

Eloise

Proposed Main Street Corridor

Vision

Thursday, February 26, 2026
Johnny and Freda Brooks Eloise Resource Center

Overview

On February 26, 2026, Polk County, in collaboration with the Central Florida Regional Planning Council (CFRPC), hosted a community meeting at the Johnny and Freda Brooks Eloise Resource Center. The event brought together residents and business owners from the Eloise community, as well as key stakeholders and representatives from several organizations and community-based groups. The meeting served as a platform for discussion, collaboration, and updates on ongoing and future initiatives aimed at improving the Eloise area.

The purpose of the meeting was to:

- Inform the Community of the proposed Eloise Main Street Corridor.
- Provide information to the community on the draft proposed Polk County Land Development regulations for the Eloise Main Street Corridor.
- Identify existing opportunities and challenges specific to residential and commercial uses in the Eloise corridor.

The meeting served as an opportunity for community engagement, offering residents the ability to learn about upcoming plans, proposed regulations and share input that will help shape future development efforts in the area. Thirty-three (33) people attended the event.

Key Themes

The following are overall key themes, as gathered from discussions with the group.

Allowable uses:

Participants generally expressed consensus and support regarding the proposed uses within the Eloise Main Street Corridor.

Attendees supported the proposed neighborhood commercial (not auto-oriented commercial). Additionally, there was a focus on multi-family residential, including duplex, triplex, quadplex and apartments along with office and institutional type uses.

There was support to expand the list of allowable uses by redeveloping and/or reusing existing facilities. Noting that existing residential uses will continue to be allowed.

Smith Parcel:

Much discussion focused on the +/-14-acre Smith parcel located at 642 Snively Avenue, currently being used as a semi-truck parking lot. Representatives from Polk County presented a potential concept plan which showed compact commercial uses, similar to outdoor mall, along with several parking lots. No decisions were made about the future of the parcel. The current owner, Mr. Smith, is amenable to discussions about the future of the parcel.

Non-Conforming Structures:

County staff clarified how nonconforming structures would be addressed under the proposed code changes. Residents expressed concern that if a nonconforming structure were destroyed and not rebuilt within two years, the County would repossess the property. County representatives explained that this absolutely would never happen. Instead, if the structure is rebuilt after the two-year grace period, the new building would simply need to comply with all current setback and other requirements.

Traffic/Transportation:

Attendees expressed that Snively Avenue currently lacks the capacity to support new development due to traffic congestion and poor pedestrian and bicycle infrastructure. As the community's main corridor, it should serve all users—drivers, walkers, and cyclists. Residents were very concerned about the high speeds allowed and the lack of traffic lights in several key places.

In Summary

The February 26, 2026, Eloise community meeting provided a valuable platform for residents, business owners, and stakeholders to share ideas and concerns about the future of the area. Overall, community members are eager to see new businesses and revitalization efforts that enhance the character and economic vitality of proposed Eloise Main Street corridor. There is a desire for adaptable development regulations to better accommodate site-specific needs and encourage reinvestment. The community showed a willingness to learn more about the proposed changes to the Future Land Use designations.

A major theme raised was the condition of Snively Avenue, which many felt is currently inadequate for the volume of traffic and unsafe for pedestrians and cyclists. As the area grows, residents want to see infrastructure improvements but expressed concern about the potential impact on nearby businesses if road widening is pursued.

The meeting reflected a community that is eager for positive change but also mindful of the need for balanced, context-sensitive planning that protects local character and ensures accessibility for all.

Outreach and Notification

Organizations, stakeholders, and community members were notified of the Eloise Community Meeting through the following methods:

- Over 243 property owners were notified by mail in English and Spanish.
- Physical copies of meeting flyer were delivered to the Brooks Resource Center.
- Polk County Code Enforcement staff also distributed flyers regarding the workshop.

