



DOWNTOWN DIXIELAND MIDTOWN WILLIAMS

# LAKELAND COMMUNITY REDEVELOPMENT AGENCY

*a great story unfolds*

# INTRODUCTION

*A great story unfolds* on the pages that follow. It is a story about growth, impact, value and values.

In Fiscal Year 2014, the Lakeland Community Redevelopment Agency (LCRA) concentrated on **ReEnergizing** and engaging neighborhoods, businesses and property owners through partnerships and community collaboration that was broadly inclusive, transparent and interactive. To do this, the LCRA staff worked closely with the Advisory Boards, developers, property owners and stakeholders to coordinate projects that impacted the three districts and spurred catalytic redevelopment. As the market continues to trend in a positive direction, the LCRA will continue to focus on our core mission to stabilize neighborhoods, redevelop commercial areas and increase the tax base.

This annual report includes a complete financial statement of the LCRA's revenues and expenses, amount of tax increment funds collected and highlights of some of the LCRA activities for the year.

We are always open to new ideas and ways of sharing information about the Lakeland Community Redevelopment Agency with the public so don't hesitate to lob in suggestions by email ([lcr@lakelandgov.net](mailto:lcr@lakelandgov.net)), phone (863-834-6011), or Twitter (@DixieCRA).

## CITY OF LAKELAND STAFF

**Douglas B. Thomas**  
City Manager

**Tony Delgado**  
Deputy City Manager

**Brad Johnson**  
Assistant City Manager

**Jim Studiale**  
Director of Community Development

**Steve Bissonnette**  
Assistant Director of Community Development

**Jason Willey**  
Economic Development Coordinator

## LAKELAND COMMUNITY REDEVELOPMENT AGENCY

Mayor **Howard Wiggs**

Commissioner **Jim Malless**

Commissioner **Keith Merritt**

