

COMMUNITY INPUT – GATHERING IN THE DEVELOPMENT
OF THE MINNIE L. ROGERS PLAZA AND RETAIL CENTER



City of Bradenton Central CRA

Early Community Input – Key Documents

- A 2001 neighborhood input report
 - Identified the absence of a supermarket as a significant neighborhood deficiency
- 2004 CCRA Master plan
 - Identified the need to relocate the community center and rezone it as commercial for redevelopment
- 2006 Washington Park Neighborhood plan
 - Identified the 1st Street / US 301 and 13th Avenue West location as an ideal location for a grocery store and retail development because of the absence of that sector in the neighborhoods



Minnie L. Rogers Plaza & Retail Center Site Plan



Outreach to Neighborhood Residents



□ Community Surveys

■ Traditional Methods - Not Successful

- Online / email through SurveyMonkey – limited response
- At community meetings – narrow limited demographic segment

■ Non-Traditional Methods - Very Successful!

- Used local Front Porch affiliate to employ neighborhood youth to do door – to – door shopper preference surveys about current shopping patterns, the type of shopping experience the neighborhood residents want, and ideal location for a store.
 - ***This achieved a large response of young and ethnically diverse residents.***

Ad Hoc Committee

- Three Roles:
 - Naming the Plaza
 - Named for a person of valor in the community
 - Approve / Give Input to FL State Historical Marker Language
 - Public Art Selection Process
 - Recognize the people and events significant to the site



Ad Hoc Committee

The West Bradenton Woman's Club and 13th Avenue Youth Center served as the educational, recreational, cultural, and social hub of the African American community from 1935-2010, in a time when there was no other recreational option available to African Americans.

- ❑ The West Bradenton Woman's Club formed in 1911 & moved to the City-owned site (previously designated as play space for African American children) in 1935.
- ❑ Local residents Minnie L. and G.D. Rogers were close friends of Mary McLeod Bethune, who in turn had a strong relationship with First Lady Eleanor Roosevelt. These relationships brought National Youth Administration (NYA) labor and funding in the mid-1930s to expand the existing Woman's Club building and community recreation center.





Questions?