Meeting Photos







Sign in Sheets

Eloise Community Meeting				
 				
Sign-In Sheet				
Eloise Community Center February 26, 2026 5:30 PM				
Name	Please initial for photo release consent*	Would you like to be added to the mailing list for future workshops?	Mailing Address	Email Address
MARTY PHILIPS		yes	1221ST Eloise Street	
Janice Torres			103 7th Eloise Street	janice5945@gmail.com
Richard Wildman			3010 Agathe Lane	
Martha Paul		yes	P.O. Box 1595, WI 33882	marthaannp@me.com
DEAN RAMOS	yes	yes		doc4534@hotmail.com
Jaxon Ramsit				
ALBERTO				

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Eloise Community Meeting				
 				
Sign-In Sheet				
Eloise Community Center February 26, 2026 5:30 PM				
Name	Please initial for photo release consent*	Would you like to be added to the mailing list for future workshops?	Mailing Address	Email Address
Christine Mancillas		yes	124 5th Eloise St Eloise, FL 33880	mancillas1977@yahoo.com
LINDA CANO		yes	126 5th ELOISE ST. ELOISE, FL 33880	
Daniel Rhodes		yes	914 Swirely Ave Eloise 33880	
Judy Manning		yes	P.O. Box 7365, Winter Haven, FL 33883	
Tobitha Alpers			120 5th St. Eloise 33880	tobithaalpers@polkfl.gov
Lue Castillo		yes	330 W. Church St. Bartow, FL 33830	
WANDA	863-266 3253	yes	118 7th Eloise St Eloise, FL 33880	loral1977@gmail.com
			122 1st ELOISE ST. ELOISE	carthchild926@MSN.com

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Eloise Community Meeting



Sign-In Sheet

Eloise Community Center | February 26, 2026 | 5:30 PM

Name	Please initial for photo release consent*	Would you like to be added to the mailing list for future workshops?	Mailing Address	Email Address
Jenny Barton	JB	Yes	832 Snively Ave. Eloise, FL 33880	barton3jenny@gmail.com
Lila Ruiz	LR	Yes	112 60th ELOISE ST ELOISE, FL 33880	liatmew@gmail.com
Minerva Gil	mg	Yes	118th street, Eloise FL 33880	
Robert Barton	RB		129 9th Eloise St.	
Eugenia Barton	EB	yes	" " " "	rbartontrucking@aol.com
ALBERTO MEJIA	AM	YES	116 SNIVELY AVE WINTER HAVEN	
NELLY MEJIA	NM	YES	116 SNIVELY AVE WINTER HAVEN	

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Eloise Community Meeting



Sign-In Sheet

Eloise Community Center | February 26, 2026 | 5:30 PM

Name	Please initial for photo release consent*	Would you like to be added to the mailing list for future workshops?	Mailing Address	Email Address
Marciano Montes	yes	yes	113-8th Eloise St. W.H. Fla. 33880	montesmarciano59@gmail.com
Carl E Hays	yes	yes	436 Vermont Ave Daytona Beach, Fla. 32118	carl-hays@yahoo.com
JAY VINES	yes	yes	105 2nd ELOISE TERRACE WINTER HAVEN FL 33880-5508	
Nannette + Juan Medero	N	Yes	684 Ave K SE We are pastors of church on 5th + snively Winter Haven FL 33880 863-410-4117	Nannette.medero@yahoo.com
Fredas H. Brooks	Yes	yes	143 8th Eloise St Winter Haven, Fla 33880-5524 863-399-4200	W.D.R.
Don Smith	yes	yes	4290 Hasan Rd Polk City, FL 3768	UFM55@me.com
David & Shui Rhodes	X	Yes	914 Snively Av, Eloise FL 33880	dsRhodes080802@gmail.com

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Sign-In Sheet				
Eloise Community Center February 26, 2026 5:30 PM				
Name	Please initial for photo release consent*	Would you like to be added to the mailing list for future workshops?	Mailing Address	Email Address
Krishn Addison			832 Snively Ave	

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PowerPoint Presentation



Tu hogar
Your Home



Tu negocio
Your business



Tu comunidad
Your Community

Eloise

Proposed Main Street Corridor

Vision

THURSDAY, FEBRUARY 26, 2026 | 26 DE FEBRERO DE 2026

5:30PM



Brooks Community Center
710 Snively Avenue - Eloise





Eloise Proposed Main Street Corridor - Meeting Agenda

- Purpose of Meeting
- Background
- Proposed Changes
- Next Steps
- Questions

Agenda de la reunión propuesta para el corredor de Main Street en Eloise

- Propósito de la reunión
- Antecedentes
- Cambios propuestos
- Próximos pasos
- Preguntas