Commissioner **Don Selvage**

Commissioner **Justin Troller**

Commissioner **Phillip Walker**

Commissioner **Edie Yates**

## LAKELAND COMMUNITY REDEVELOPMENT AGENCY ADMINISTRATIVE STAFF

**Steve Bissonnette**  
Interim CRA Manager

**Patricia Hendler**  
CRA Project Manager

**Nicole Travis**  
CRA Project Manager

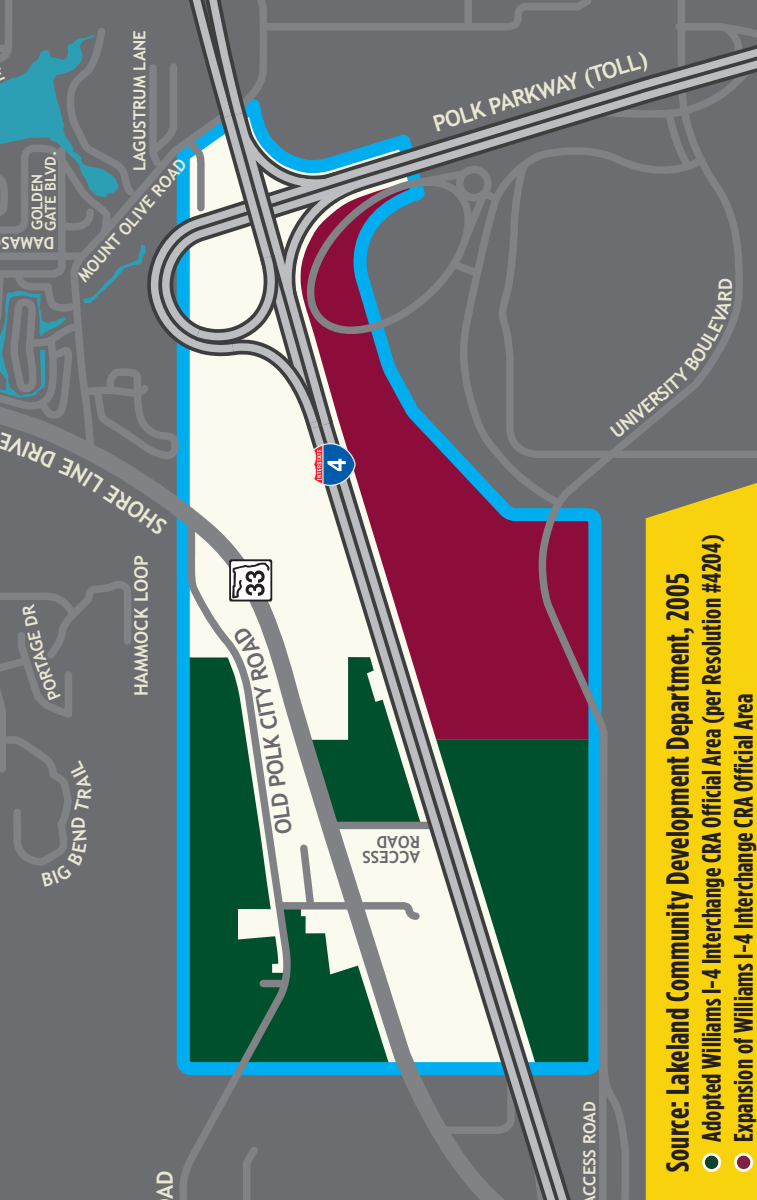






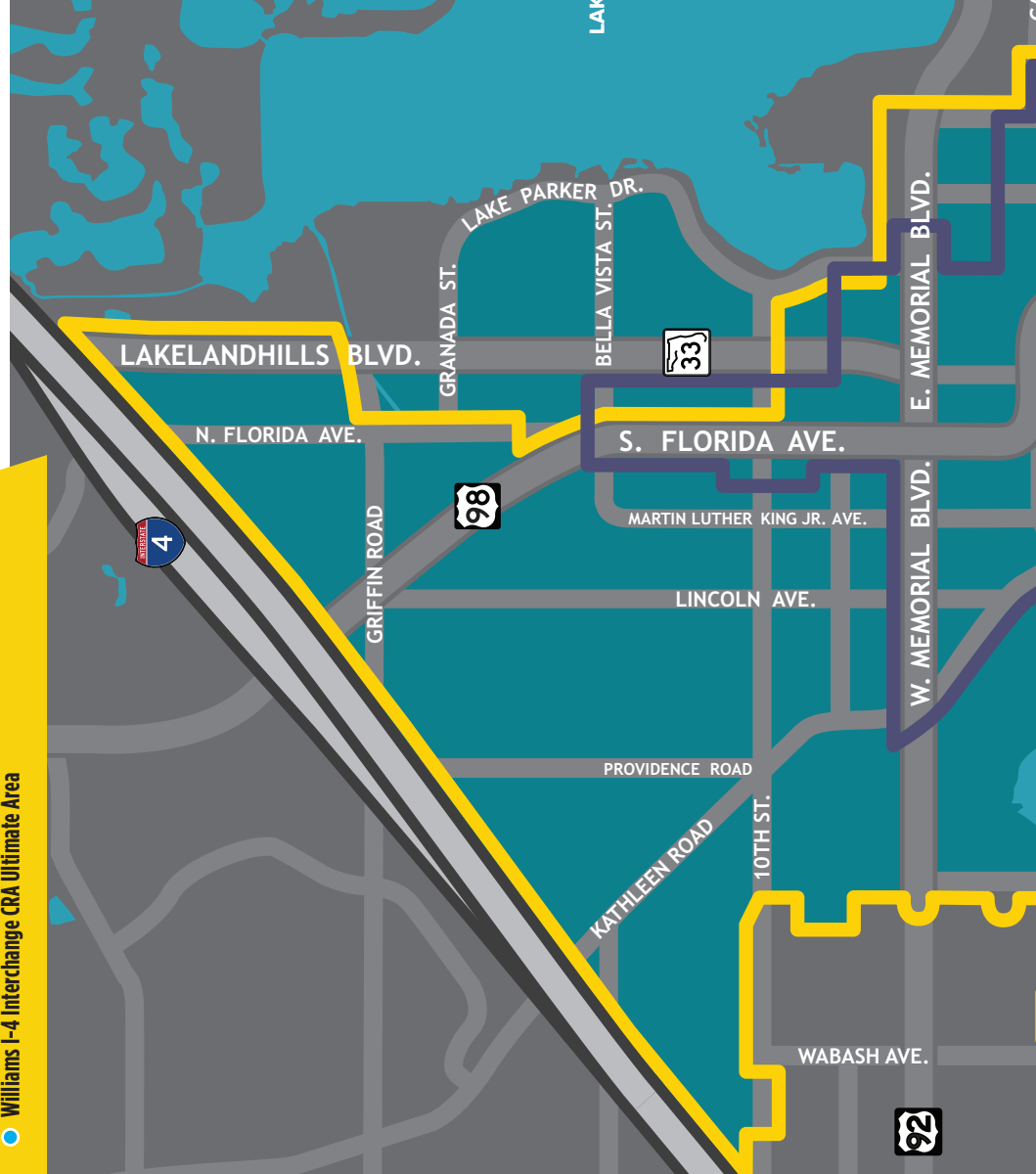
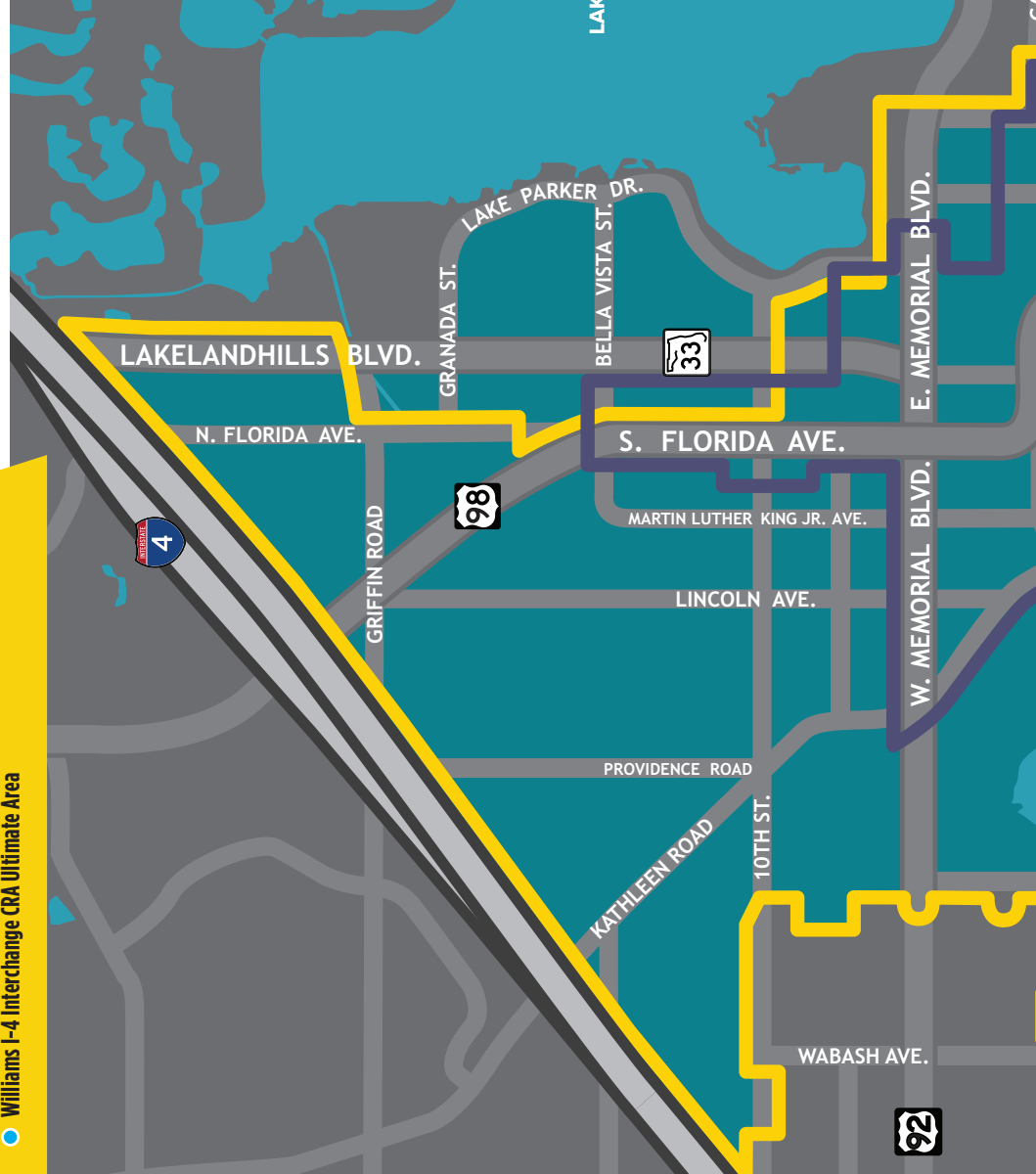
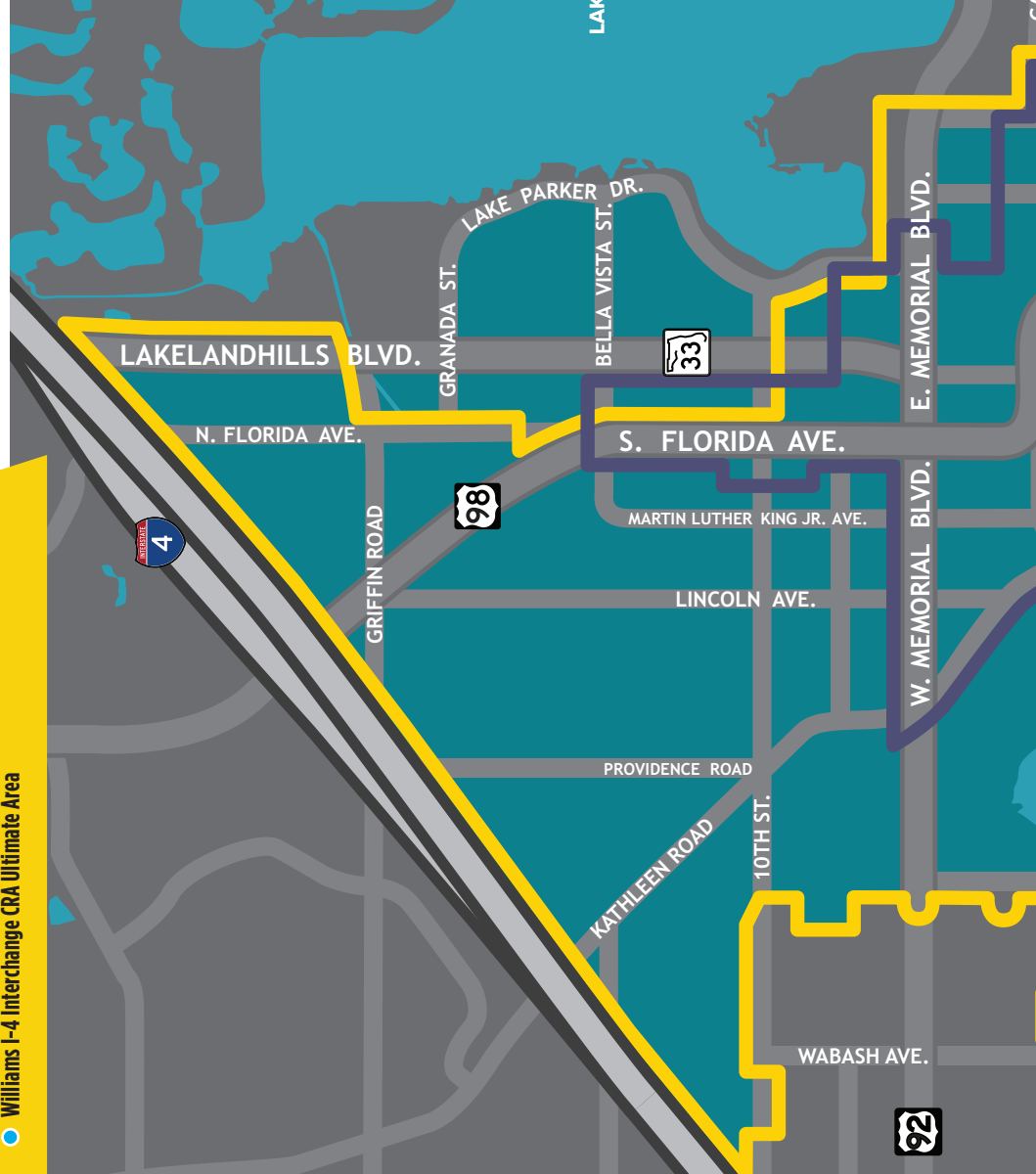
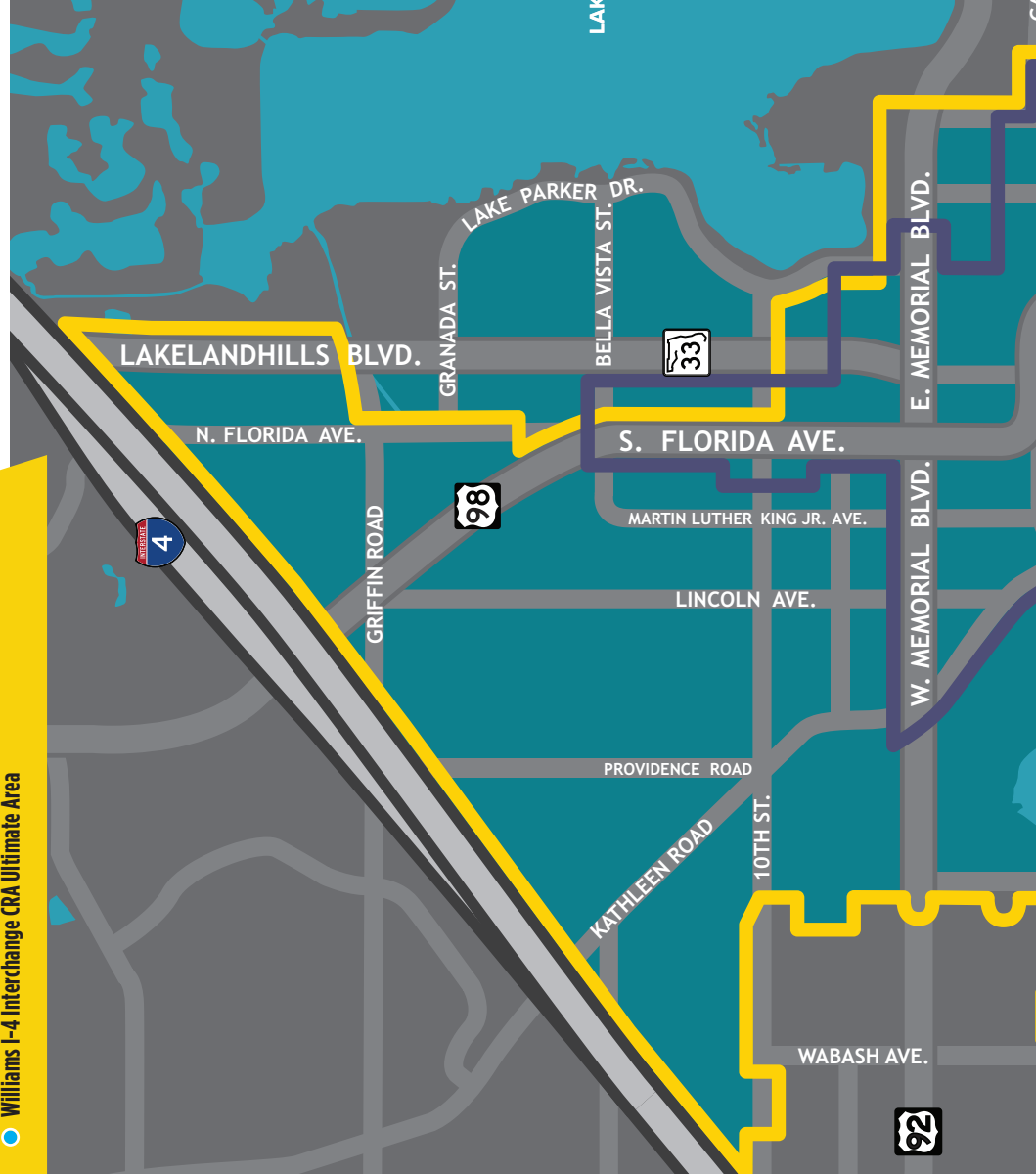
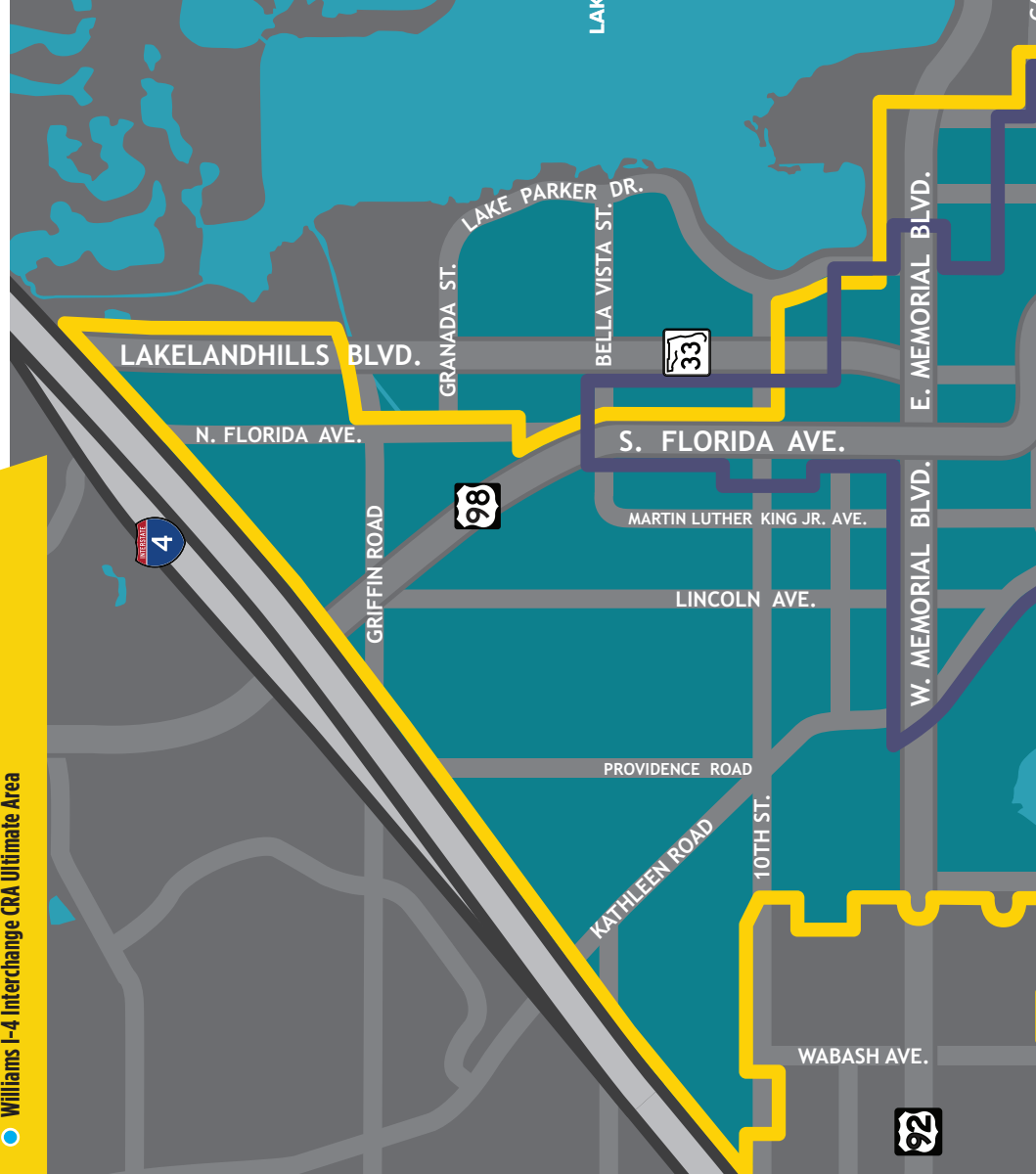
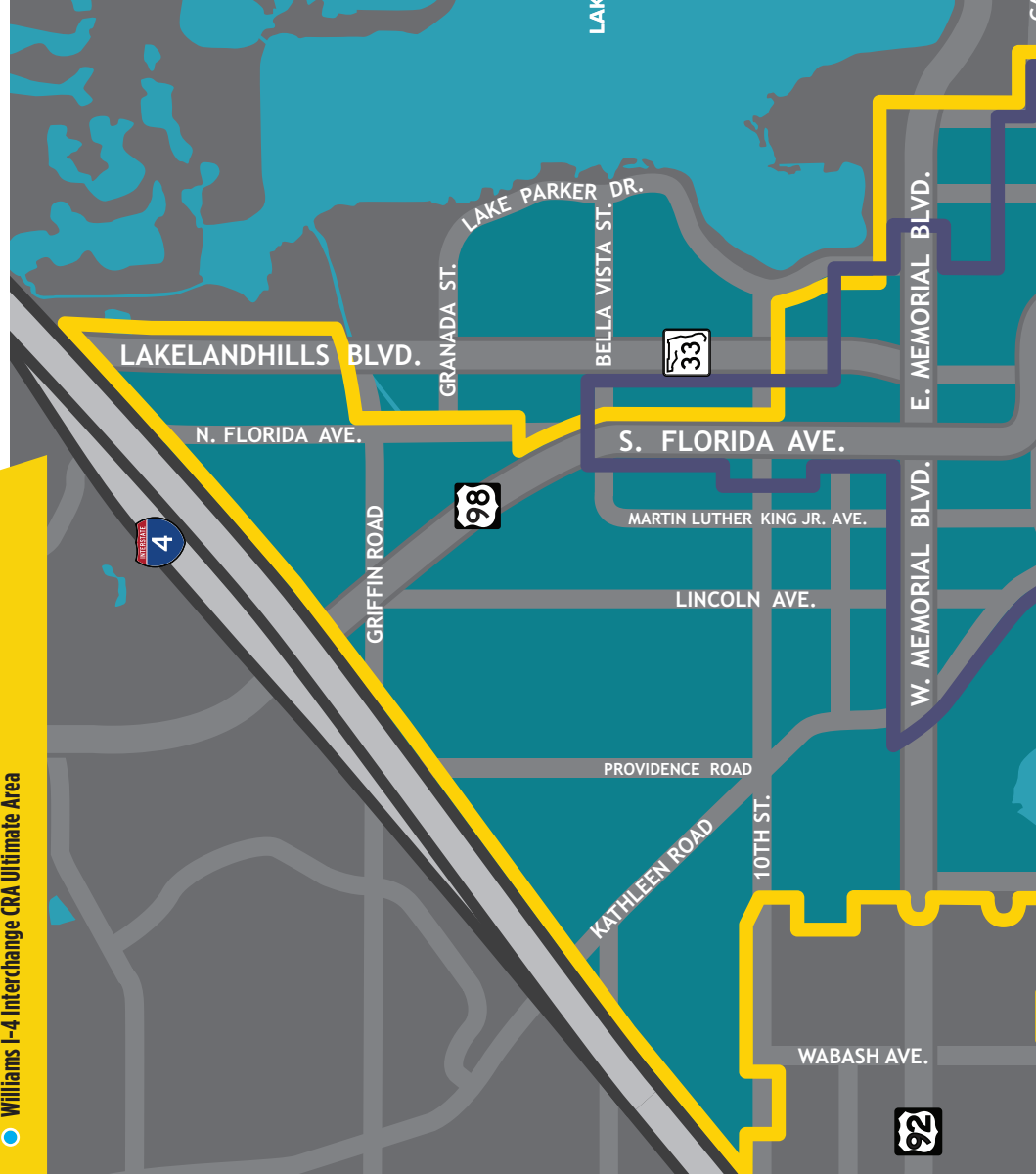
