



# BRADENTON CRA MASTER PLAN - DOWNTOWN BY DESIGN

Urban Design, Transportation Planning, Landscape Architecture, Public Process



*New Redevelopment on the Riverwalk*



*City Hall and New Redevelopment on the Riverwalk*



*Potential Mass Transit and Streetscape Enhancements to old Main Street*

**Client:**

City of Bradenton, FL Community Redevelopment Authority

**Location:**

Bradenton, Florida

**Project Team:**

Robert Charles Lessor, CO (Economic Analyst)

Simon & Larson, PA (Public Policy, Implementation)

Glattig Jackson provided urban design, transportation planning, landscape architecture and public facilitation services for this downtown urban redevelopment project. Numerous stakeholder meetings and three public “charettes” culminated in a master plan that the CRA will use over a five year period to implement change and spur on redevelopment in downtown Bradenton.

Integral to the process was the public involvement. This included a two-day worksession that ended with an interactive public meeting and a three-day worksession with public meetings each evening. A website was also maintained that allowed anyone to submit answers to a questionnaire or submit emails with comments and concerns related to the project “hot-topics”. With all of this input as the guiding principles, the plan features a series of designed vignettes of potential sites for redevelopment, solving not only potential design issues, but considering economic implications and strategies for positioning the sites to appeal to potential developers. Other aspects of the plan include a Riverwalk design, a number of “pocket” parks, a greenway connecting various neighborhoods to the water and suggestions for design standards of four different neighborhood types.