Eloise Proposed Main Street Corridor Purpose of Meeting

Corredor propuesto para Main Street en Eloise
Propósito de la reunión



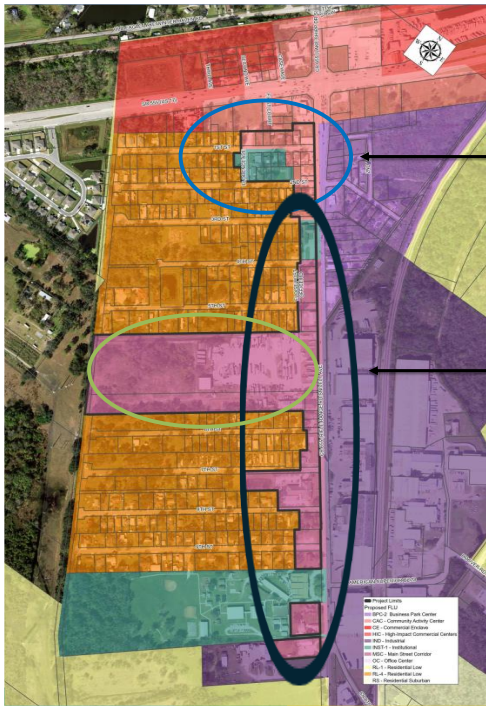
Present Proposed Changes to Future Land Use Map

- Freedom Tour/US 17 Area
- West Side of Snively Avenue (including Smith Property)



Cambios propuestos para el futuro mapa de uso del suelo

- Tour de la Libertad/Área de la US 17
- El lado oeste de Snively Avenue (incluida la propiedad de Smith)



Freedom Tour/US 17 Area

Residential

Tour de la Libertad/Área de la US 17

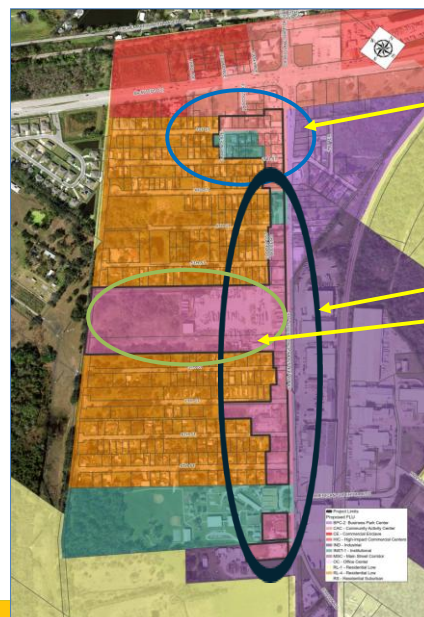
Snively Avenue Corridor
(including Smith Property)

*Corredor de Snively Avenue
(incluida la propiedad de Smith)*

Existing Future Land Use



Proposed Future Land Use



Residential to
Community Activity
Center & Institutional

Residential and
Institutional to
Main Street Corridor



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Eloise Proposed Main Street Corridor Background

- Staff directed to examine Land Use designations around Freedom Tour property
- Proposal presented to the Eloise Community Redevelopment Agency (CRA) Advisory Committee on September 2nd, 2025.
- Committee suggested that west side of Snively Avenue corridor also be examined
- Proposed Map presented to Committee on December 1st, 2025.

Antecedentes del corredor propuesto para Main Street en Eloise

- Se ordenó al personal examinar las designaciones de uso del suelo alrededor de la propiedad de Freedom Tour
- Propuesta presentada al Comité Asesor de la Agencia de Reurbanización Comunitaria de Eloise (CRA) el 2 de septiembre de 2025.
- El comité sugirió que también se examine el lado oeste del corredor de Snively Avenue.
- Mapa propuesto presentado al Comité el 1 de diciembre de 2025.



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Eloise Proposed Main Street Corridor - Proposed Changes

Freedom Tour/US 17 Area

- Institutional for Freedom Tour Operations
- Community Activity Center (commercial) to recognize existing uses and trends in the area

Los cambios propuesto del corredor de Main Street en Eloise

Tour de la Libertad/Área de la US 17

- Institucional para las operaciones del Tour de la Libertad
- Centro de actividades comunitarias (comercial) para reconocer los usos y tendencias existentes en el área