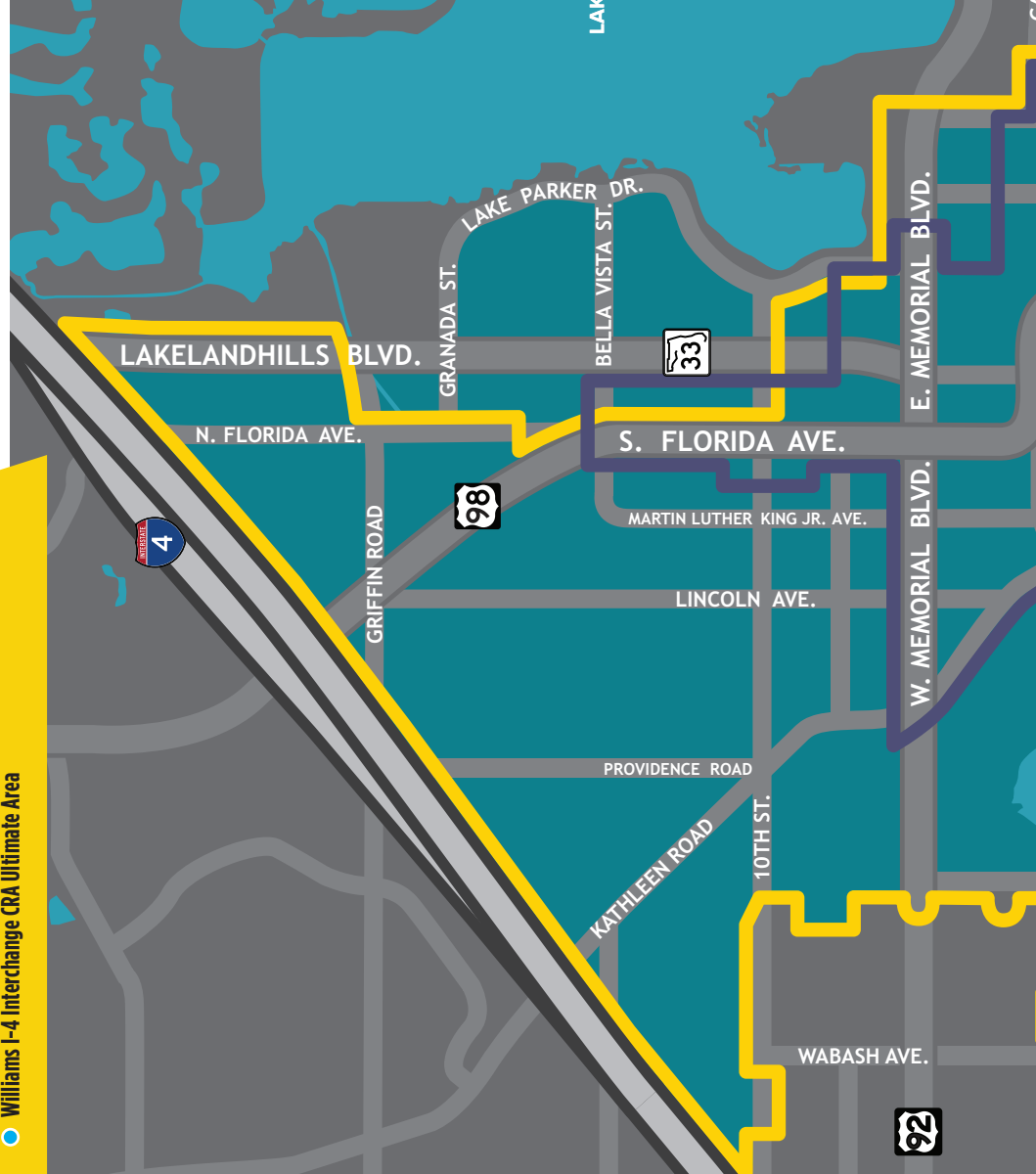
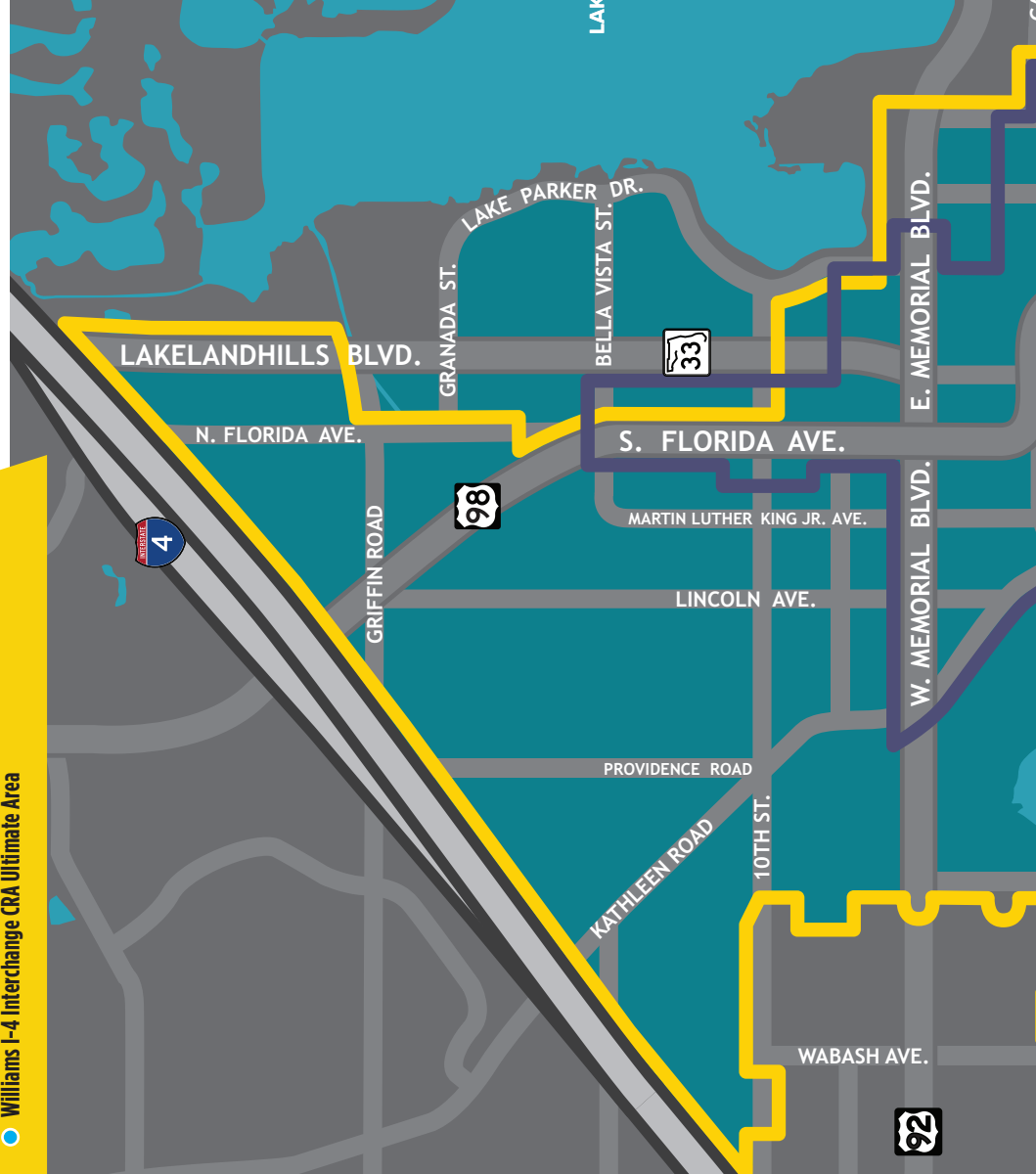
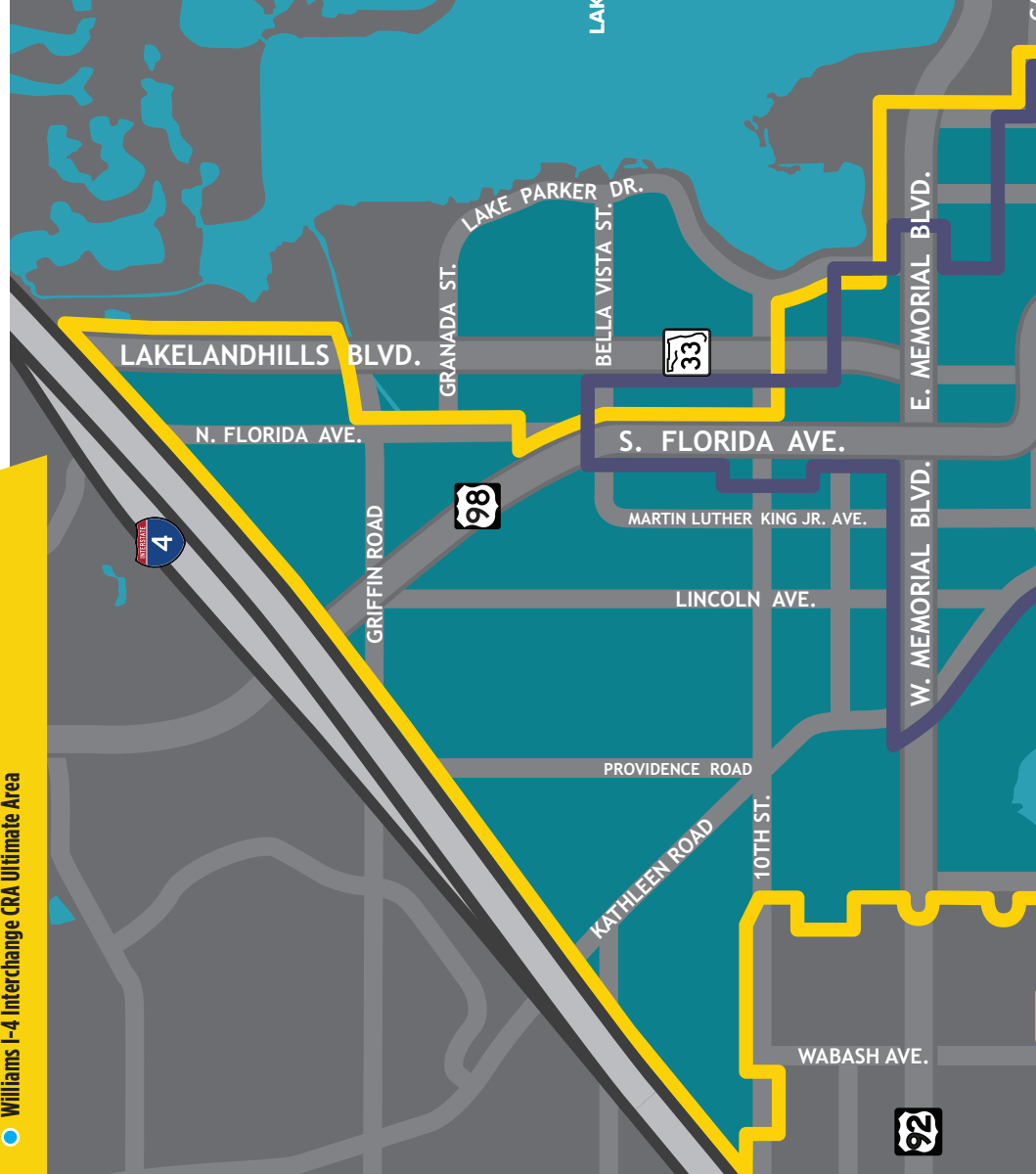
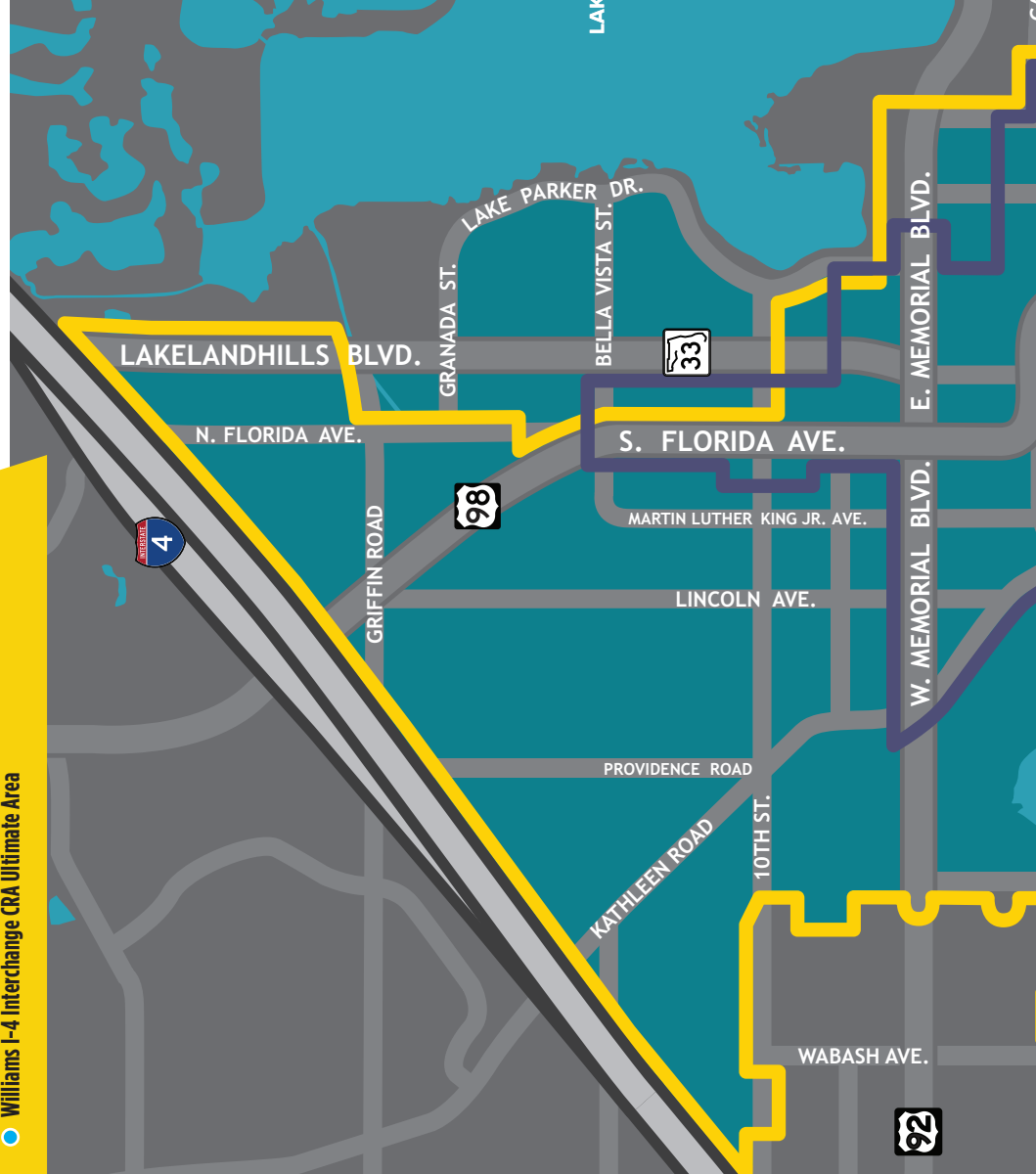
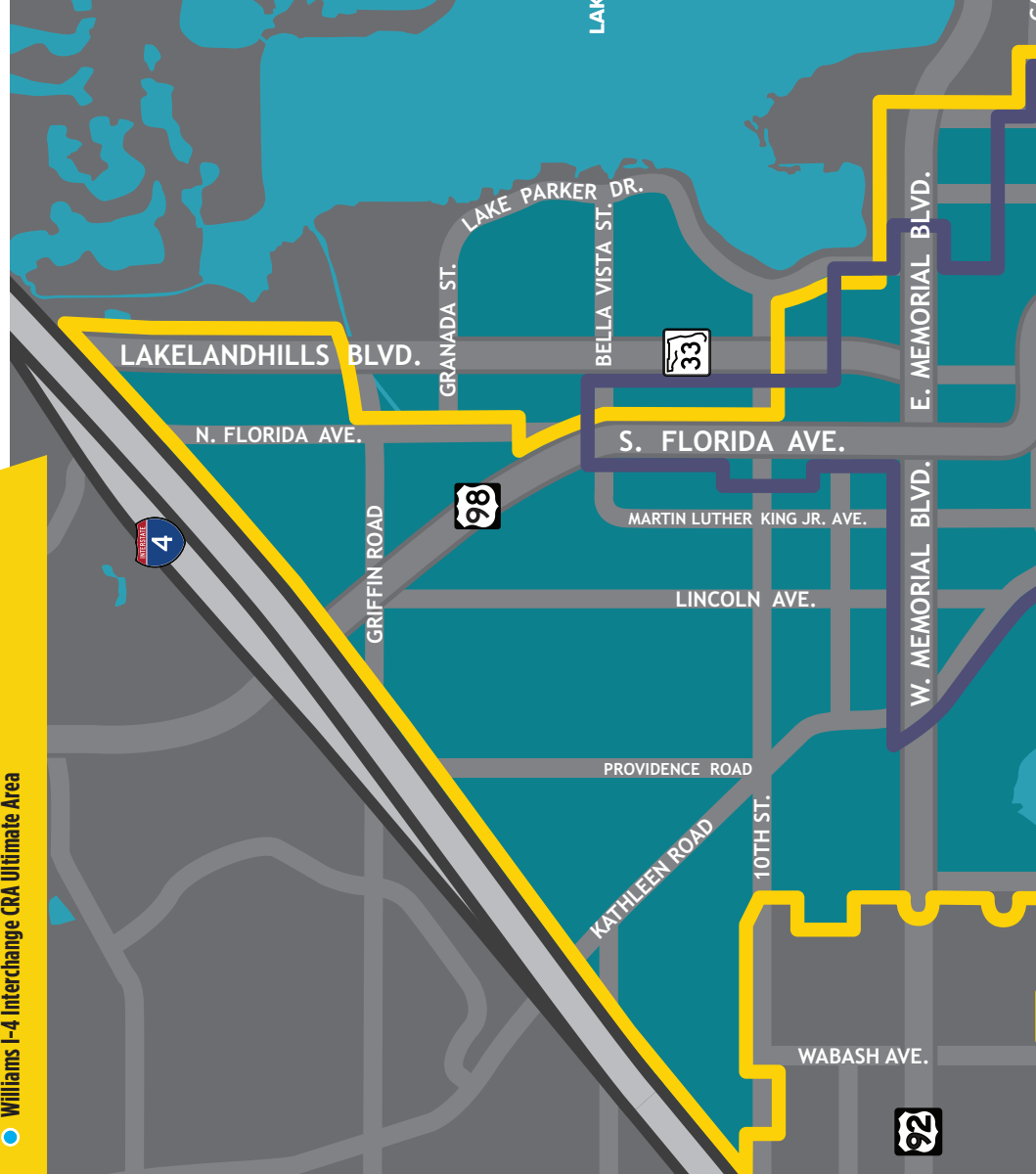
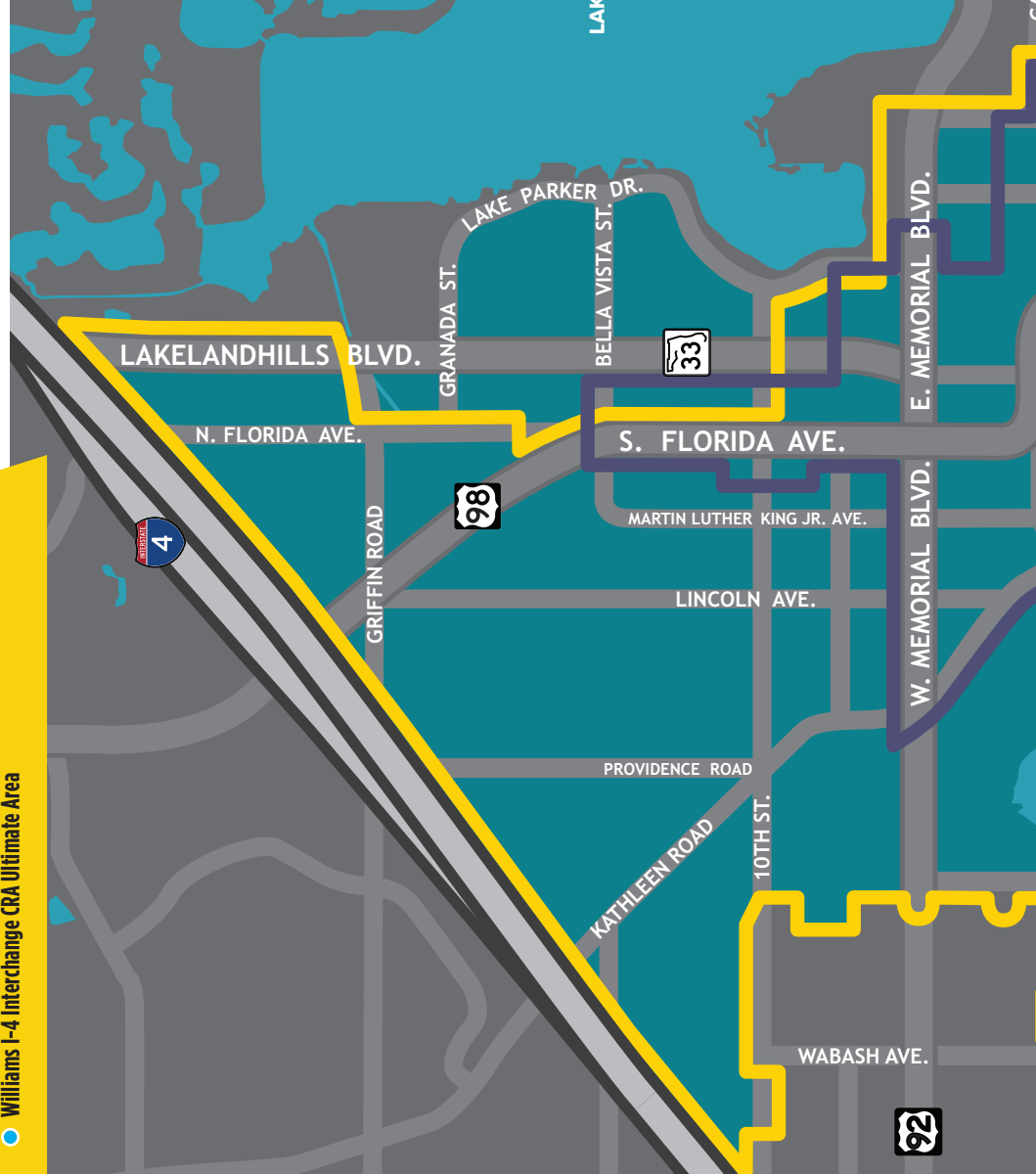
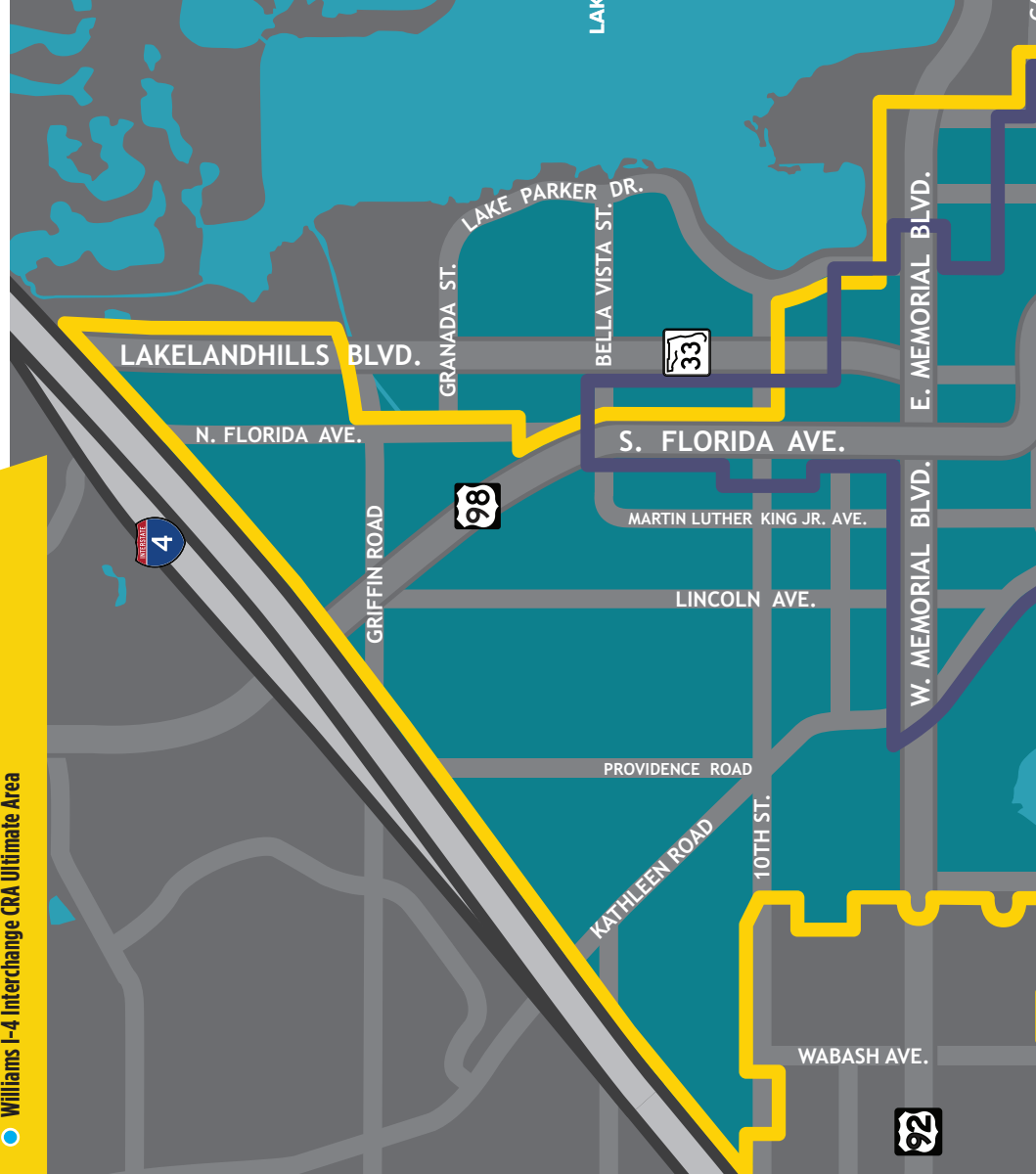
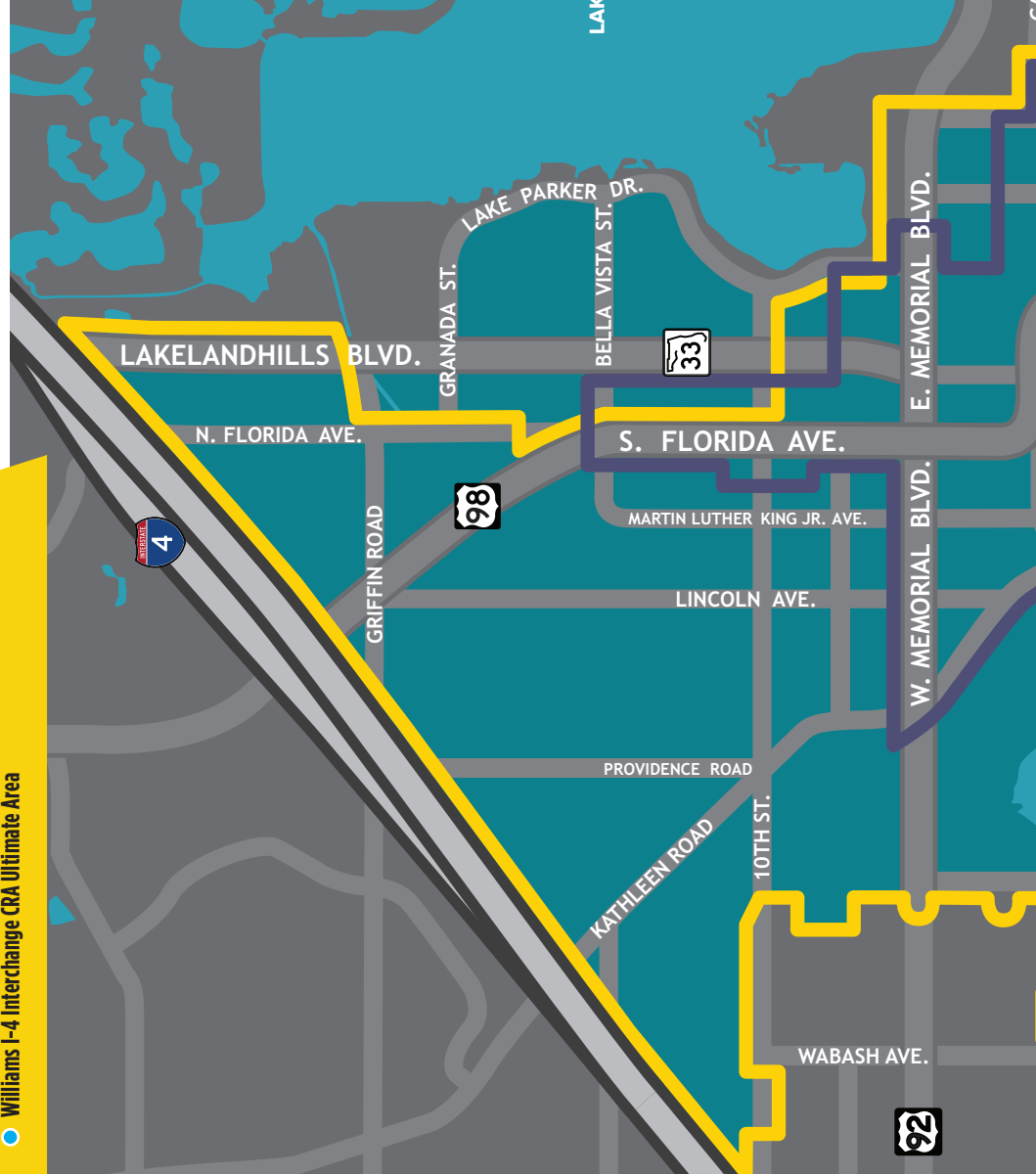
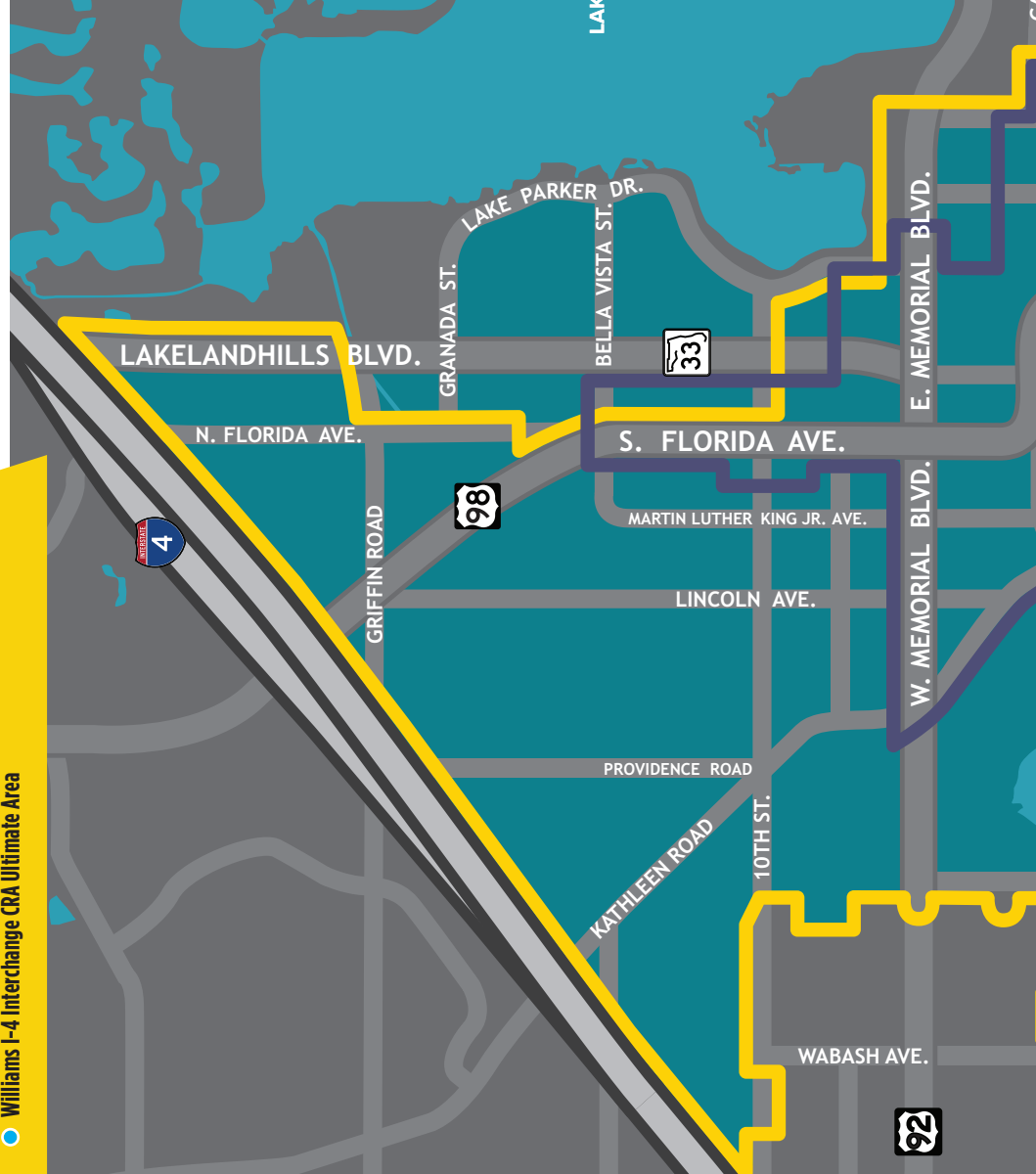
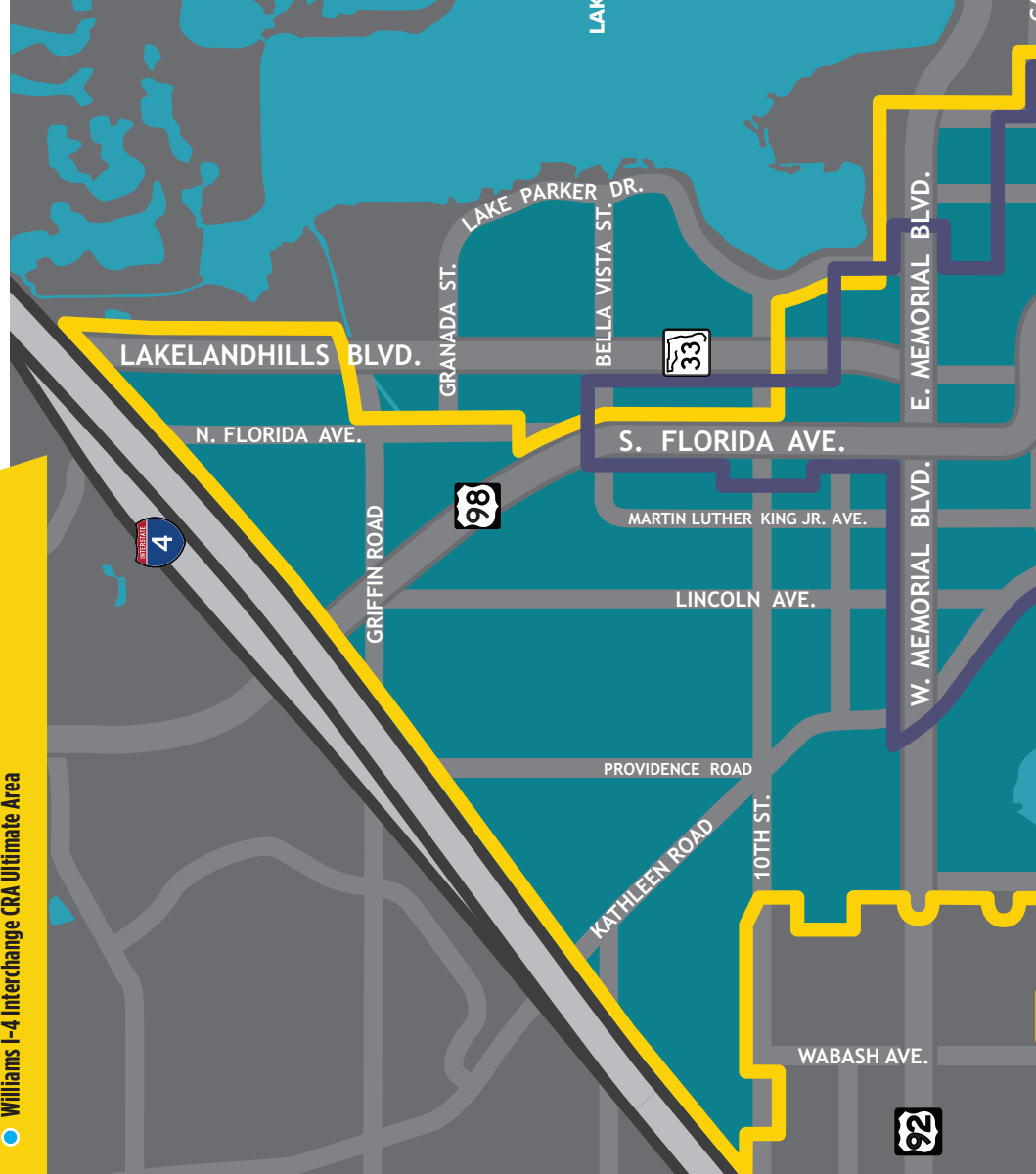
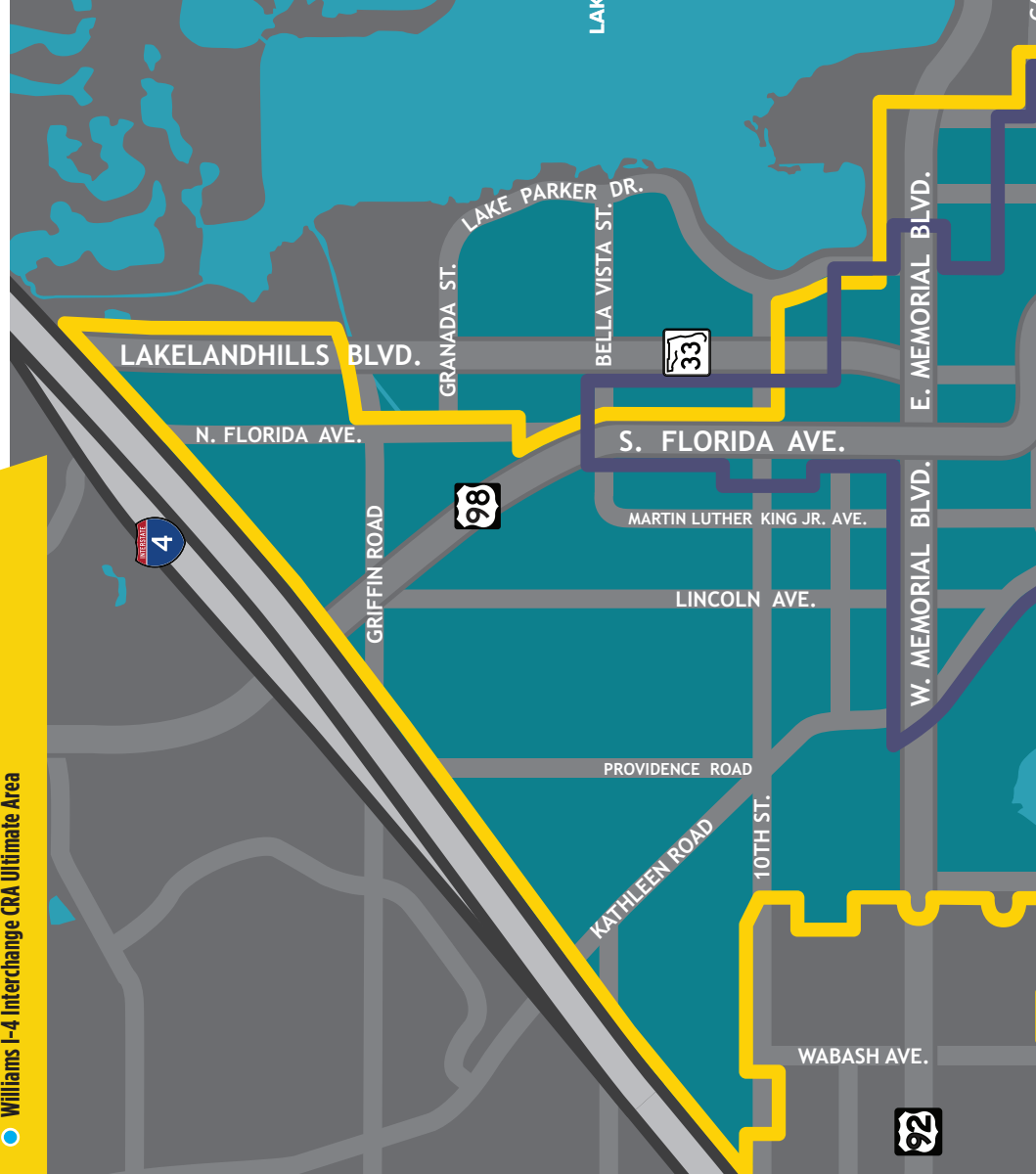
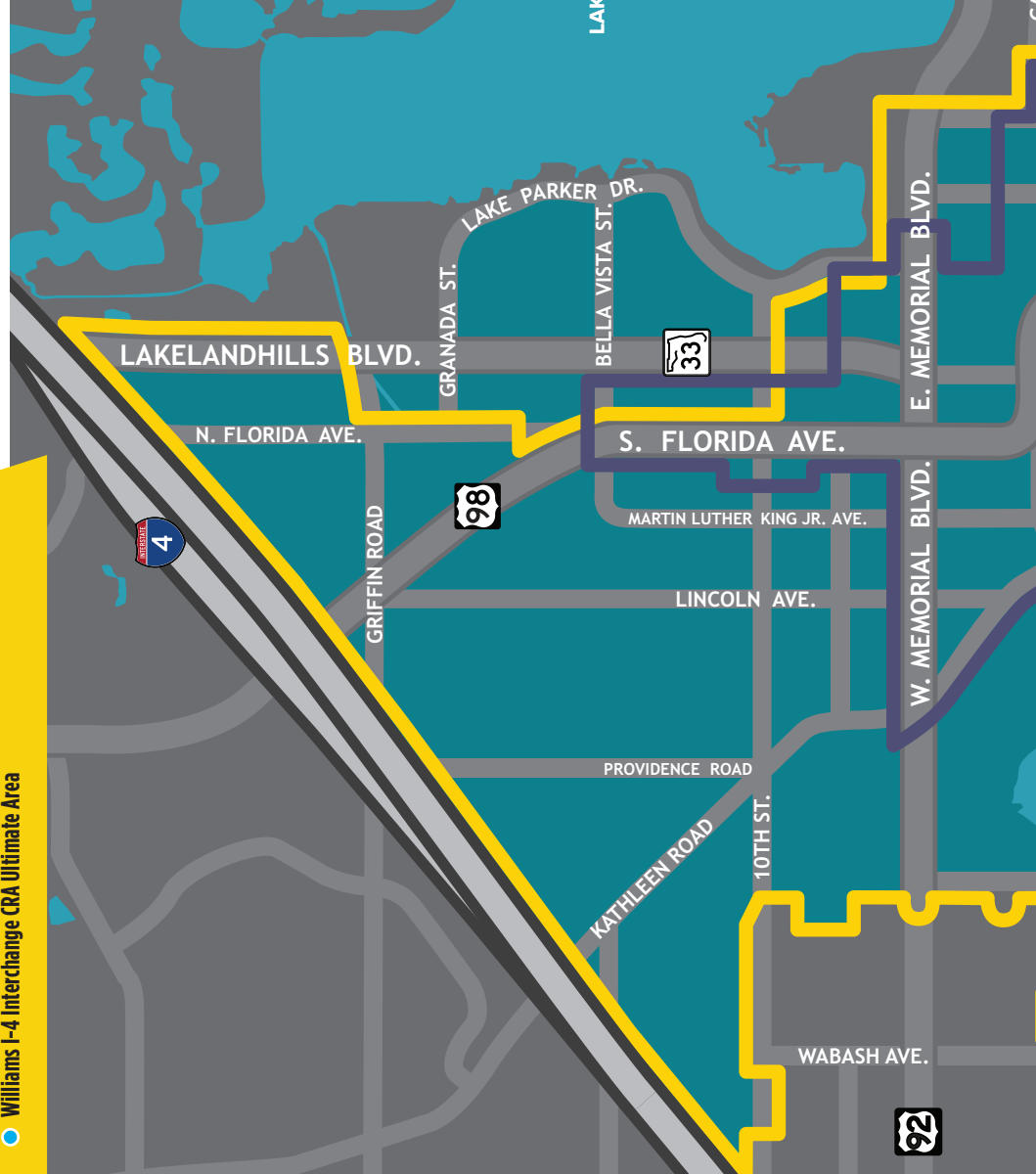
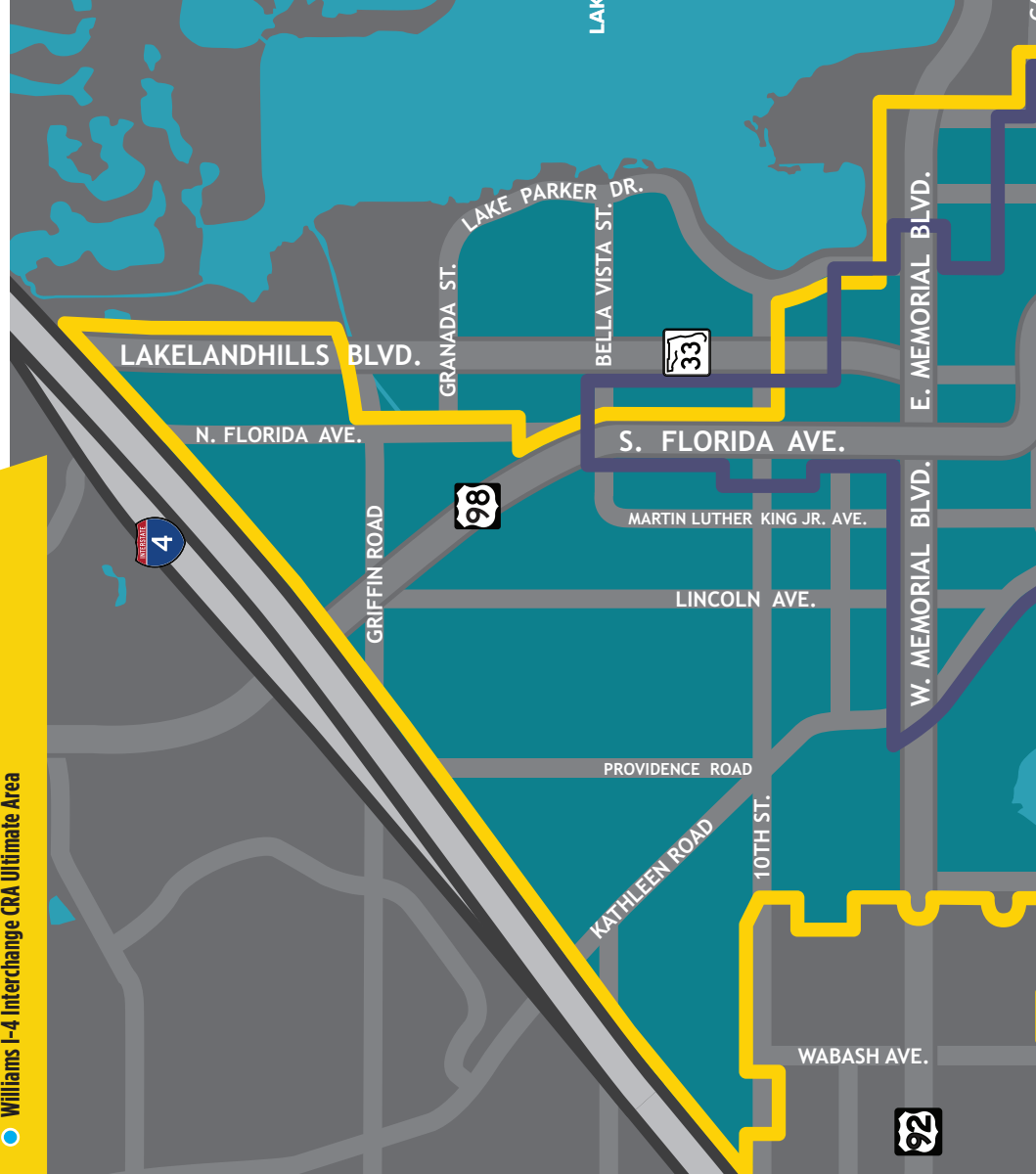
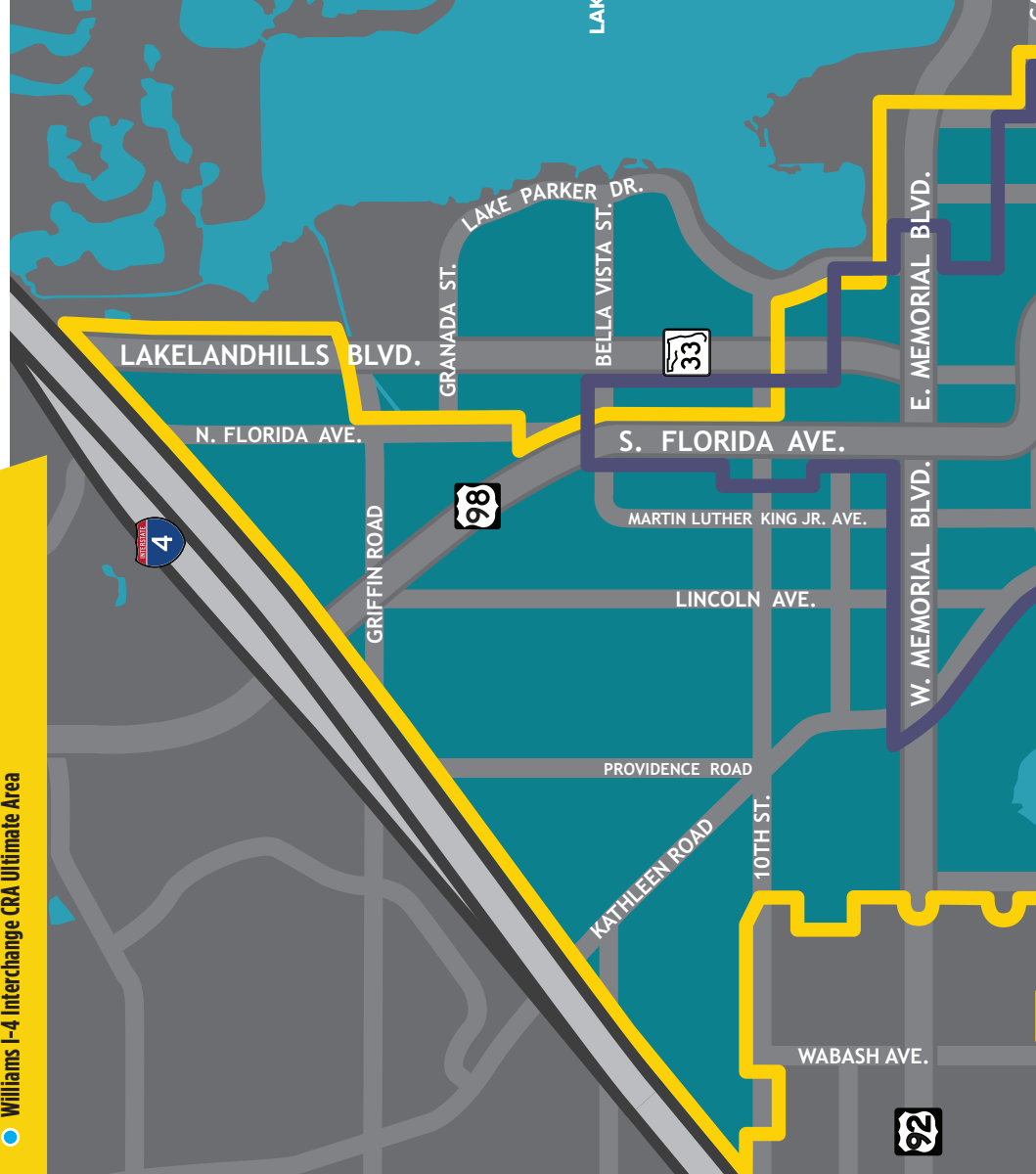
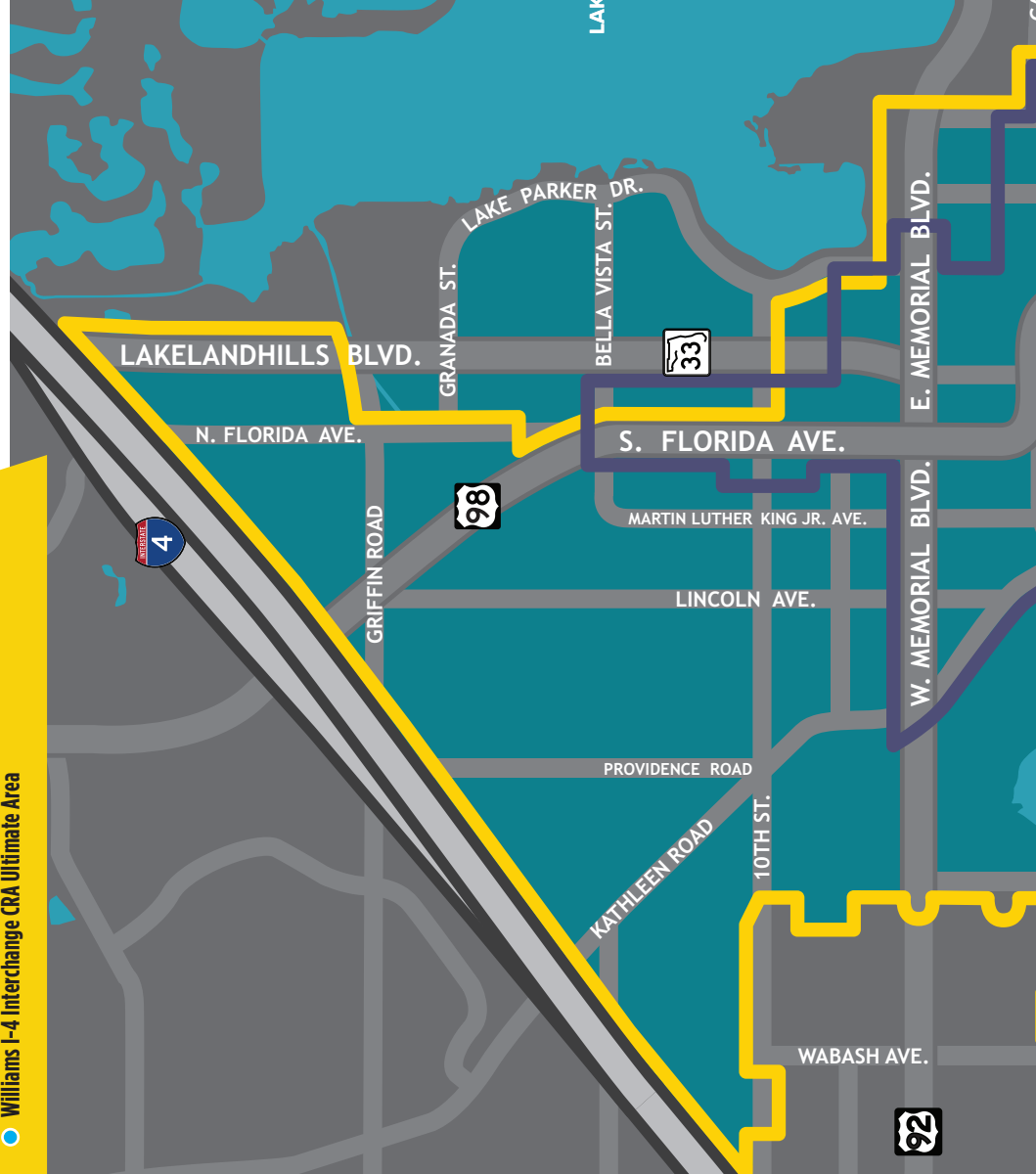
