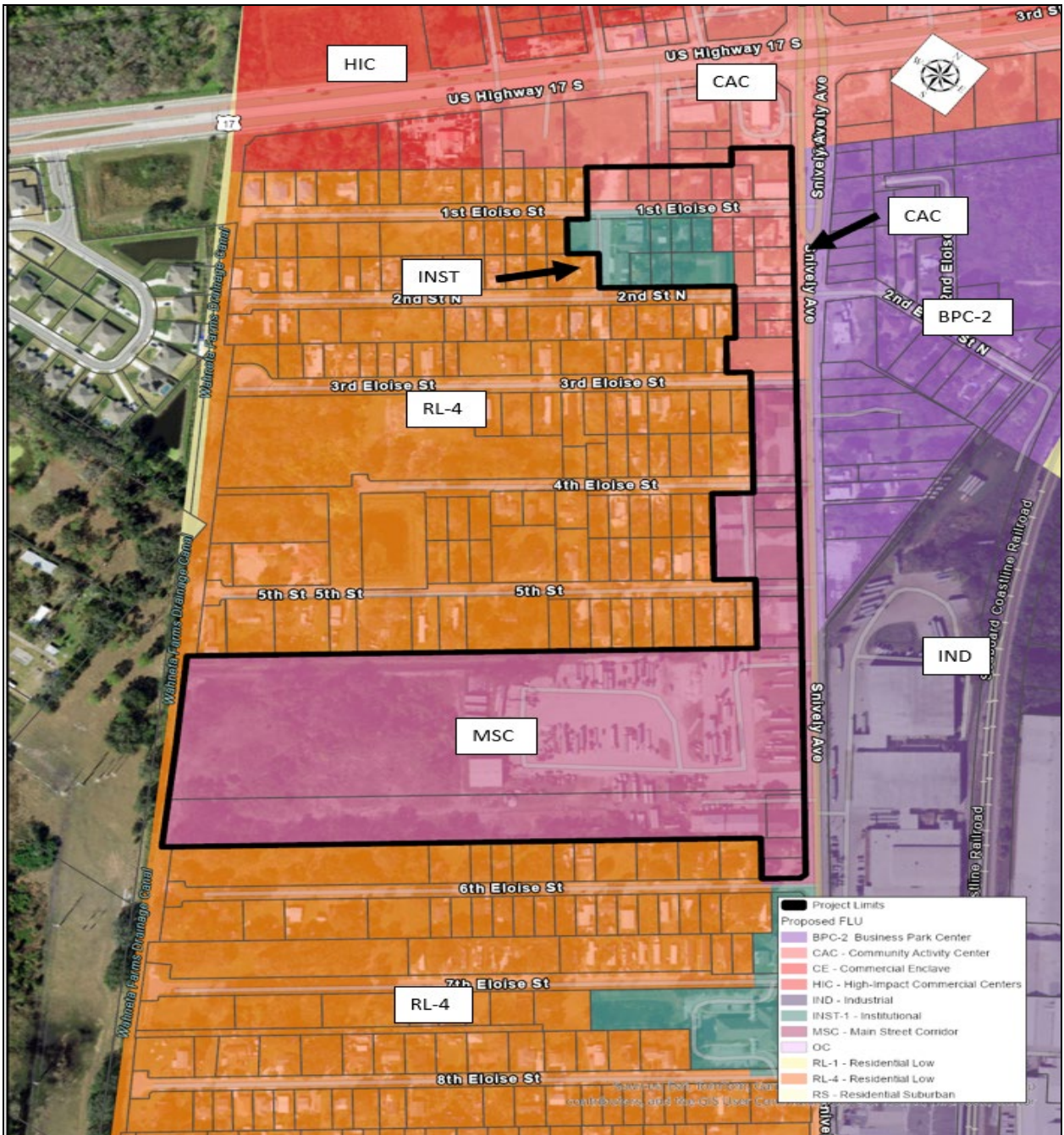
- Exhibit – 1 Location Map
- Exhibit – 2 Location Map (Detailed)
- Exhibit – 3 Proposed Future Land Use Change
- Exhibit – 4 Proposed Text Change



Location Map



Location Map (Detailed)



Proposed Future Land Use Map

Proposed Text Change

1. Applicability

The provisions and requirements of this Subsection apply to the subject site that is designated as Main Street Corridor, the boundaries of which are shown on the Future Land Use Map Series and Land Use District maps, more particularly those depicted in the panel showing Range 26, Township 29, Section 5.