Eloise Proposed Main Street Corridor - Proposed Changes

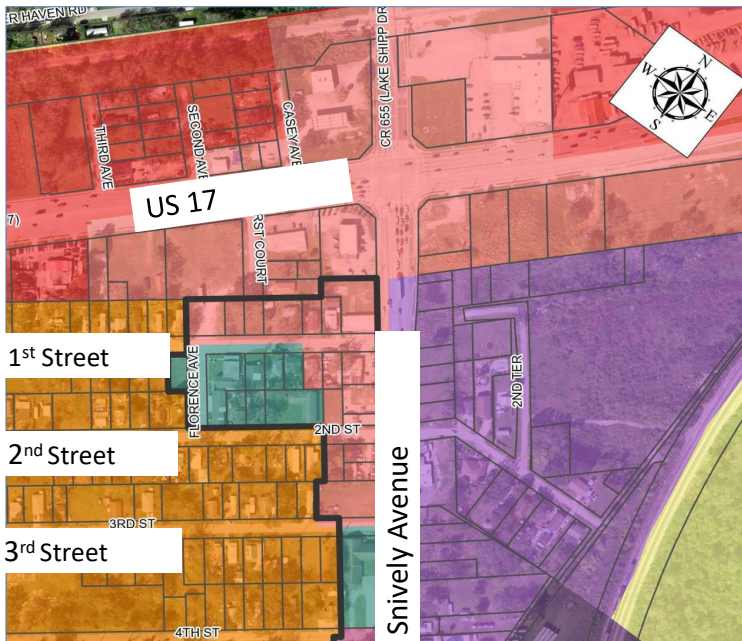
Snively Avenue Corridor – Main Street Corridor Land Use Proposed

- Intended for allowneighborhood commercial(not auto-oriented commercial)office, institutional, and other types of residential uses such as duplex/triplex/quadruplex and apartments
- **Expanded list of allowable uses** could allow for redevelopment and/or reuse of existing facilities
- Existing single-family residential is allowed, but not new

Los cambios propuesto del corredor de Main Street en Eloise

Propuesta de uso del suelo para el corredor de Snively Avenue y el corredor de Main Street

- Destinado a permitir usos comerciales en el vecindario (no comerciales orientados a automóviles), oficinas, institucionales y otros tipos de usos residenciales, como dúplex, triplex, cuádruplex y apartamentos.
- Una lista ampliada de usos permitidos podría permitir la remodelación y/o reutilización de instalaciones existentes
- Se permiten viviendas unifamiliares existentes, pero no nada nuevo.



Eloise Proposed Main Street Corridor

Proposed Changes – Freedom Tour / US 17 Area

Los cambios propuesto del corredor de Main Street en Eloise

Tour de la Libertad/Área de la US 17

Project Limits
Proposed FLU
BPC-2 Business Park Center
CAC - Community Activity Center
CE - Commercial Enclave
HIC - High-Impact Commercial Centers
IND - Industrial
INST-1 - Institutional
MSC - Main Street Corridor
OC - Office Center
RL-1 - Residential Low
RL-4 - Residential Low
RS - Residential Suburban



Eloise Proposed Main Street Corridor

Proposed Changes – Snively Avenue

Los cambios propuesto del corredor de Main Street en Eloise

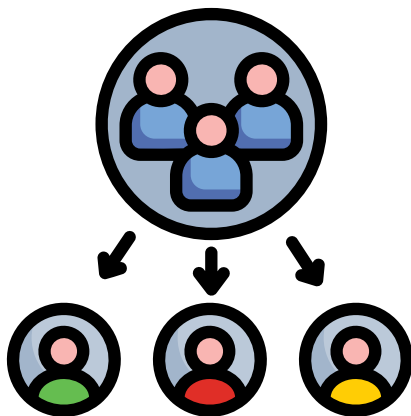
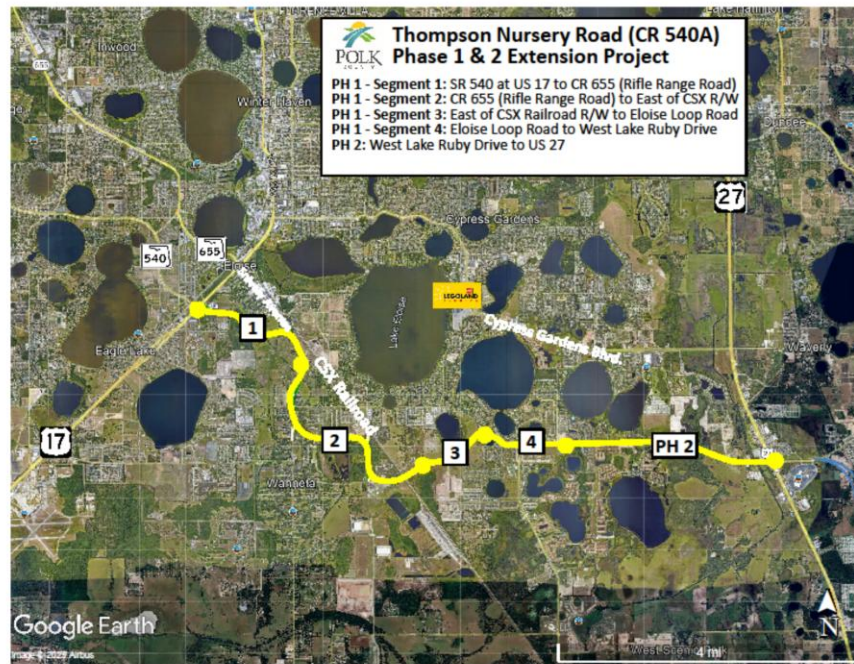
Corredor de Snively Avenue