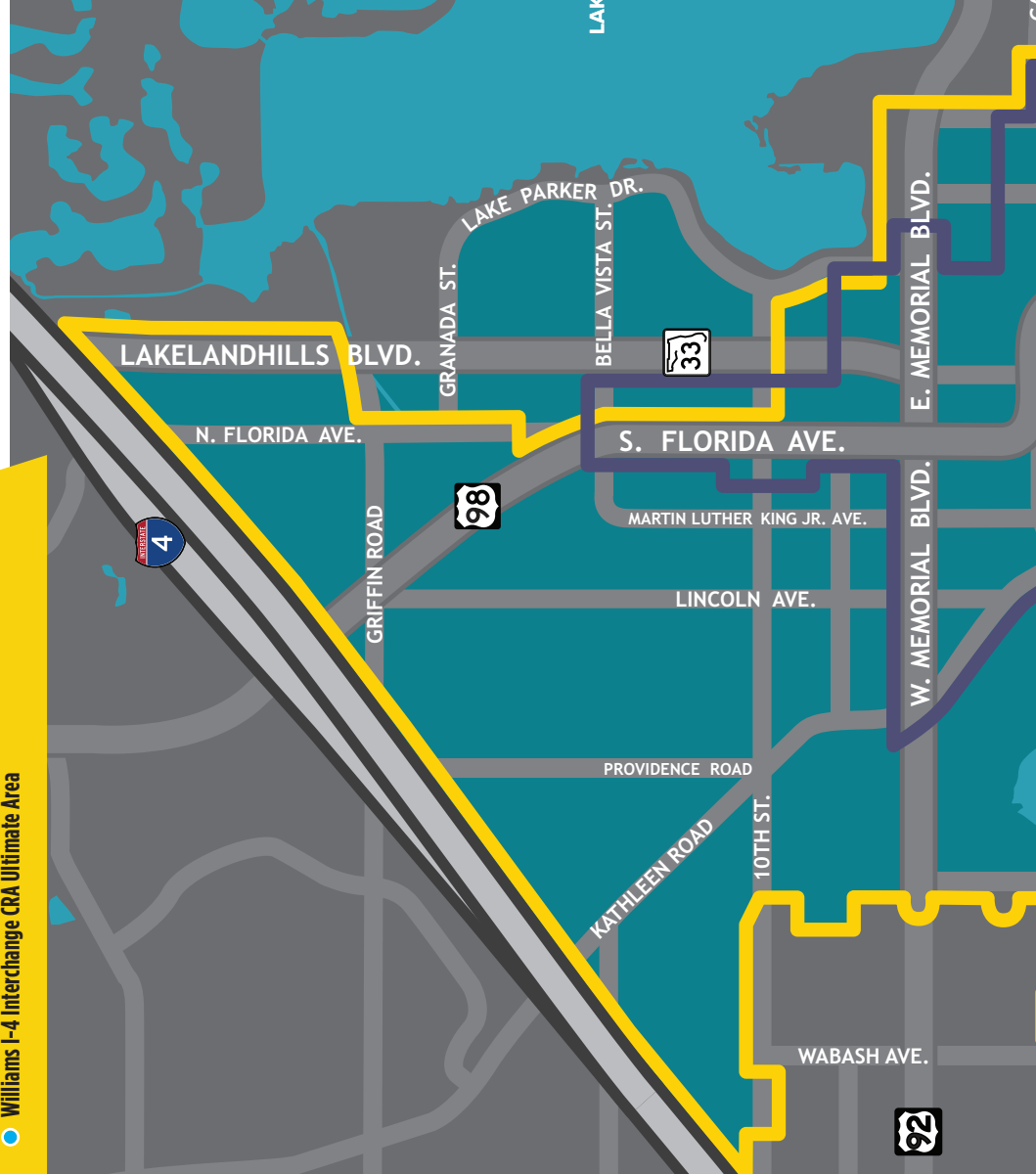
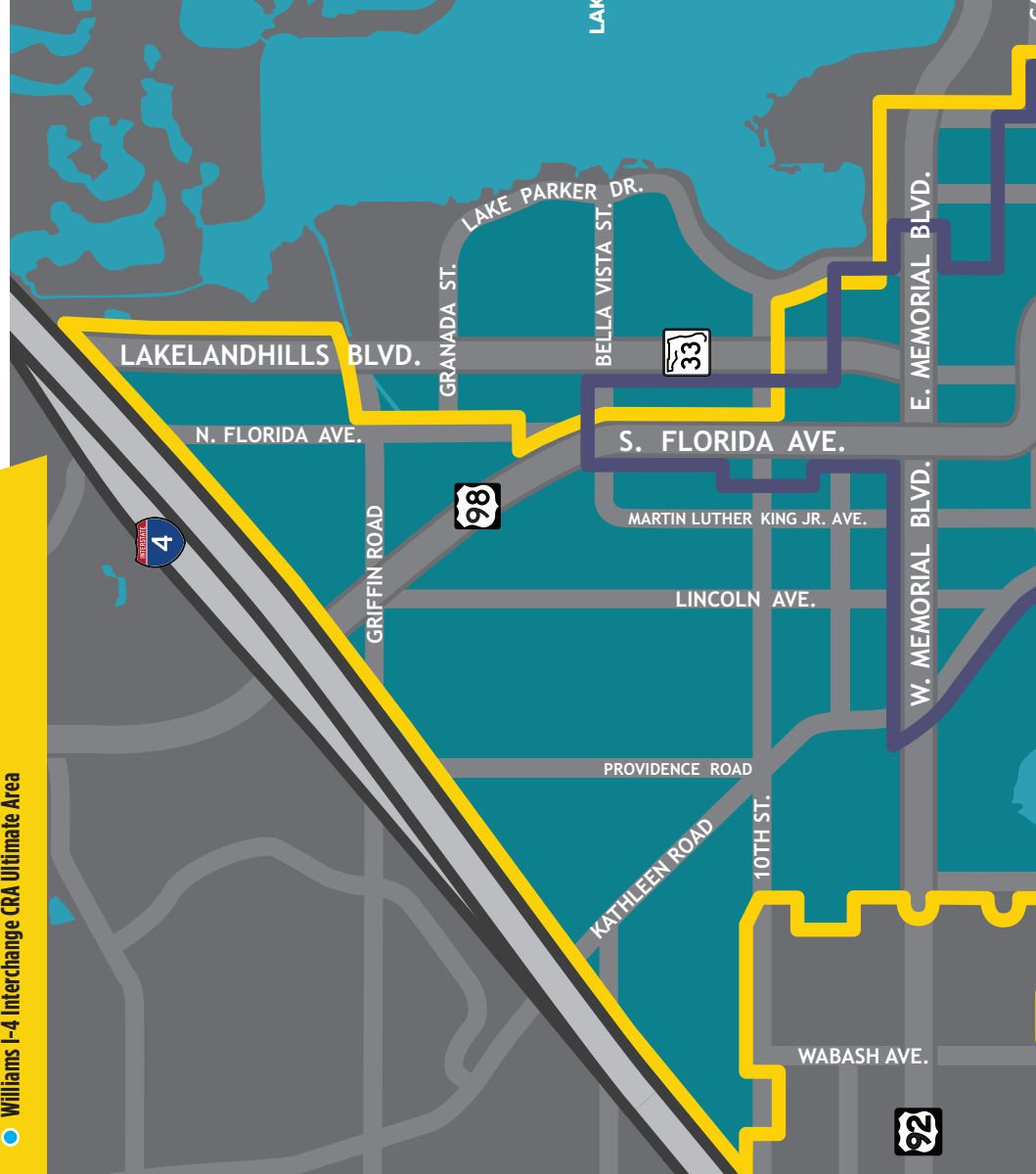
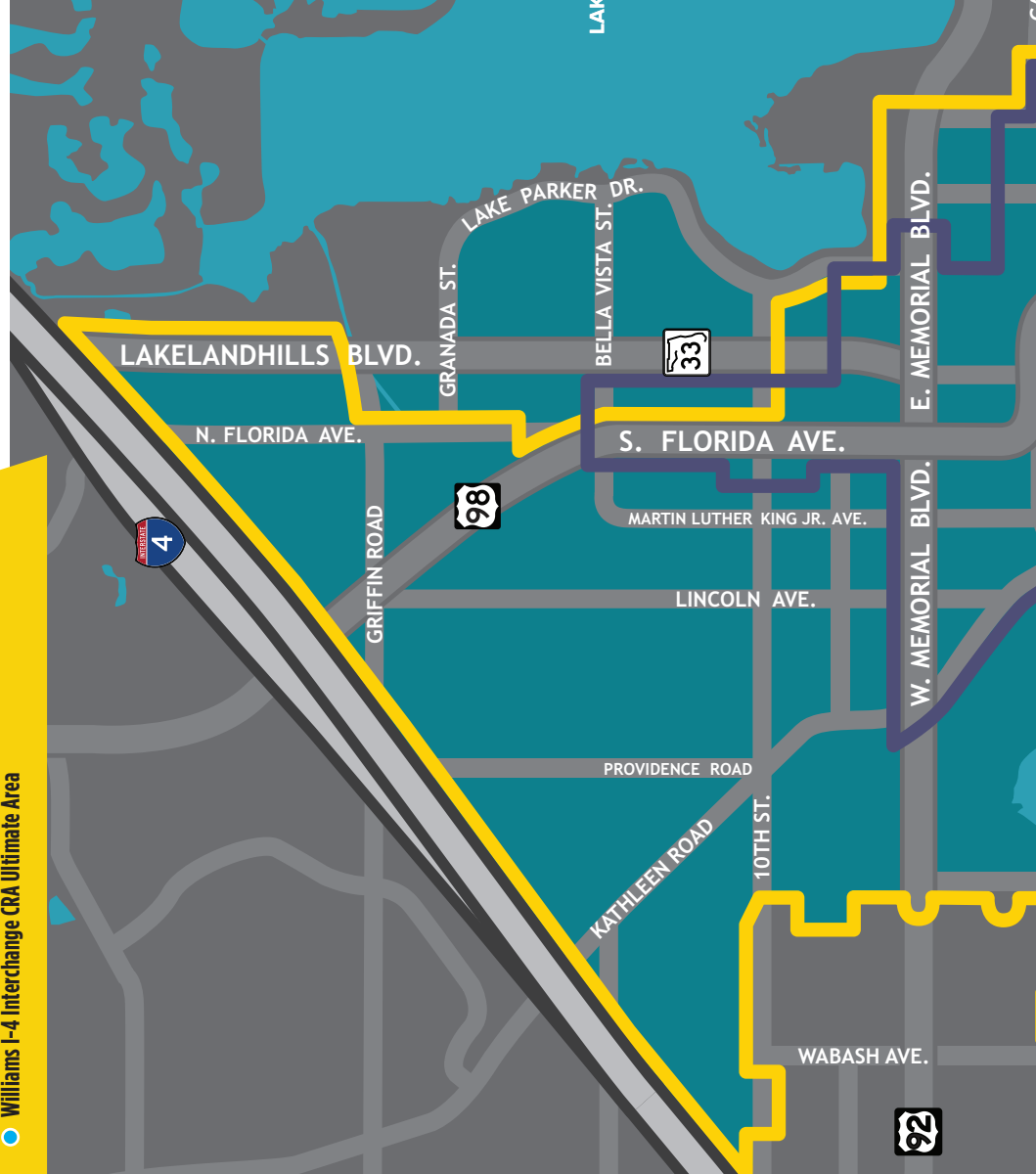
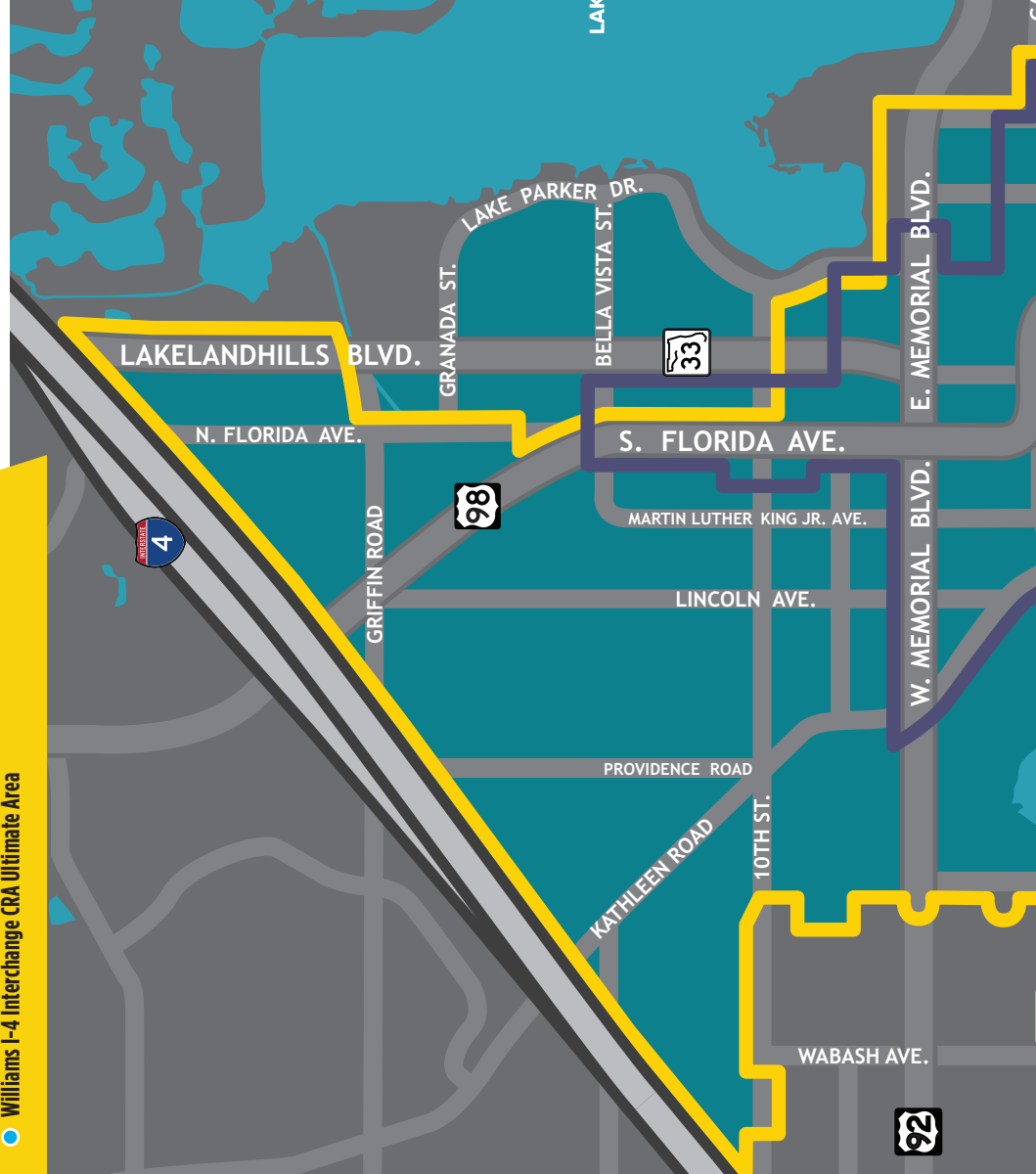
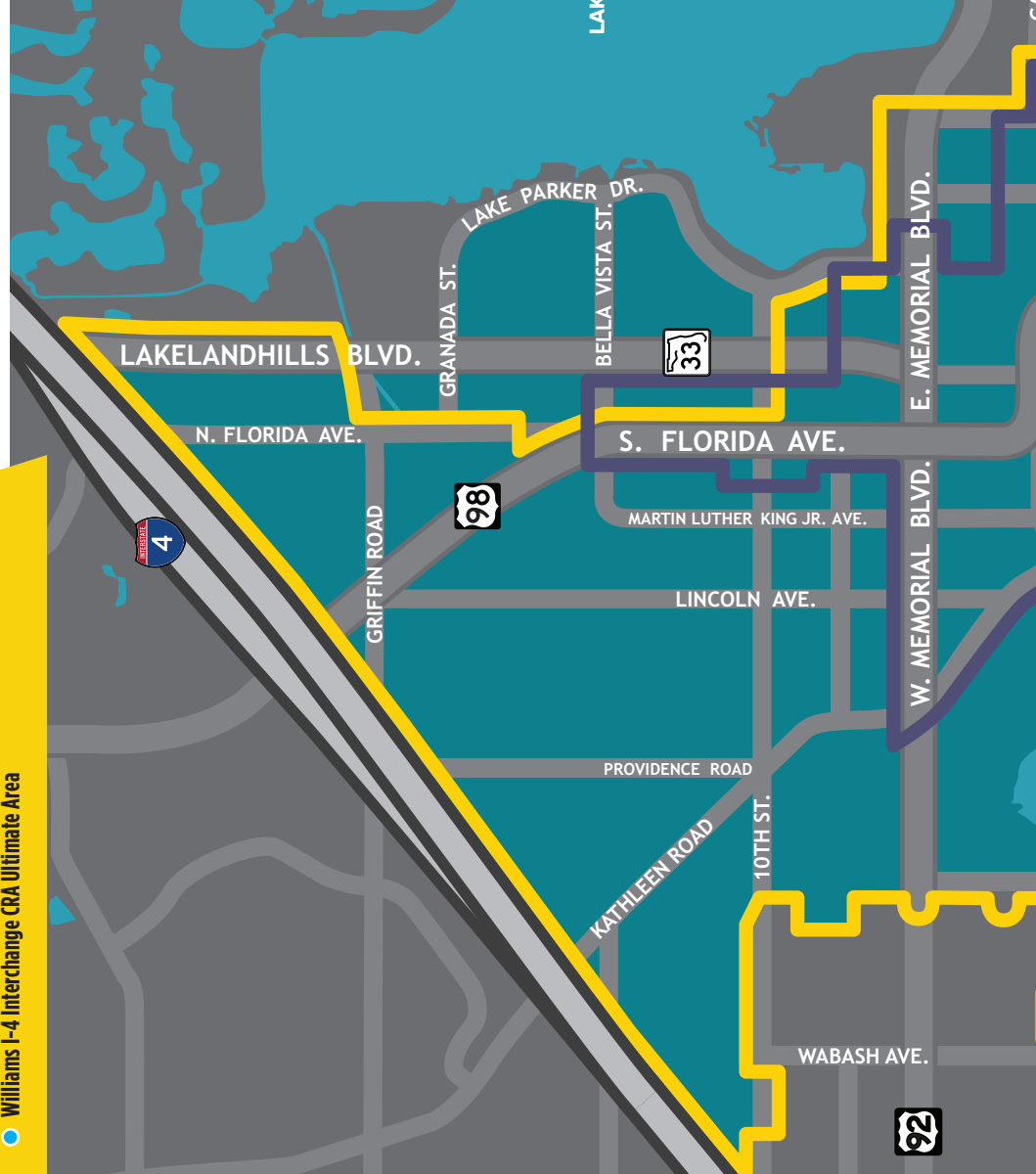
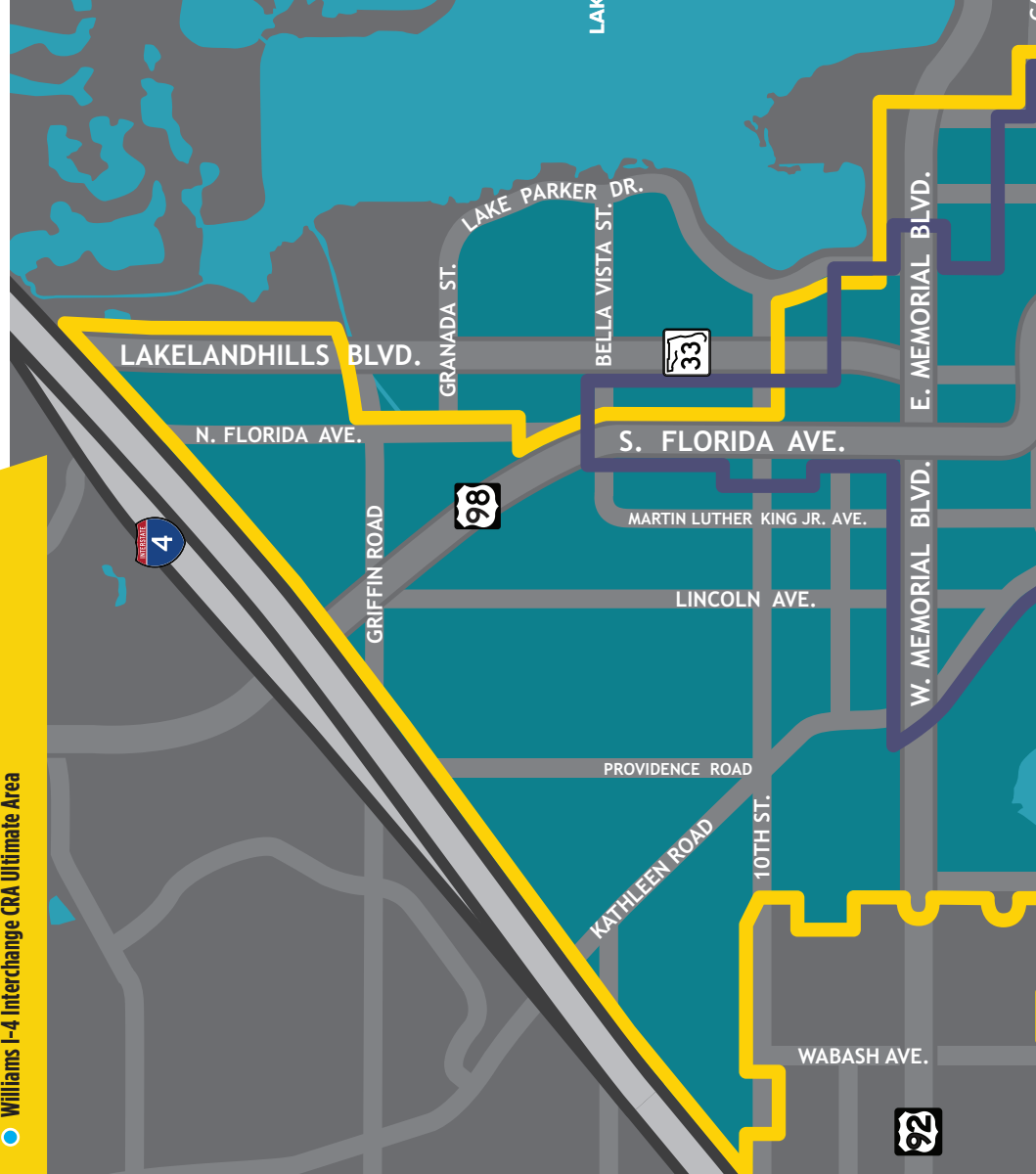
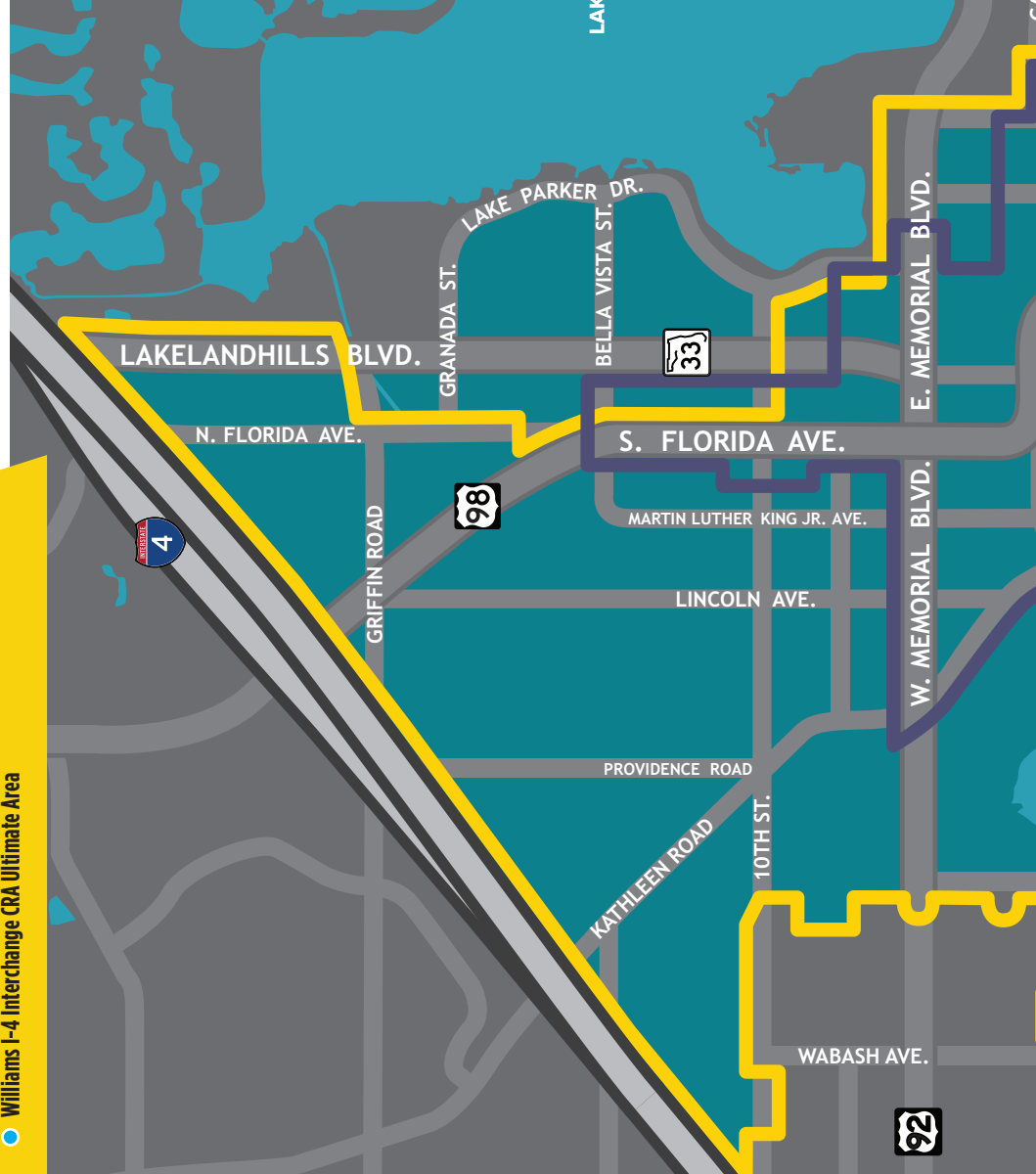
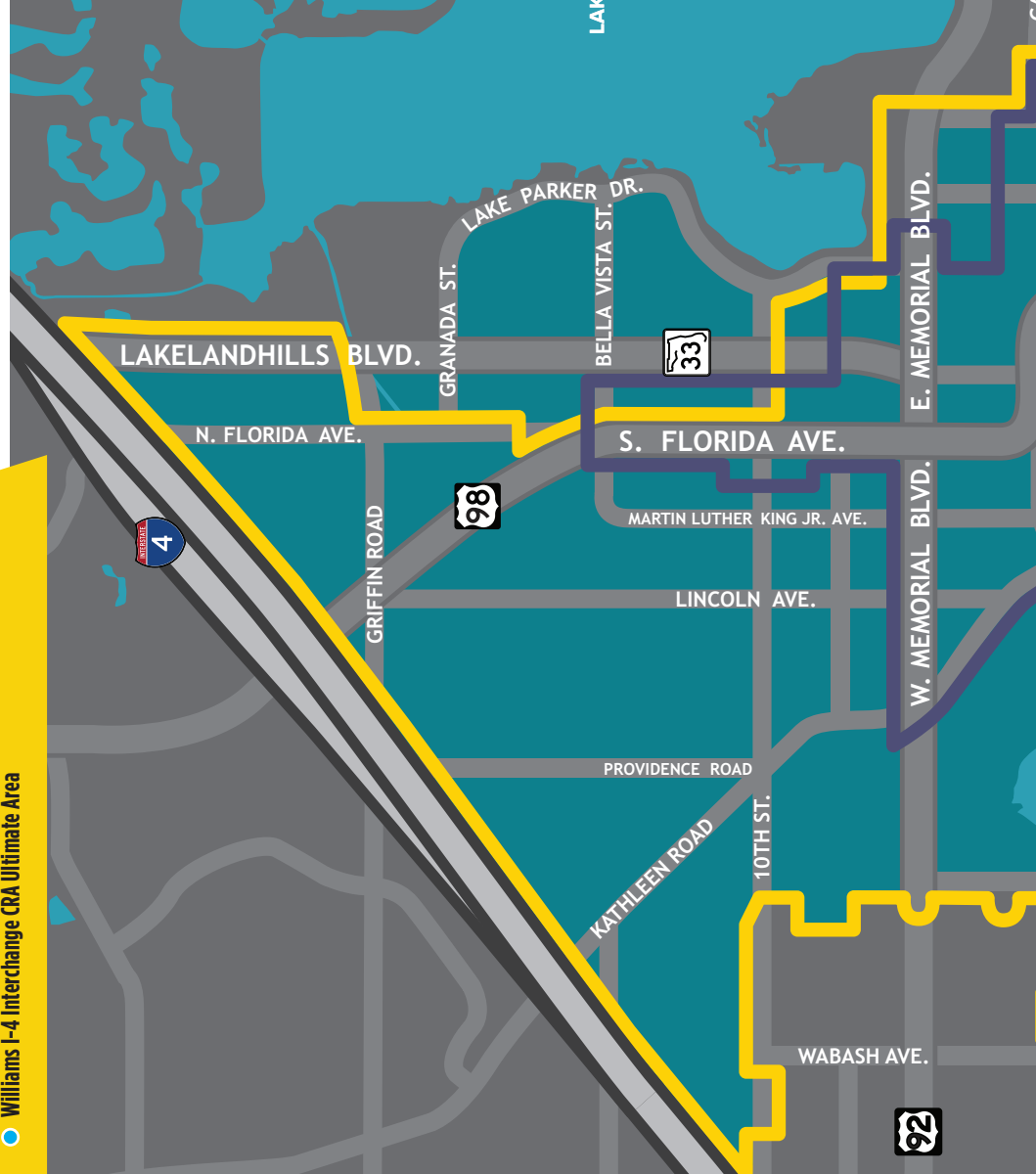
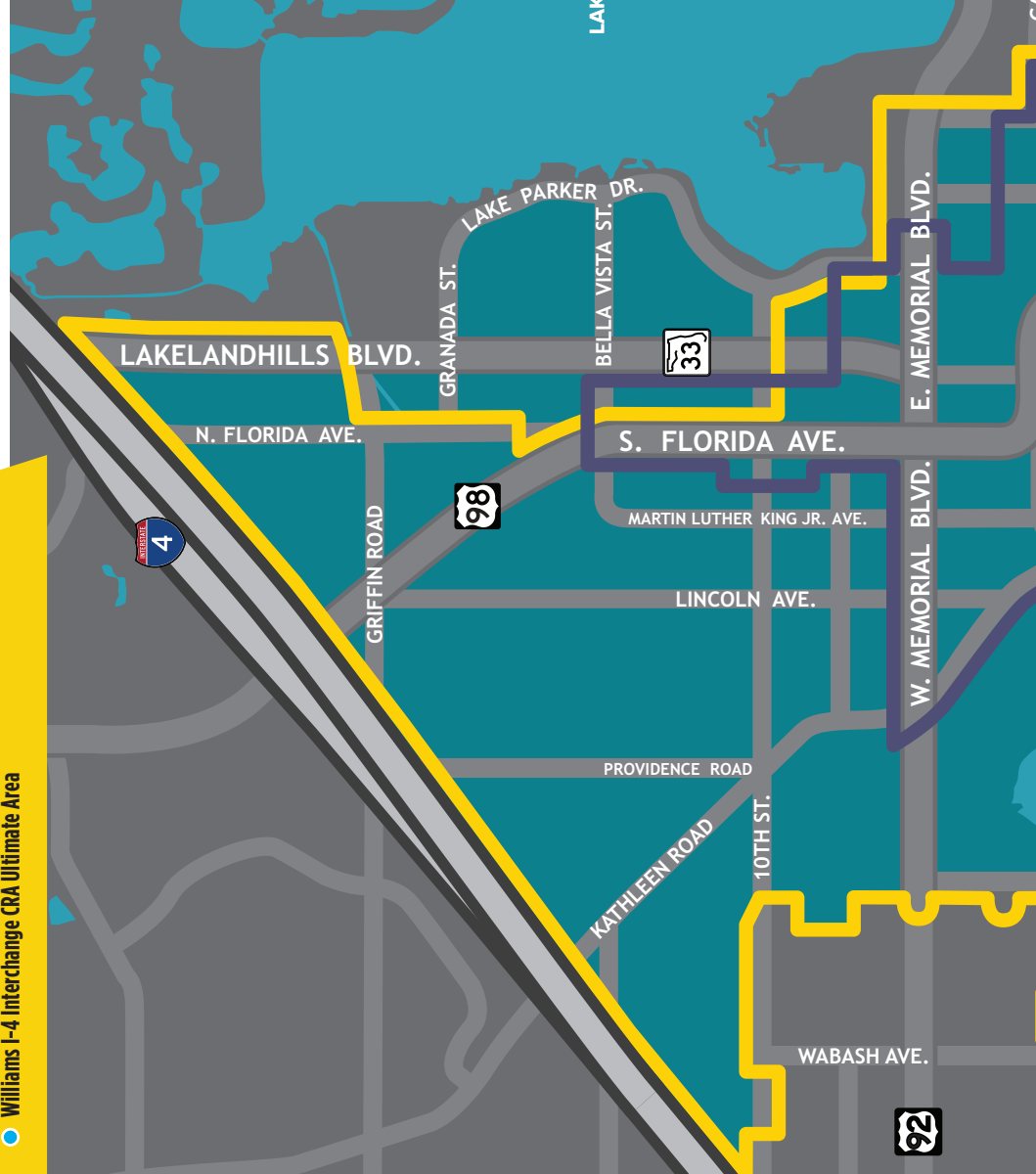
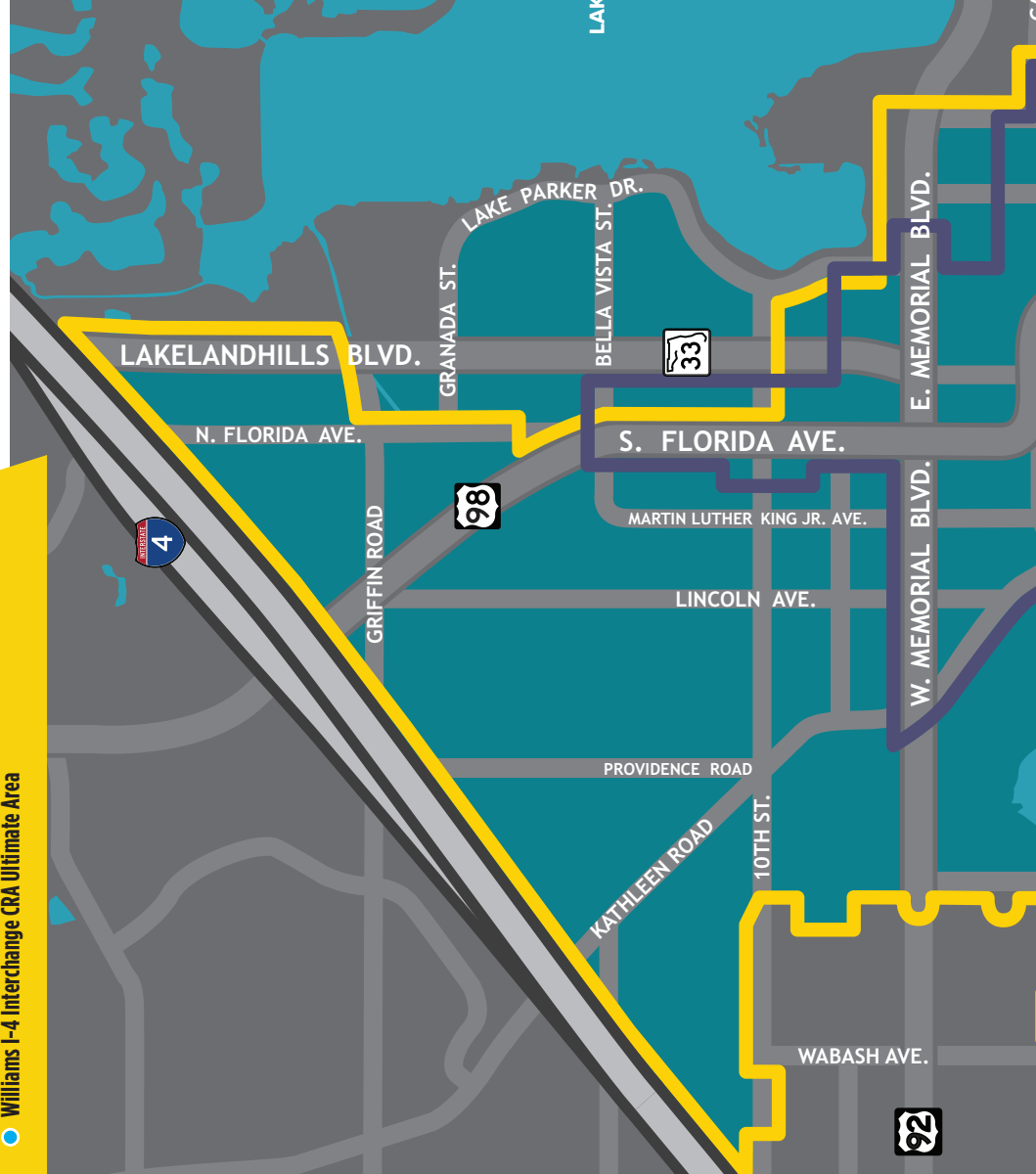
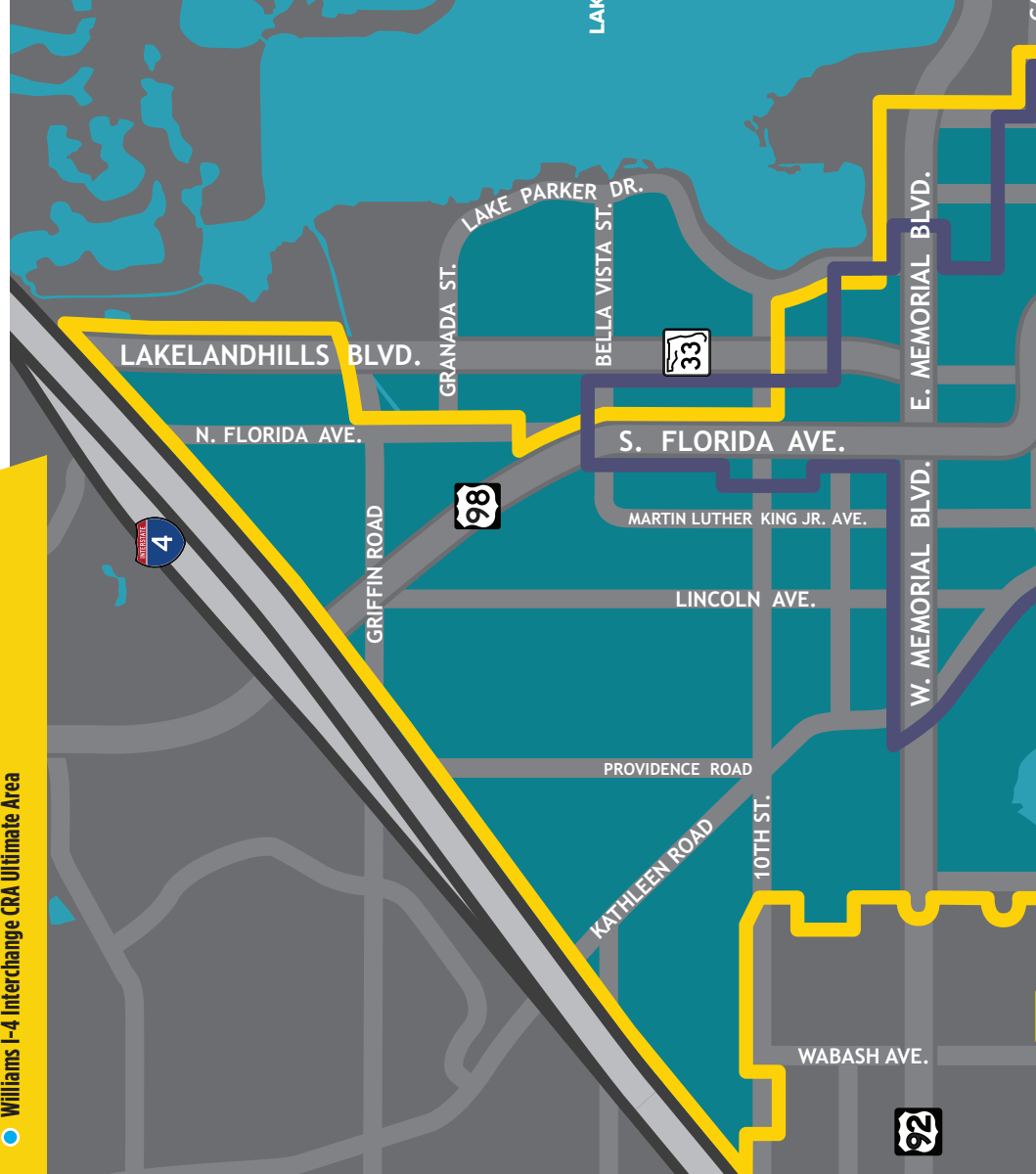
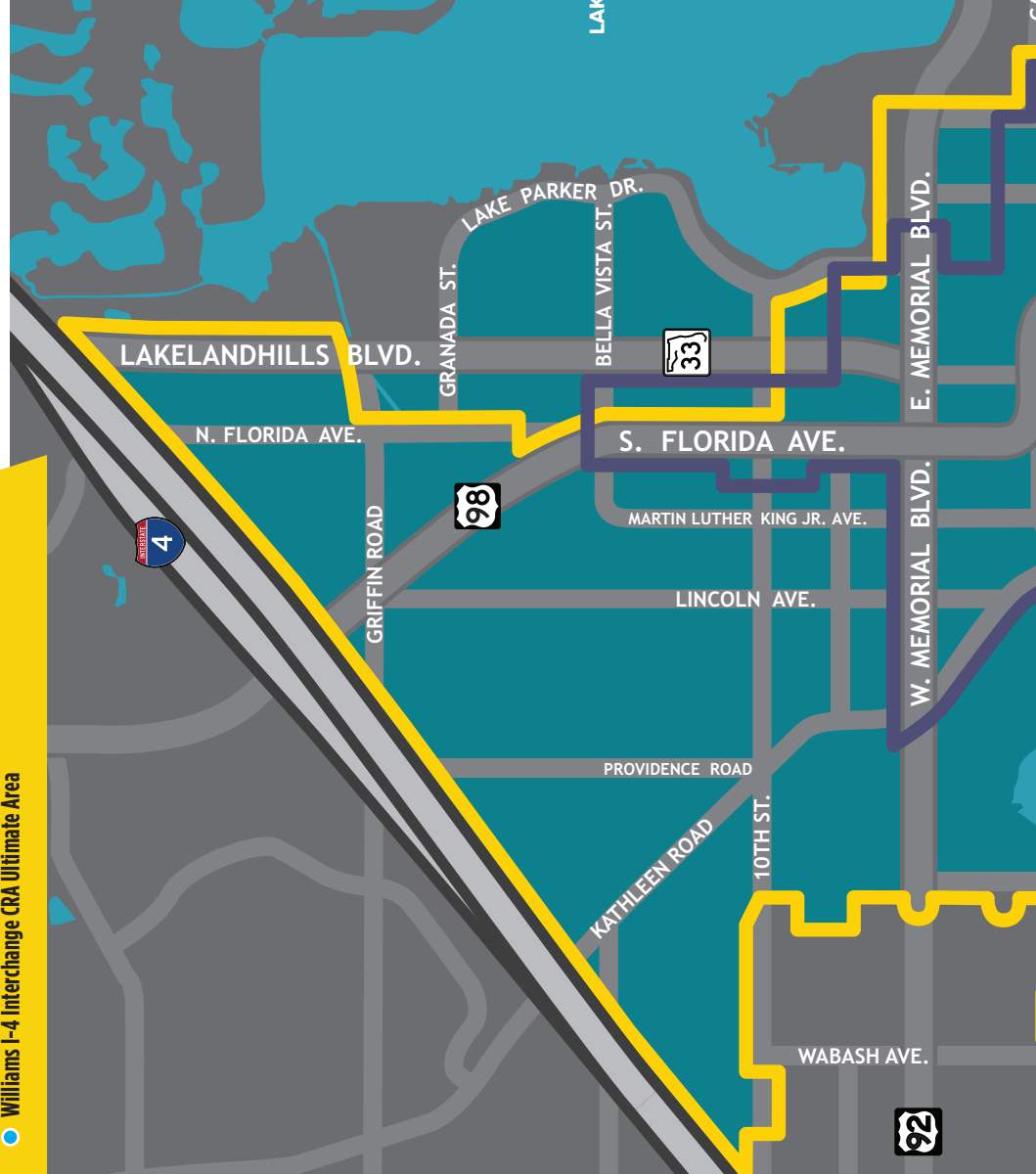
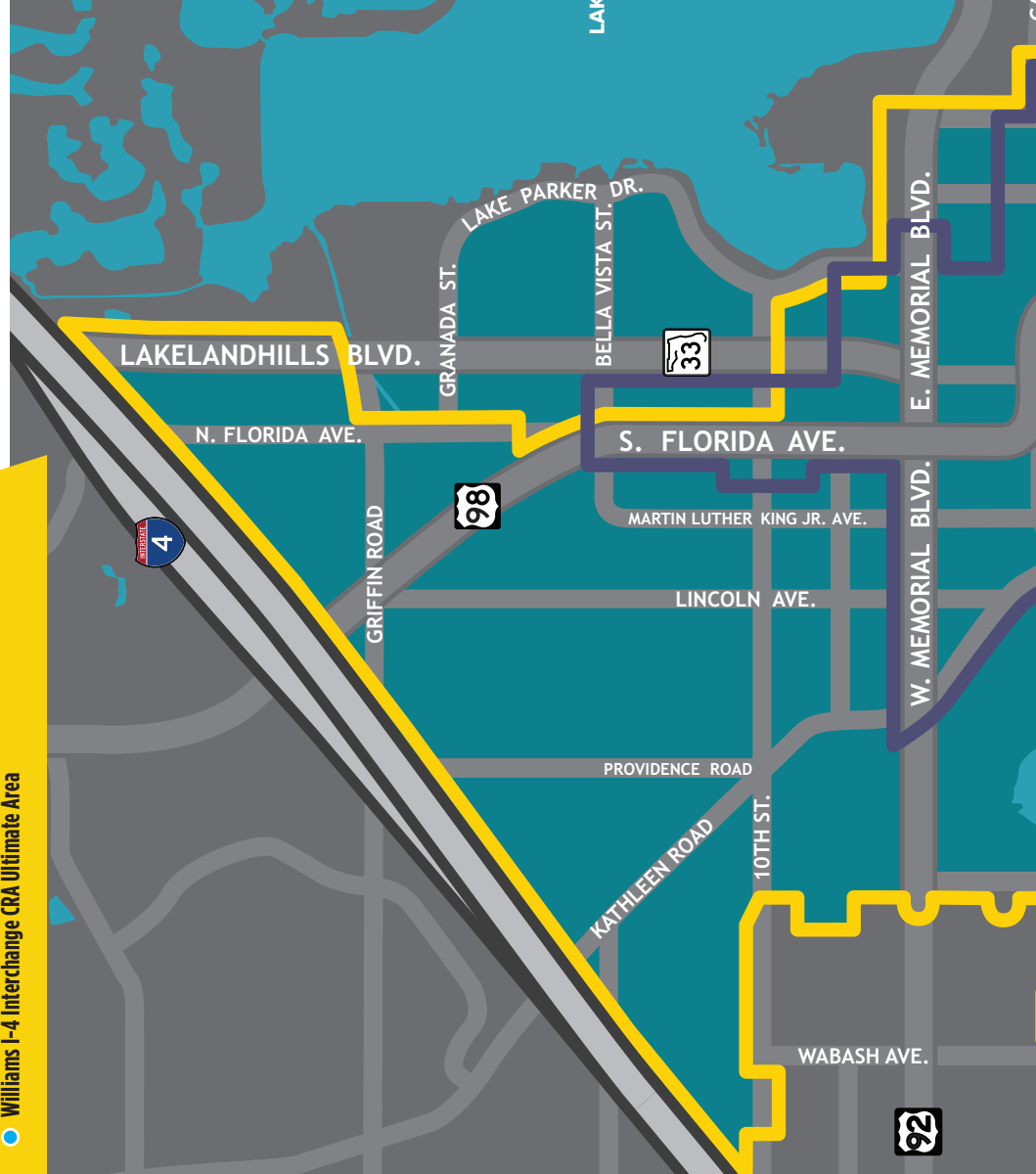
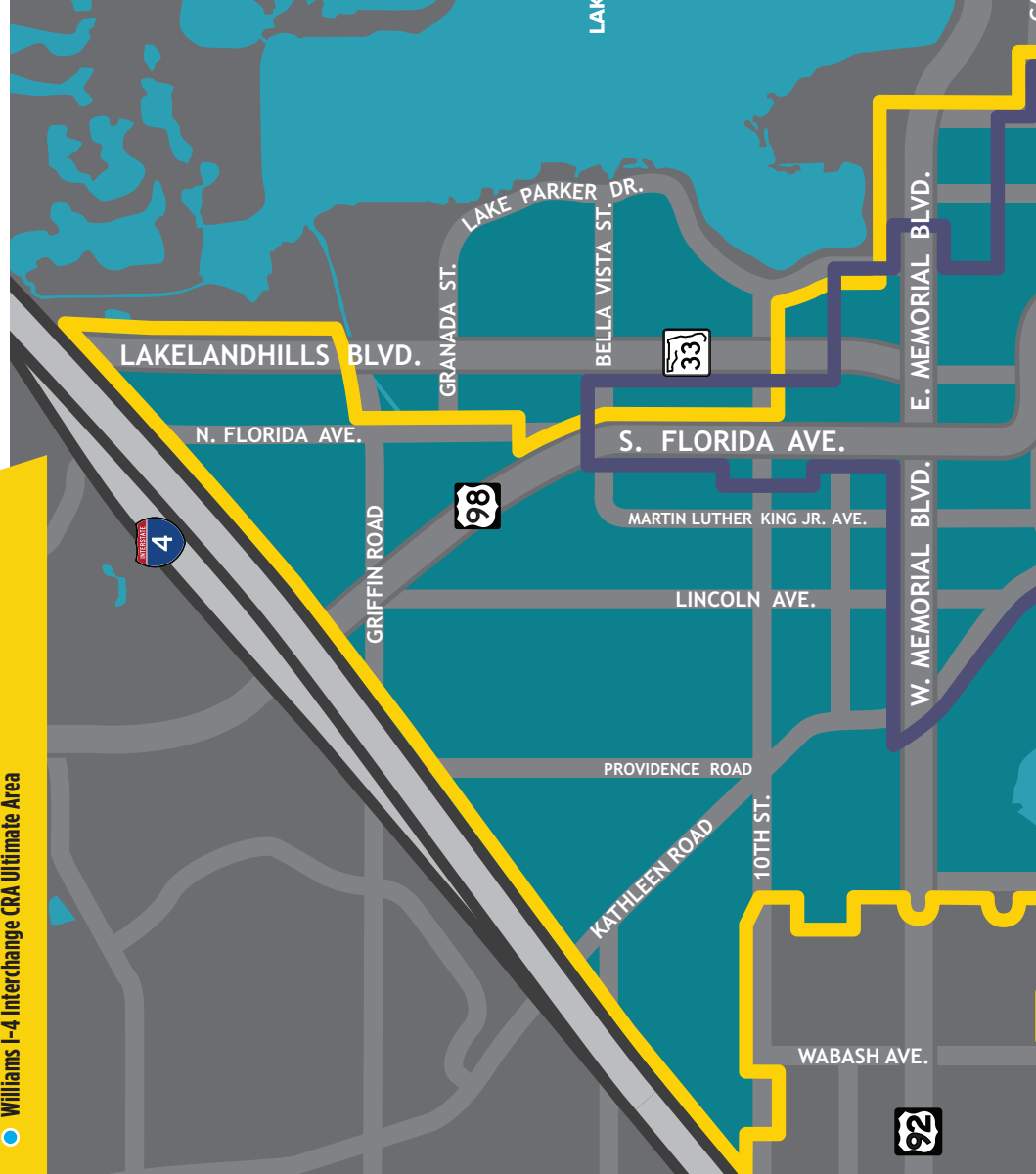