Table X.X Use Table for Standard Land Use Districts for the Eloise Main Street Corridor (MSC).	
	MSC
Key to Table: P = Permitted Use; C = Conditional Use/Level of Review	
<u>Residential Uses</u>	
<u>Duplex, Two-family Attached</u>	<u>C1</u>
<u>Group Home, Small (6 or less residents)</u>	<u>C1</u>
<u>Multi-family</u>	<u>C3</u>
<u>Mixed Uses</u>	
<u>Planned Development</u>	<u>C3</u>
<u>All Other Uses</u>	
<u>Adult Day Care Center (7 or more clients)</u>	<u>C3</u>
<u>Bed and Breakfast</u>	<u>C3</u>
<u>Childcare Center</u>	<u>C2</u>
<u>Clinics & Medical Offices</u>	<u>C2</u>
<u>Community Center</u>	<u>C2</u>
<u>Convenience Stores, Isolated</u>	<u>C2</u>
<u>Cultural Facility</u>	<u>C2</u>
<u>Event Facility</u>	<u>C2</u>
<u>Farming General</u>	<u>P</u>
<u>Financial Institution</u>	<u>C2</u>
<u>Funeral Home & Related Facilities</u>	<u>C2</u>
<u>Government Facility</u>	<u>P</u>
<u>Hotels and Motels</u>	<u>C3</u>
<u>Kennels, Boarding and Breeding</u>	<u>C3</u>
<u>Medical Marijuana Dispensaries</u>	<u>C2</u>
<u>Nurseries, Retail</u>	<u>C2</u>

<u>Nurseries and Greenhouses</u>	<u>P</u>
<u>Office</u>	<u>P</u>
<u>Personal Service</u>	<u>P</u>
<u>Recreation, Passive</u>	<u>C1</u>
<u>Recreation, Low-Intensity</u>	<u>C2</u>
<u>Recreation & Amusement General</u>	<u>C2</u>
<u>Religious Institution</u>	<u>C2</u>
<u>Research & Development</u>	<u>P</u>
<u>Restaurant, Sit-down/Take-out</u>	<u>C2</u>
<u>Retail, 10,000 - 34,999 sq. ft.</u>	<u>C2</u>
<u>Retail, 35,000 - 64,999 sq. ft.</u>	<u>C2</u>
<u>Retail, More than 65,000 sq. ft.</u>	<u>C3</u>
<u>Retail, Less than 10,000 sq. ft.</u>	<u>P</u>
<u>Retail, Outdoor Sales/Display</u>	<u>C3</u>
<u>School, Leisure/Special Interest</u>	<u>C3</u>
<u>School, Technical/Vocational/Trade & Training</u>	<u>C3</u>
<u>Studio, Production</u>	<u>P</u>
<u>Transitional Area Development</u>	<u>C4</u>
<u>Utilities, Class I</u>	<u>P</u>
<u>Utilities, Class II</u>	<u>P</u>
<u>Utilities, Class III</u>	<u>C3</u>
<u>Veterinary Service</u>	<u>C2</u>

2. Additional Site Development Standards for the Eloise Main Street Corridor (MSC):

- a. Multi-Family – Shall be limited to Small-Scale Multi-Family, which is defined in the Comprehensive Plan as a residential dwelling containing up to four units and not over two stories high.
- b. Crime Prevention Thru Environmental Design (CPTED) – Development in the MSC shall be designed in accordance with CPTED principles and standards wherever possible. The burden of proof shall be on the applicant to demonstrate that CPTED design standard cannot be met.
- c. Signage Limitations – Any ground signage shall be limited to monument signs.