- Project Limits
- Proposed FLU
 - BPC-2 Business Park Center
 - CAC - Community Activity Center
 - CE - Commercial Enclave
 - HIC - High-Impact Commercial Centers
 - IND - Industrial
 - INST-1 - Institutional
 - MSC - Main Street Corridor
 - OC - Office Center
 - RL-1 - Residential Low
 - RL-4 - Residential Low
 - RS - Residential Suburban

Concept Plan

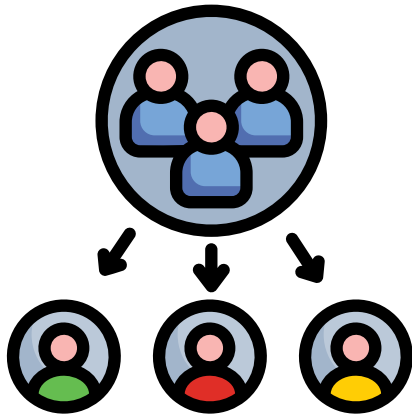


G.1. Amendment 3
with Kimley-Horn for
TNR Design of Phase
I – Segment 2



Breakout Groups | Sesión de Grupos





Group Report Outs | Informes Grupales



Eloise
Main Street Corridor
— Vision —



Next Steps

- **Planning Commission Meeting**
Wednesday, April 1st (starts at 9:00 AM) – Makes recommendation to County Commission
- **Board of County Commissioners Meeting**
Tuesday, June 16th (starts at 9:00 AM) – Final decision

Próximos pasos del corredor propuesto para Main Street en Eloise

Reunión de la Comisión de Planificación

Miércoles 1 de abril (comienza a las 9:00 a. m.): hace recomendaciones a la Comisión del Condado

Reunión de la Junta de Comisionados del Condado

Martes 16 de junio (comienza a las 9:00 a. m.) – Decisión final



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Eloise Proposed Main Street Corridor Questions?



Preguntas sobre el corredor propuesto
para Main Street en Eloise



Eloise
Main Street Corridor
Vision



For more Information:

Chanda Bennett

Polk County Comprehensive Planning Administrator
Office of Planning and Development | Land Development
Phone 863.534.6484
chandabennett@polkcounty.net

Brenda Torres

Community Planner & Communications Manager
Central Florida Regional Planning Council
(863) 534-7130 ext. 109
btorres@cfRPC.org

Meeting Notice

Tu hogar
Your Home

Tu negocio
Your business

Tu comunidad
Your Community



**SHARE YOUR VOICE ON
THE FUTURE OF ELOISE**

**COMPARTE TU VOS SOBRE
EL FUTURO DE ELOISE**

**THURSDAY
FEBRUARY 26, 2026**

**JUEVES
FEBRERO 26, 2026**

5:30PM - 7:30PM

Meeting starts at 5:30PM | Reunión comienza a las 5:30PM

Join us to discuss the draft Polk County Future Land Use Map amendments for the Eloise Community Redevelopment Area (CRA).

Únase a nosotros para discutir las enmiendas preliminares al Mapa de Uso Futuro del Condado de Polk para el Área de Reurbanización Comunitaria (CRA) de Eloise.

Johnny and Freda Brooks Eloise Resource Center

710 Snively Avenue,
Eloise, FL 3388021

Contact/Contacto: Brenda Torres, Central Florida Regional Planning Council, (863) 534-7130, ext: 109, btorres@cfrpc.org.