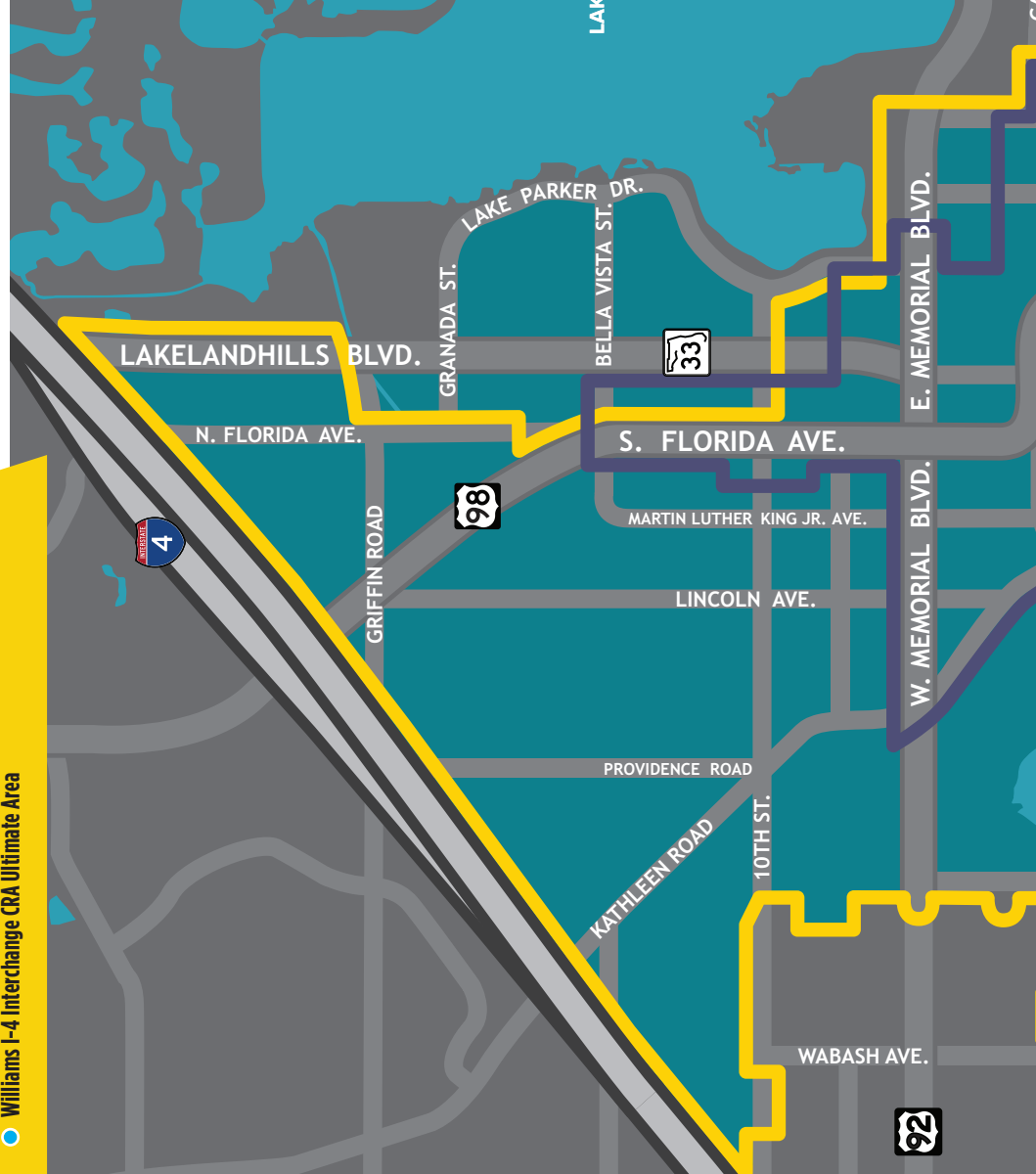
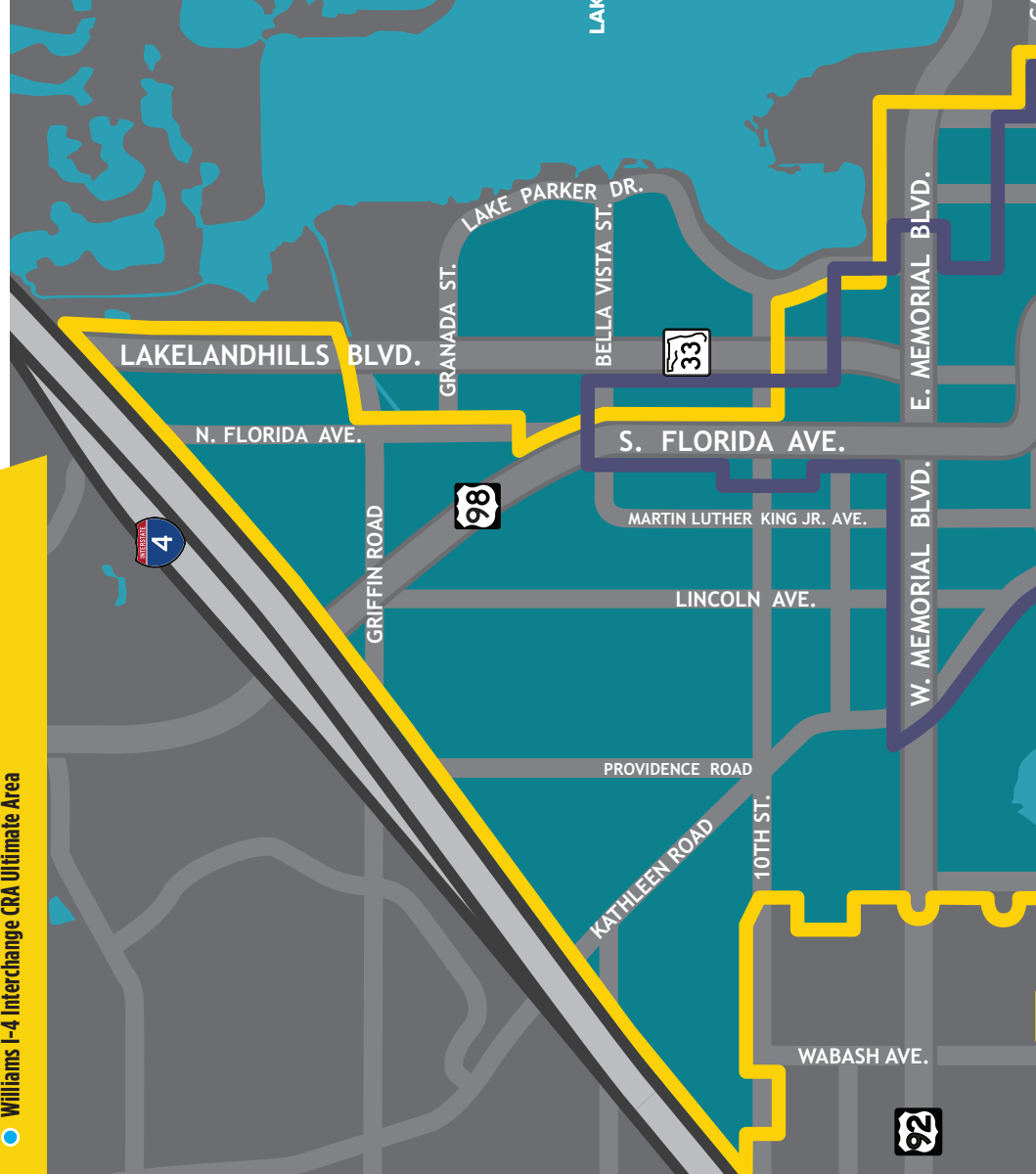
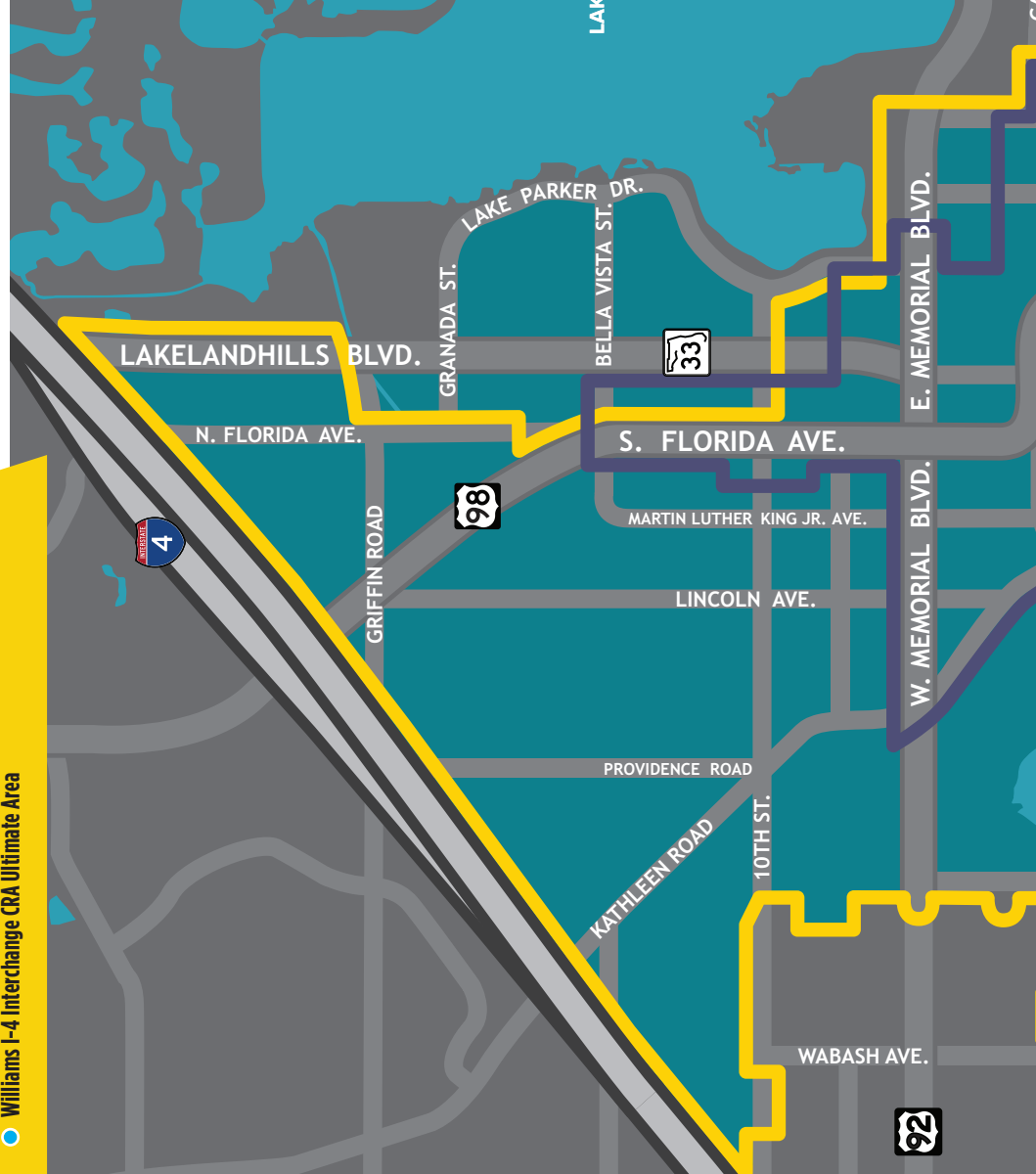
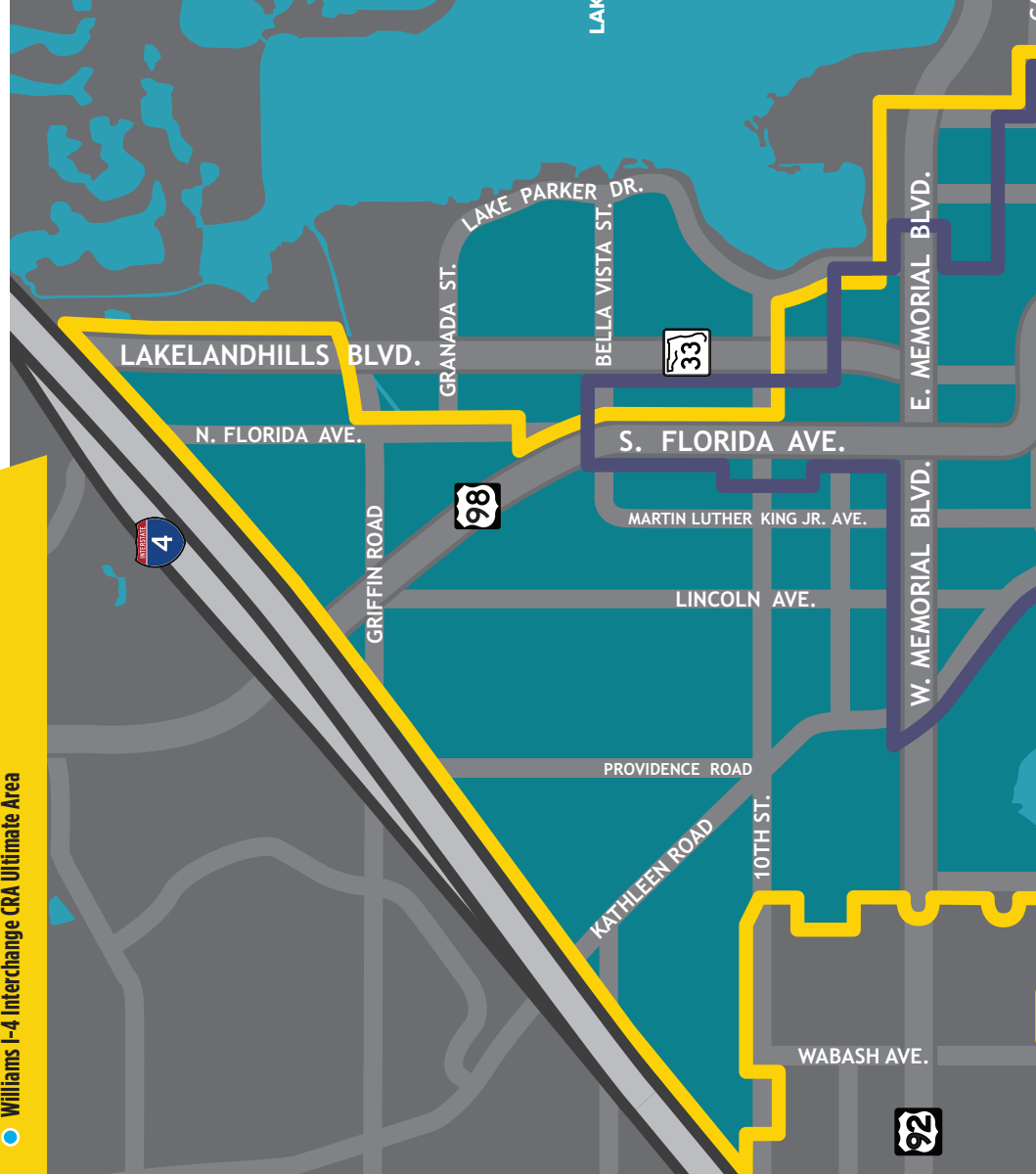
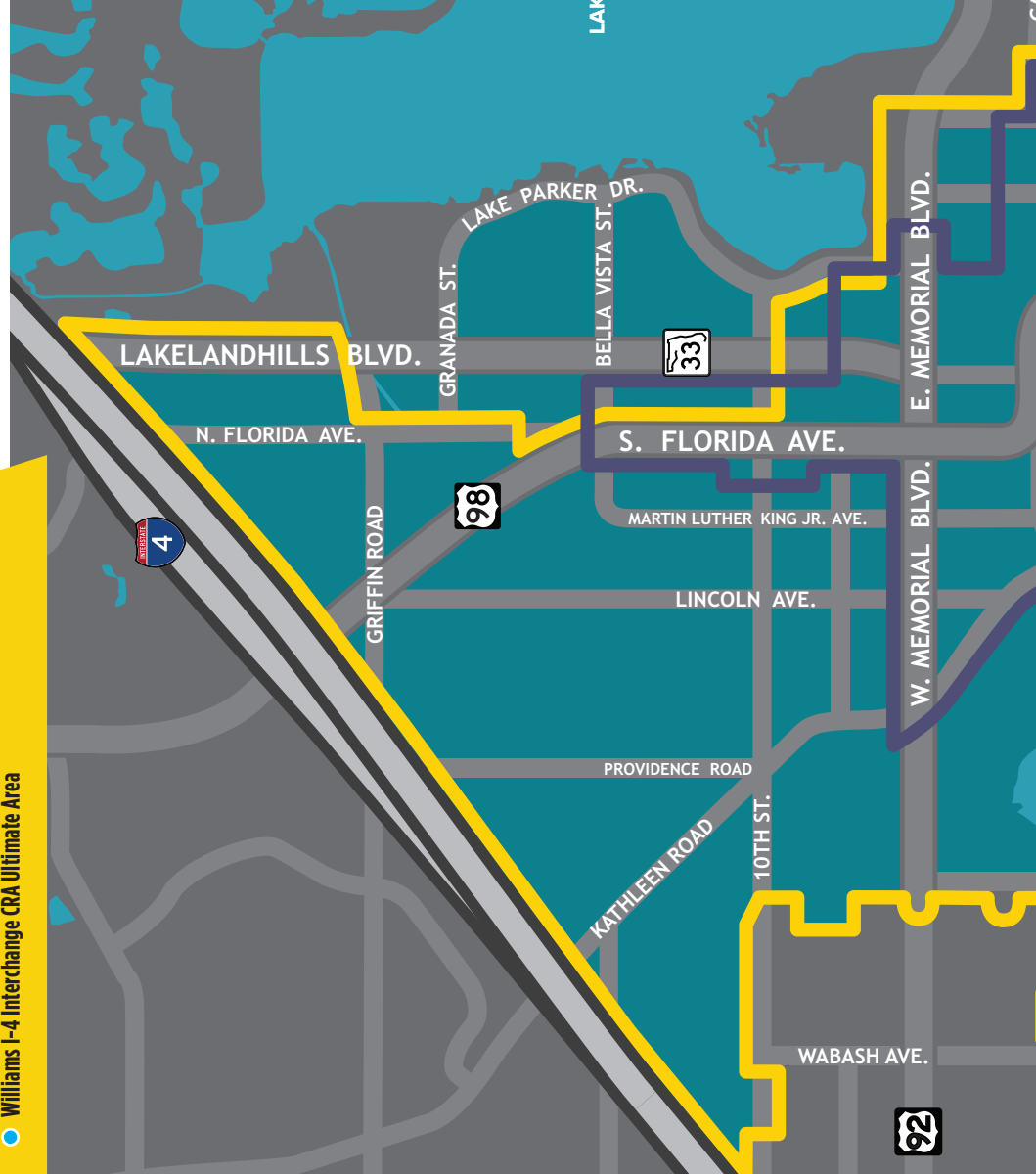
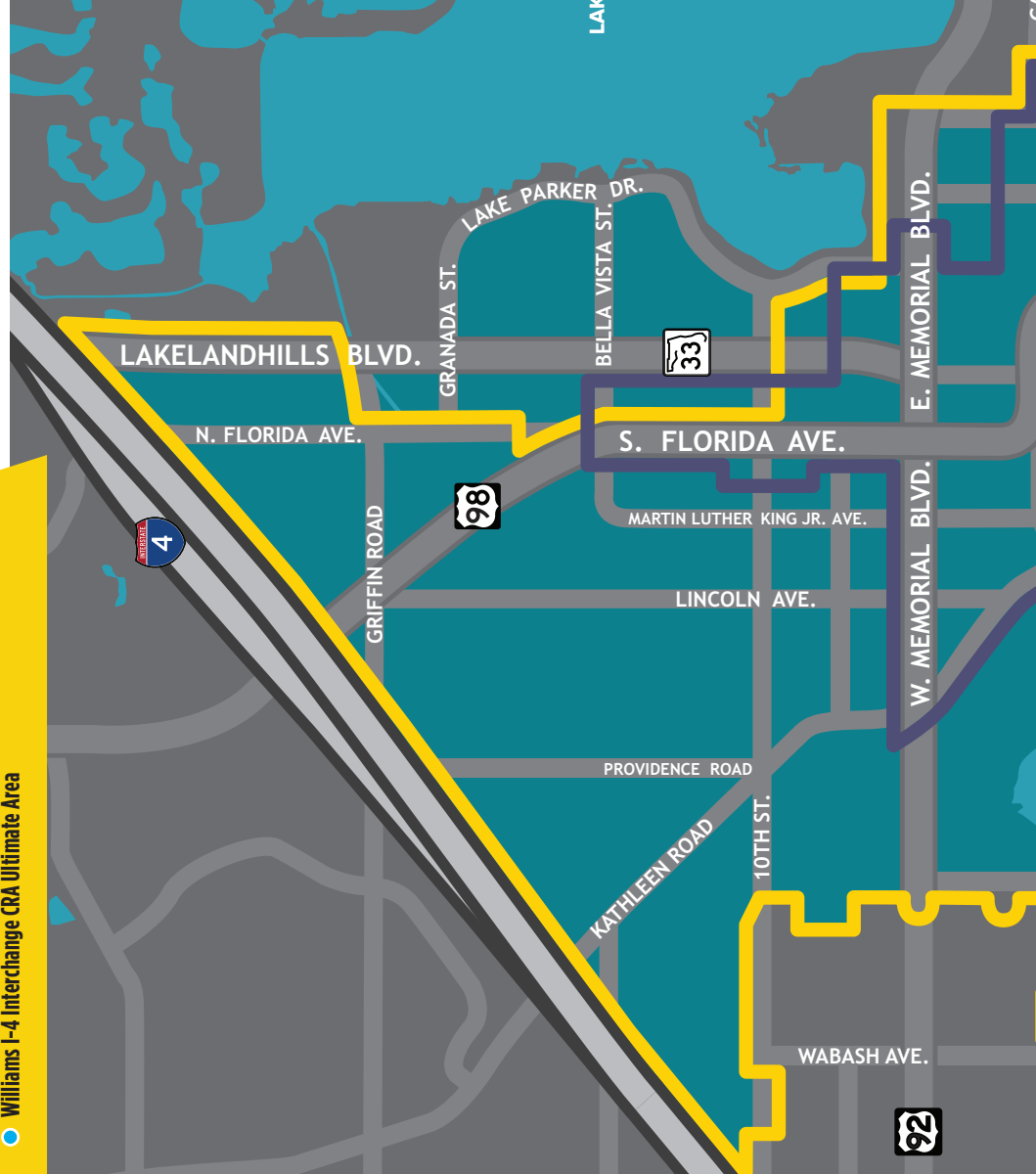
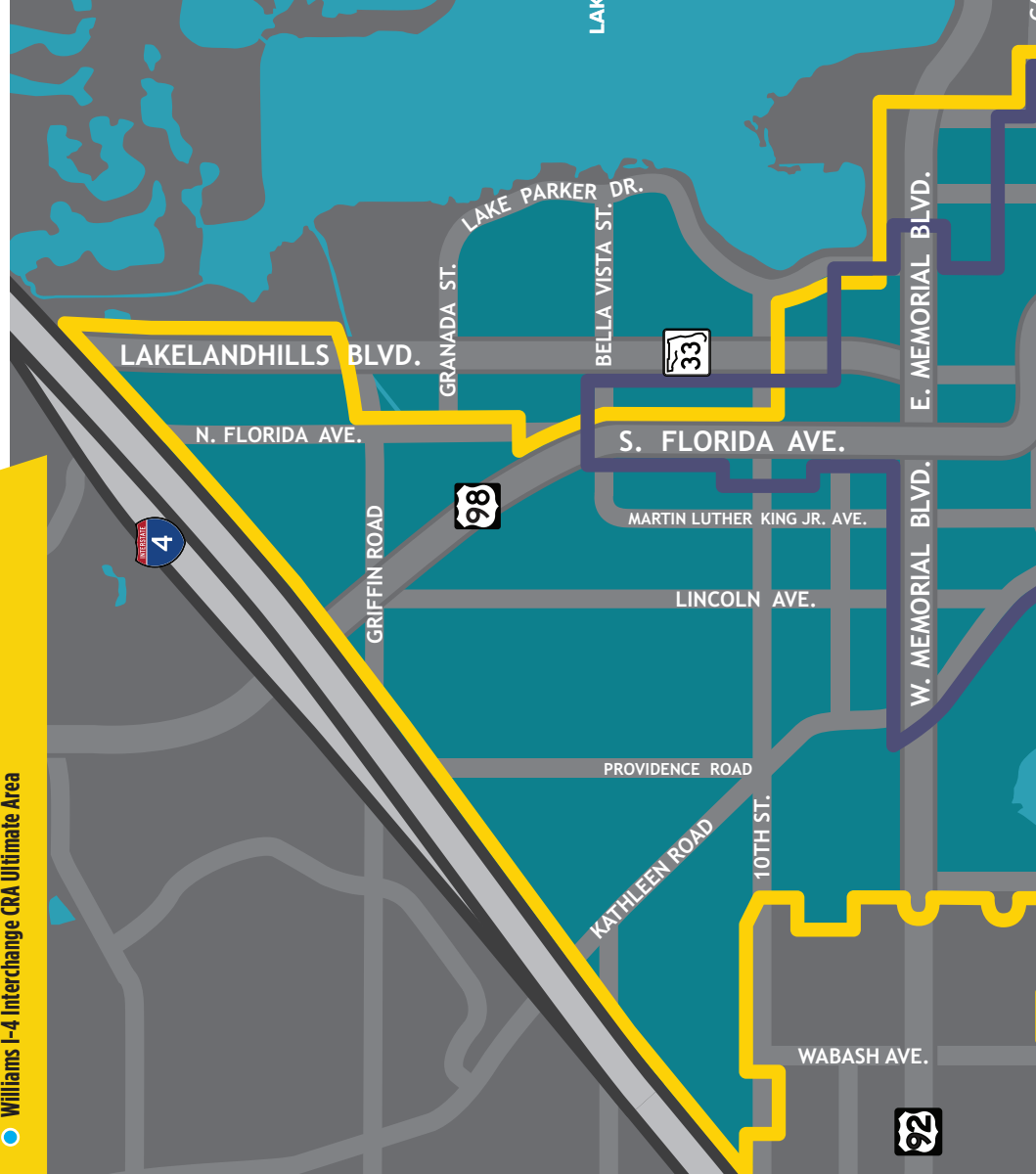
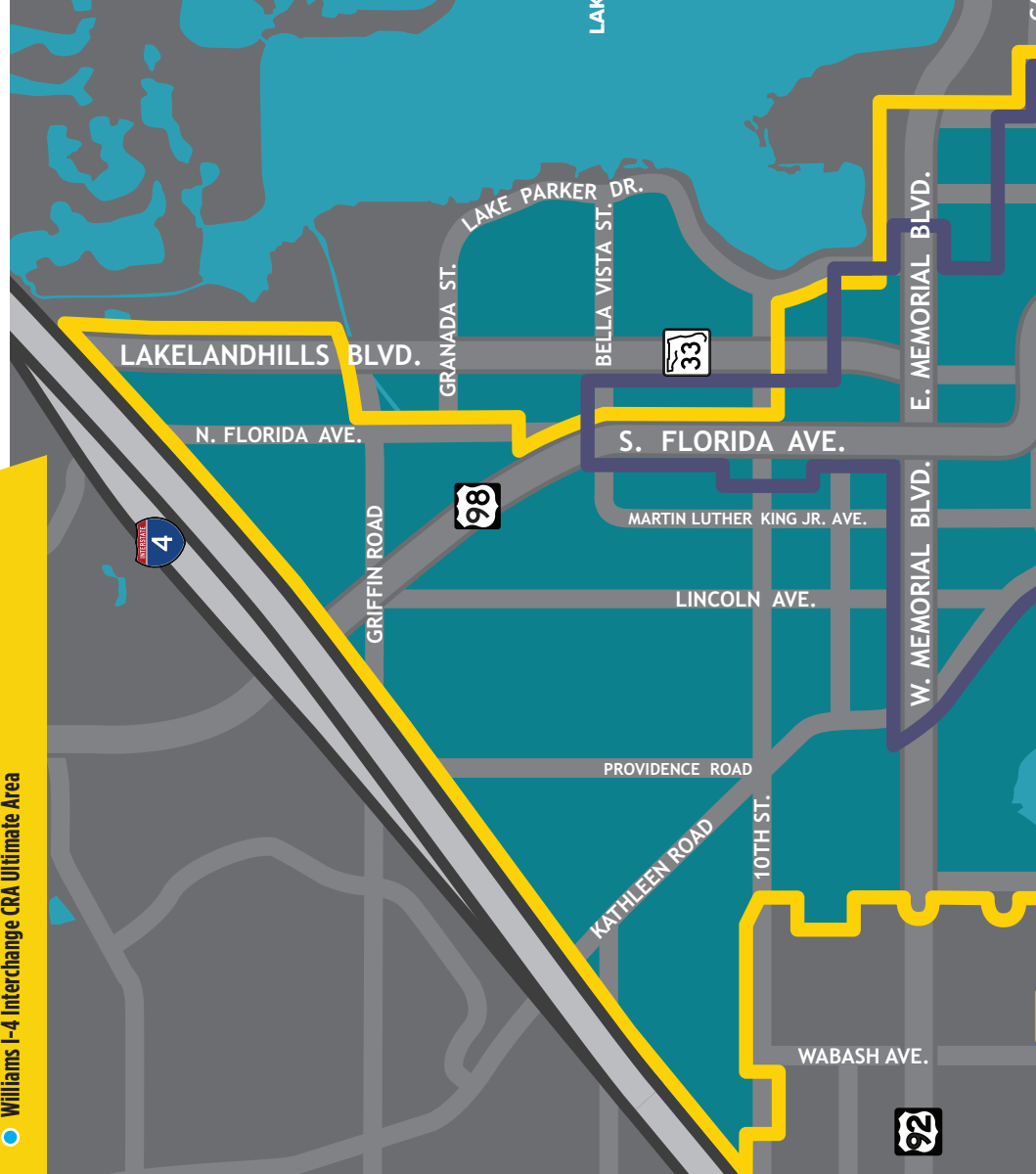
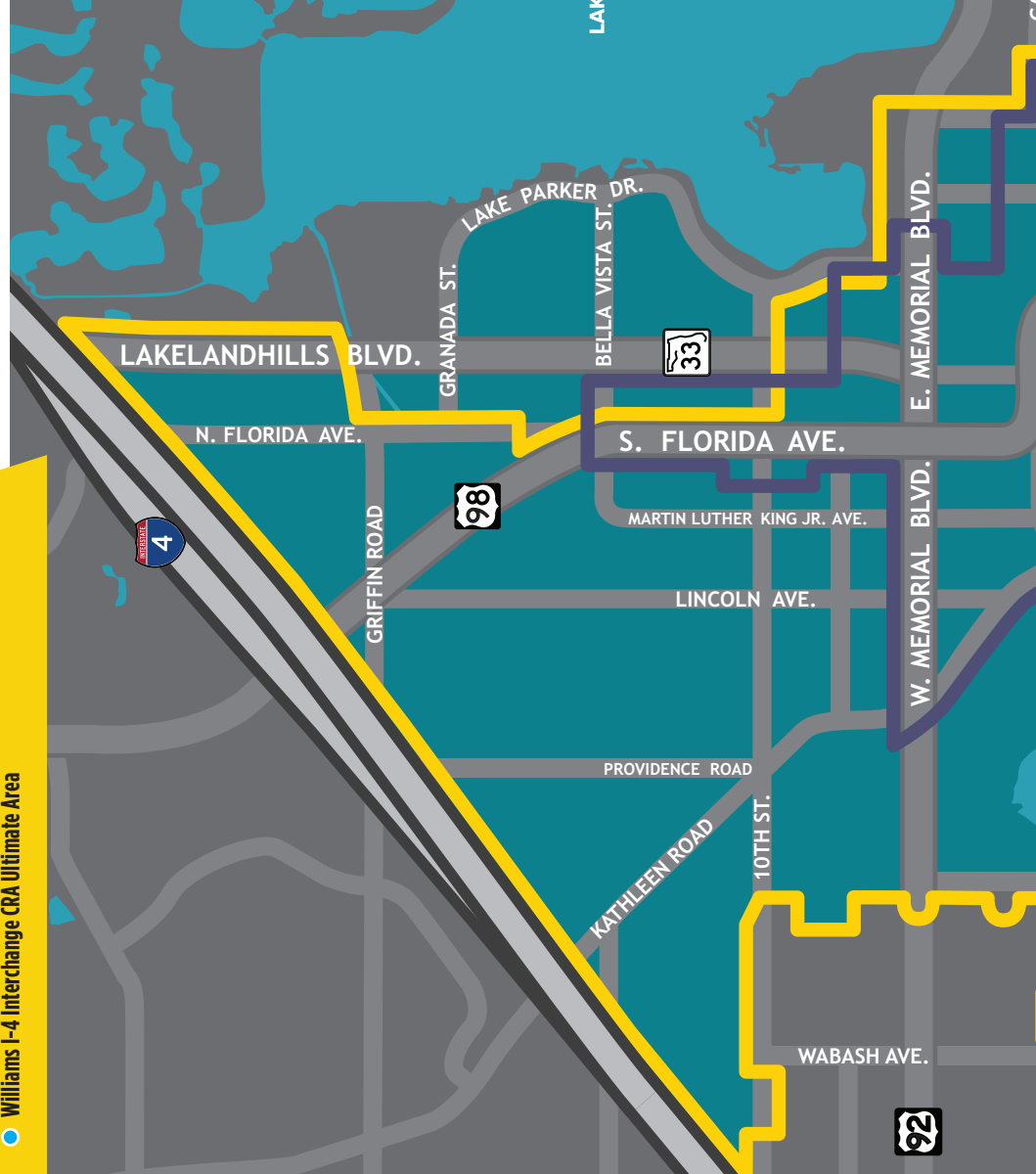
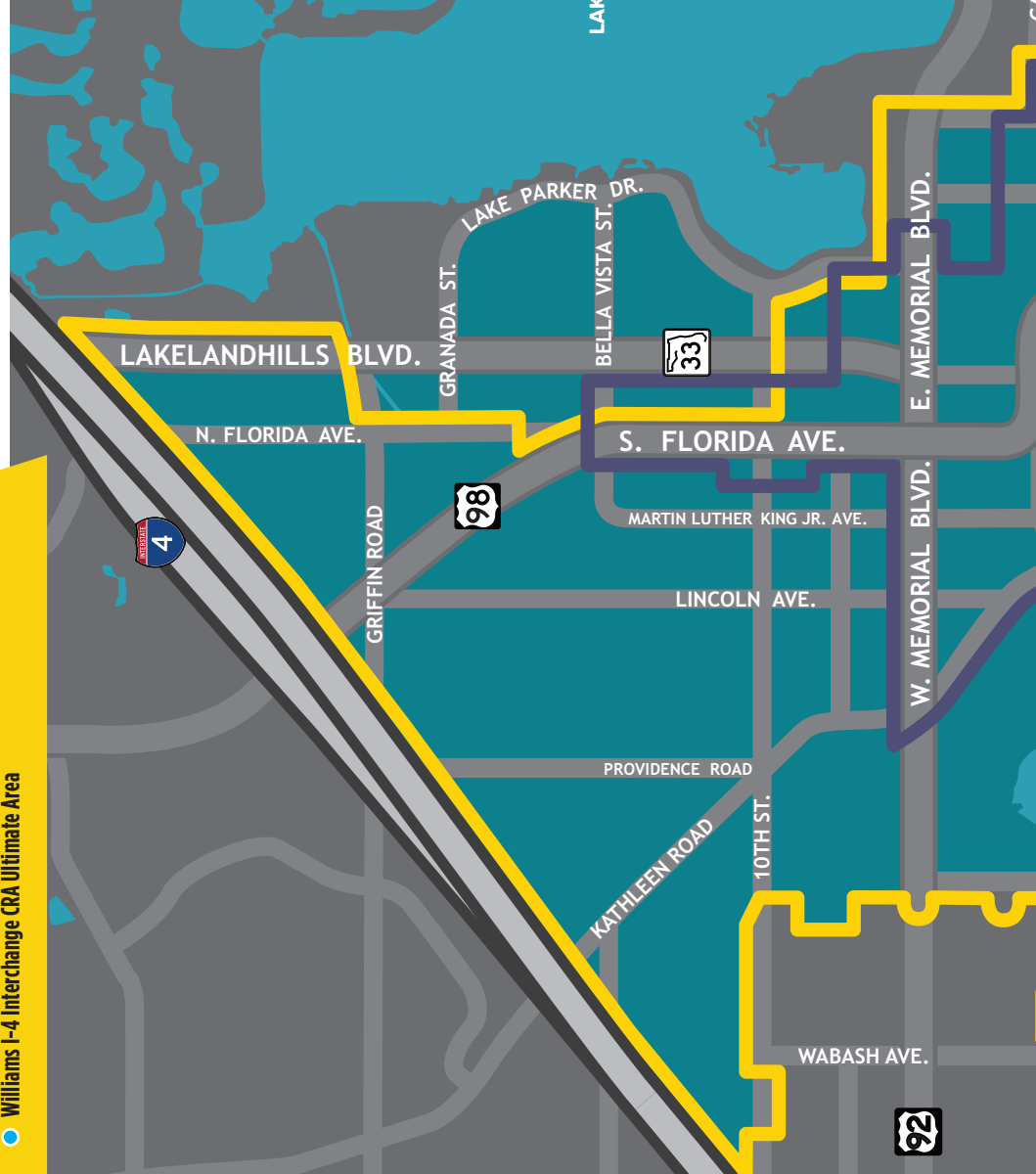
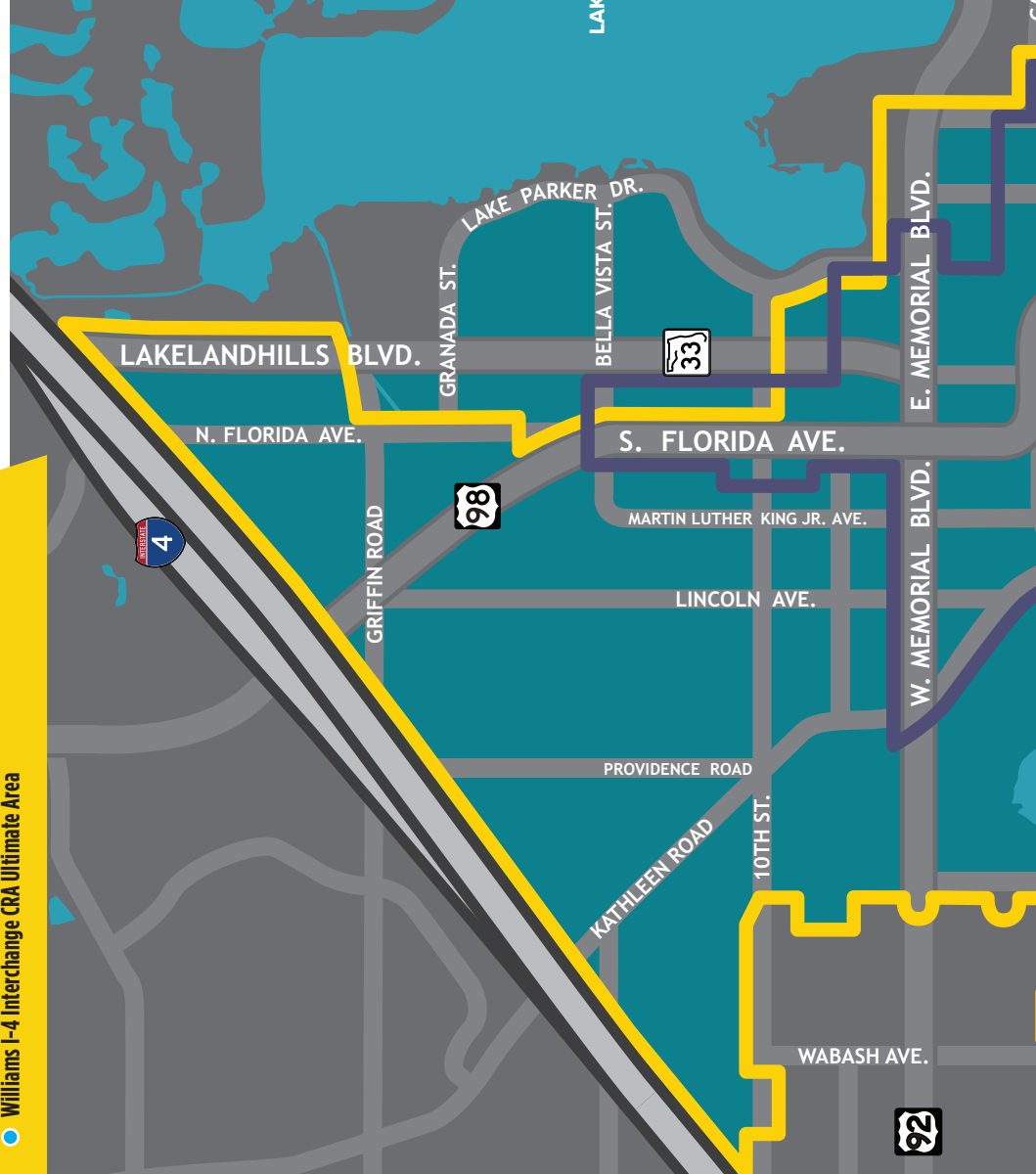
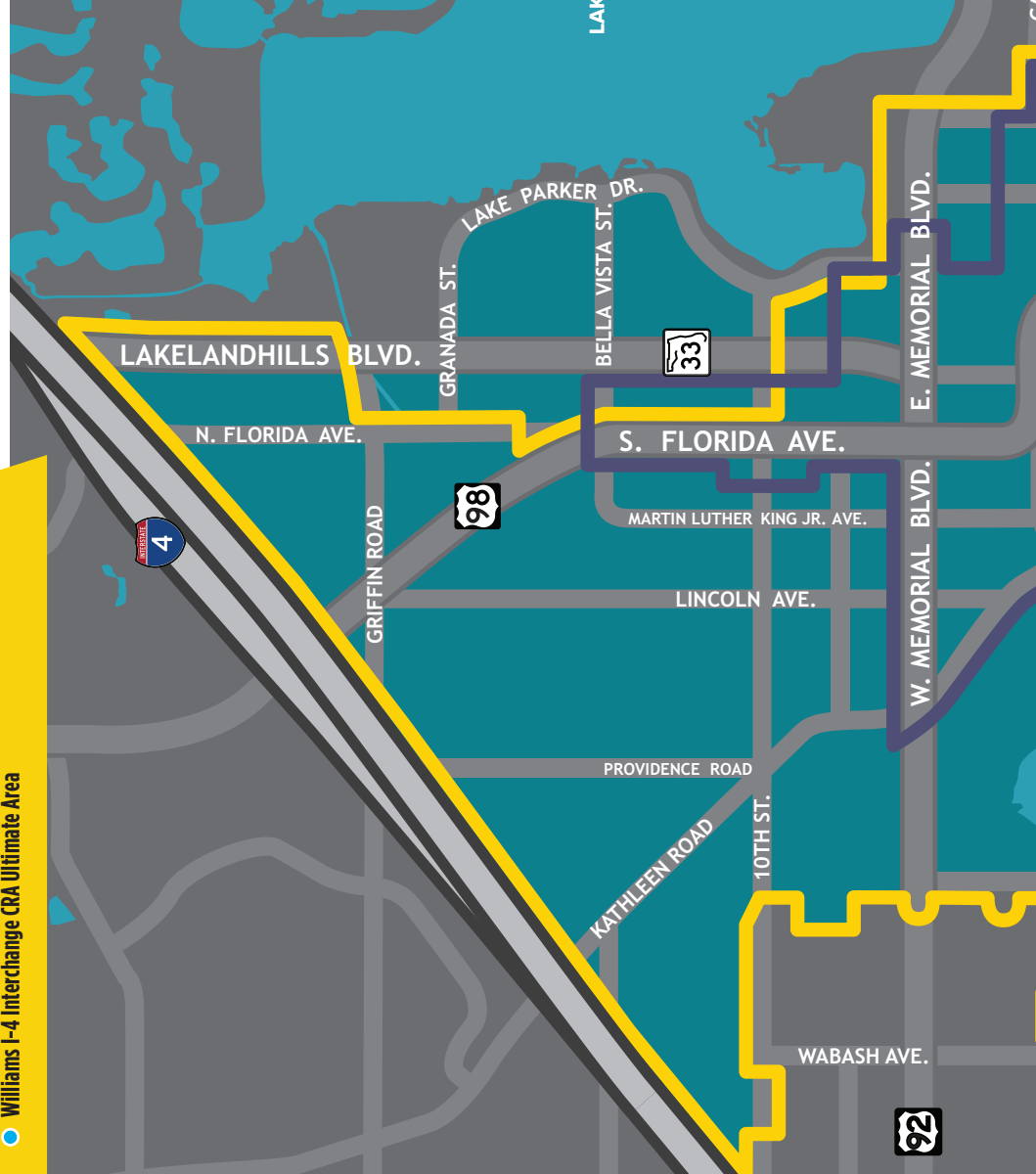
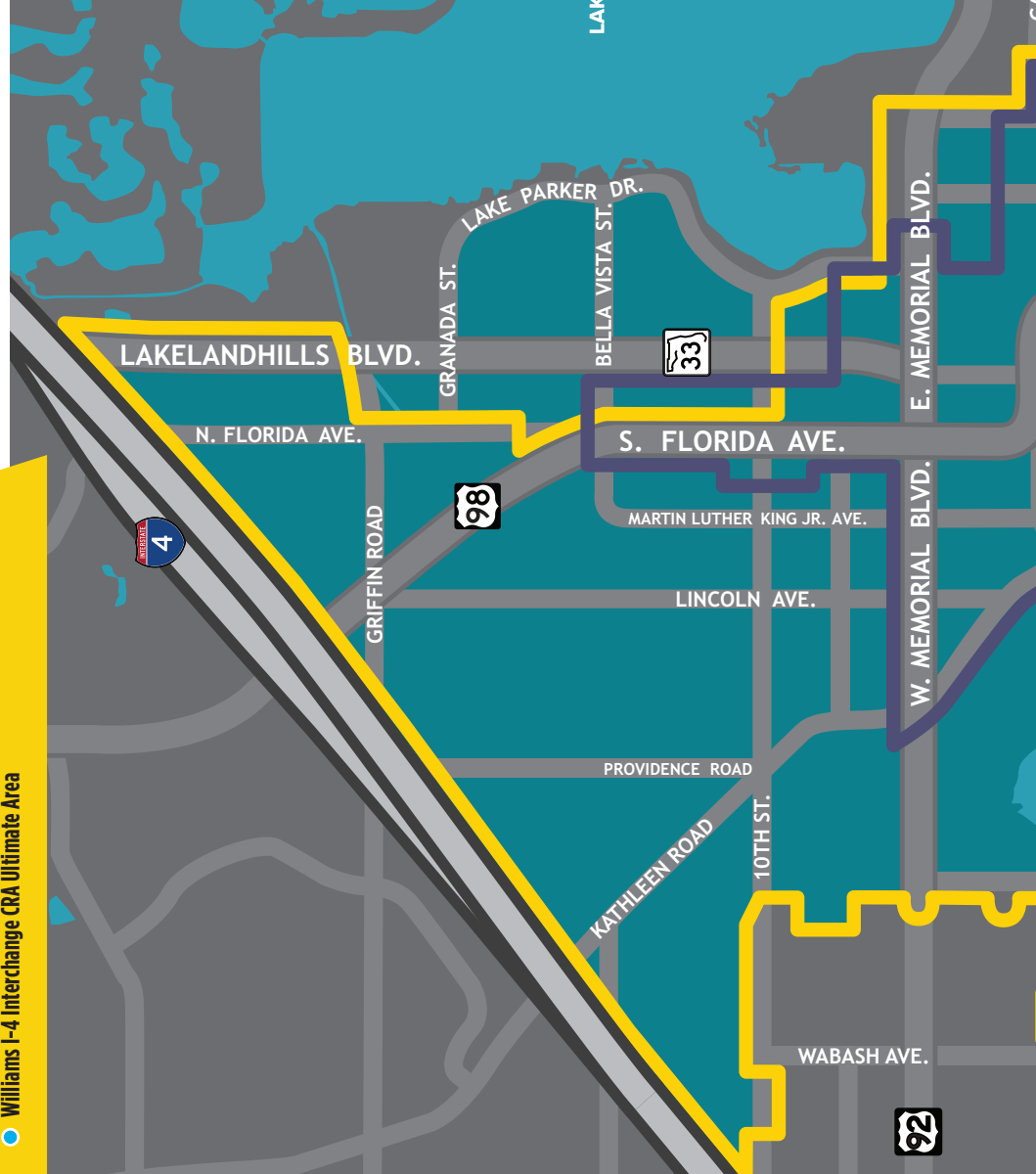
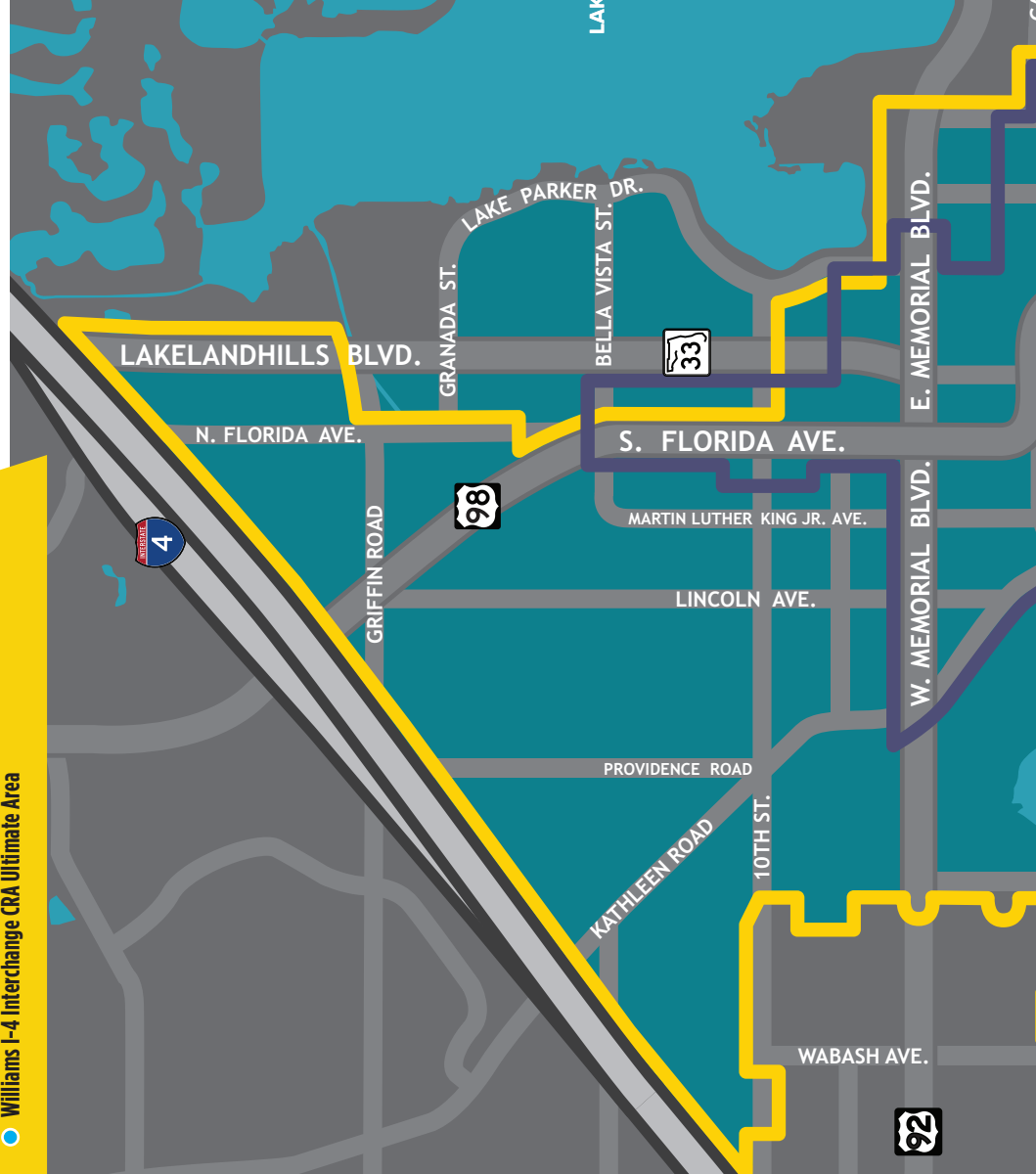
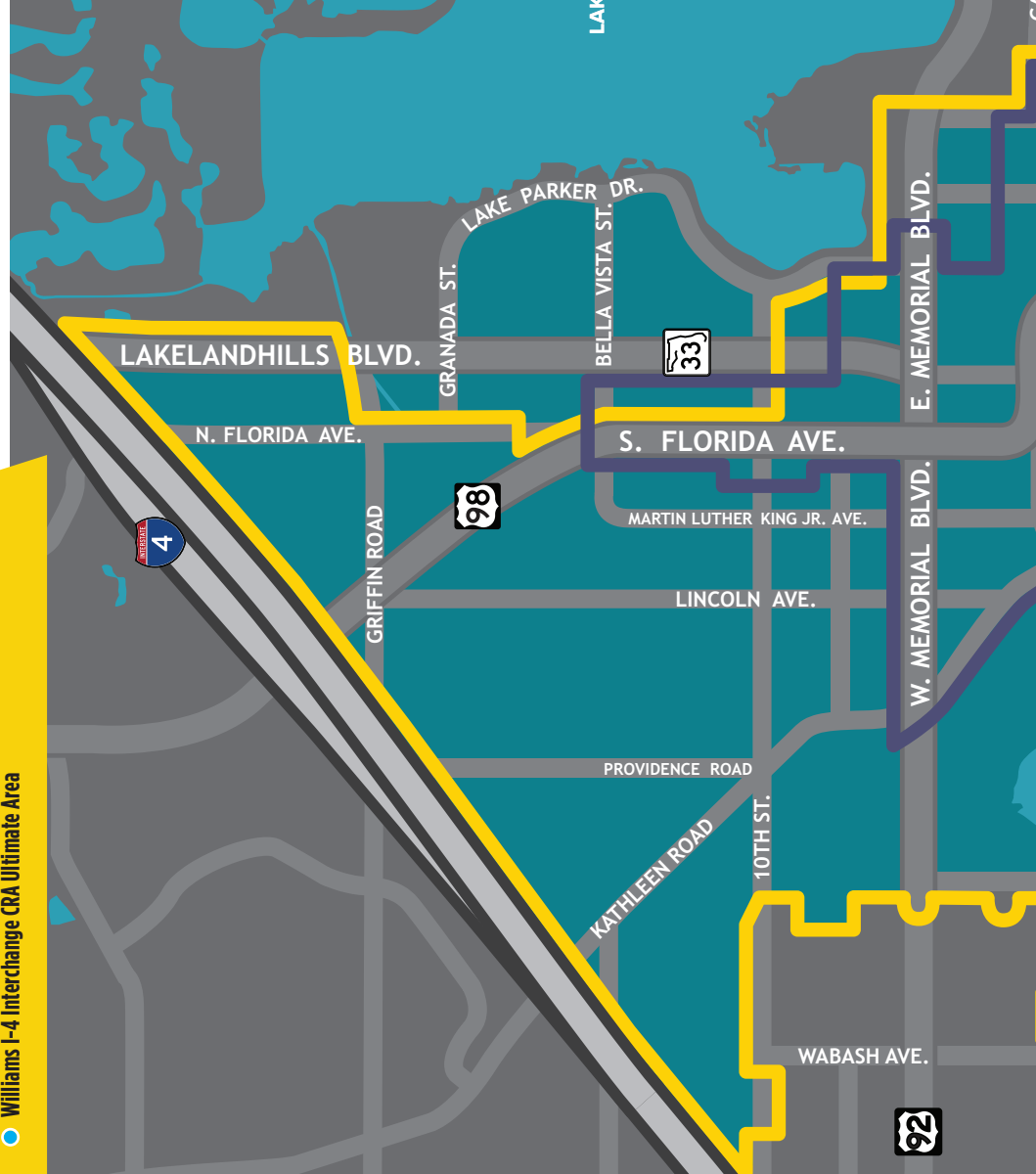
# LAKELAND