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La participación pública es solicitada sin distinción de raza, color, origen nacional, sexo, edad, discapacidad, religión o situación familiar. Las personas que requieran alojamiento bajo el Americans with Disabilities Act (ADA) o la traducción de idiomas, de forma gratuita deben ponerse en contacto Brenda Torres, CFRPC Título VI de Eñlaca, 863-534-7130 (voz), a través de la Florida Relay Servicio 711, o por correo electrónico btorres@cfrpc.org al menos tres días antes del evento.

COMMUNITY WORKSHOP NOTICE

February 11, 2026

RE: Thursday, February 26, 2026 - Eloise Community Meeting

Dear Property Owner:

Please join us to share your thoughts and ideas regarding proposed changes in Eloise. In partnership with the Eloise Community Redevelopment Agency (CRA) Advisory Committee, a county-initiated Future Land Use Map Amendment is proposed for the Snively Avenue corridor. This community meeting will be held on **Thursday, February 26, 2026, from 5:30 to 7:30 p.m.** at the **Johnny and Freda Brooks Eloise Resource Center**, located at **710 Snively Avenue, Eloise, FL 33880**.

The purpose of the amendment is to evaluate potential updates to existing land use designations in order to better align with long-term redevelopment goals and adopted planning policies.

This community meeting will provide information on the proposed amendment, outline the planning process, and offer an opportunity for public input. Property owners, residents, business owners, and other interested stakeholders within and adjacent to the study area are encouraged to attend and participate. Discussion topics will include, but are not limited to, Snively Avenue multi-use corridor, a proposed Main Street Corridor, connectivity to homes, schools, and parks, and potential redevelopment concepts.

**Eloise Community Meeting
Thursday, February 26, 2026
5:30 to 7:30 p.m.**

**Johnny and Freda Brooks Eloise Resource Center
710 Snively Avenue
Eloise, FL 33880**

This event is open to the public and all interested persons are encouraged to attend. For additional information, please contact Brenda Torres, Central Florida Regional Planning Council, at (863) 534-7130, extension 109 or via e-mail at btorres@cfrpc.org.

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AVISO DE REUNIÓN COMUNITARIA

Febrero 11, 2026

Atención: Jueves 26 de Febrero de 2026 – Reunión Comunitaria de Eloise

Estimado propietario:

Únase a nosotros para compartir sus ideas y comentarios sobre los cambios propuestos en Eloise. En colaboración con el Comité Asesor de la Agencia de Reurbanización Comunitaria (CRA) de Eloise, el Condado propone una enmienda al Mapa de Uso Futuro para el corredor de Snively Avenue. Esta reunión comunitaria se llevará a cabo el **Jueves 26 de Febrero de 2026, de 5:30 p. m. a 7:30 p. m.**, en el **Johnny and Freda Brooks Eloise Resource Center**, ubicado en **710 Snively Avenue, Eloise, FL 33880**.

El propósito de esta enmienda es evaluar posibles actualizaciones a las designaciones actuales de uso futuro para alinearlas mejor con los objetivos de reurbanización a largo plazo y las políticas de planificación adoptadas.

Esta reunión comunitaria brindará información sobre la enmienda propuesta, explicará el proceso de planificación y ofrecerá una oportunidad para la participación del público. Se anima a los propietarios, residentes, dueños de negocios y otras partes interesadas dentro y adyacentes al área de estudio a asistir y participar. Los temas de discusión incluirán, entre otros, el corredor de de Snively Avenue, un corredor comercial tipo *Main Street* propuesto, la conectividad con viviendas, escuelas y parques, y posibles conceptos de reurbanización.

El taller será facilitado por el **Condado de Polk** en colaboración con el **Consejo de Planificación Regional de Florida Central (CFRPC)**.

Reunión Comunitaria de Eloise

Jueves, Febrero 26, 2026

5:30pm - 7:30pm

Johnny and Freda Brooks Eloise Resource Center

710 Snively Avenue

Eloise, FL 33880

El evento está abierto al público y se anima a todas las personas interesadas a asistir. Para obtener información adicional, comuníquese con Brenda Torres, Consejo de Planificación Regional de Florida Central, Central Florida Regional Planning Council al (863) 534-7130, extensión 109 o por correo electrónico a btorres@cfrpc.org.

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