A  
GREAT  
PLACE  
TO  
PLAY



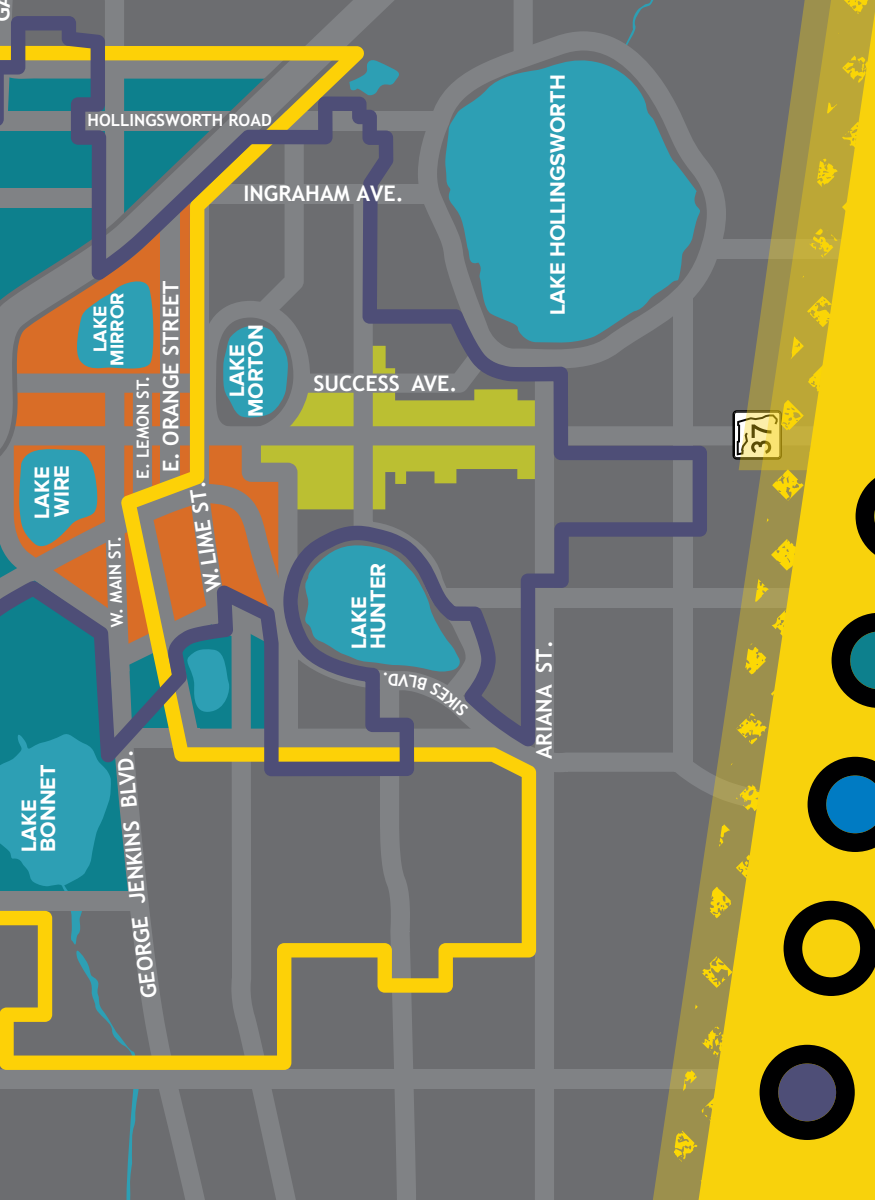
**Source: Lakeland Community Development Department, 2005**

- Adopted Williams I-4 Interchange CRA Official Area (per Resolution #4204)
- Expansion of Williams I-4 Interchange CRA Official Area
- Williams I-4 Interchange CRA Ultimate Area





# LAKELAND'S ECONOMIC DEVELOPMENT AREAS



 **DOWNTOWN CRA**

 **DIXIELAND CRA**

 **MID TOWN CRA**

 **WILLIAMS CRA**

 **ENTERPRISE ZONE**

 **CORE IMPROVEMENT AREA**

# DOWNTOWN

COMMUNITY  
REDEVELOPMENT  
AREA



# 2014 FINANCIALS

## REVENUES

Tax Increment Revenues \$974,787	69%
Unappropriated Surplus \$252,615	18%
Interest & Miscellaneous \$63,378	4%
Transfer from Public Improvement Fund \$125,000	9%
<b>TOTAL</b>	<b>\$1,415,780</b>

## EXPENSES

Economic Development Incentives \$49,762	3.5%
Operating \$5,508	0.4%
Contractual Services \$180,850	13%
Corridor Enhancements \$8,748	0.6%
Property Management \$15,912	1%
Debt Service \$1,155,000	81.5%
<b>TOTAL</b>	<b>\$1,415,780</b>

## TAX INCREMENT REVENUE SOURCES

Polk County \$514,685	53%
City of Lakeland \$349,624	36%
LDDA \$73,000	7%
LAMTD \$37,478	4%
<b>TOTAL</b>	<b>\$974,787</b>

## DOWNTOWN

community redevelopment area  
advisory board

**Macon Tomlinson**  
Tomlinson Construction, LLC

**Todd Baylis**  
Qgiv, Inc.  
Cipher Integrations, Inc.

**Eric Belvin**  
Linksters Taproom

**Greg Sanoba**  
The Sanoba Law Firm

**Brandon Eady**  
Downtown Resident

**Sara Olson**  
American Red Cross

**Grant Miller**  
Keller Williams Realty

**Christopher McArthur**  
Black & Brew  
Coffee House & Bistro

**Commissioner  
Don Selvage**  
City of Lakeland

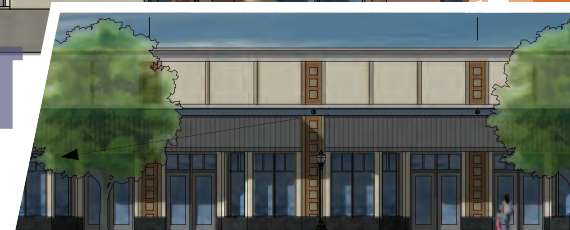
**Julie Townsend**  
MIDFLORIDA



# QUIET ZONE



# BAY STREET



## QUIET ZONE

The Quiet Zone that silenced train horns as they traveled through Downtown Lakeland took effect June 7, 2014, bringing a welcome respite from the deafening horns to Downtown businesses, residents, and guests. CRA and Community Development worked in tandem since 2008 to apply for and achieve Quiet Zone status for the Downtown Core area. CSX installed double width crossing gates at Missouri, Florida, Tennessee, Kentucky, and Massachusetts Avenues RR crossings and the RR crossing at New York Avenue was permanently closed to vehicle traffic in order to qualify for the Quiet Zone status.

## BAY STREET REDEVELOPMENT

In March of 2014 a Request for Proposals was issued through the City of Lakeland Purchasing Department soliciting proposals for the redevelopment of 1.2 acres of City owned land at Bay Street/Tennessee and Kentucky Avenues. The RFP asked for proposals to be in keeping with the scale of the Downtown Core and include residential with a commercial/retail component. Three development teams responded with proposals, and the Selection Committee and Downtown CRA Advisory Board recommended that the project be awarded to Broadway Real Estate Services whose proposal was for a three story, 70+ unit residential building with 12,000+SF of commercial/retail space. The City Commission approved the award on May 19th and on July 24th an Acquisition and Redevelopment Agreement between the City of Lakeland and Broadway was executed. The project ground-breaking is expected to take place in mid-2015 and will be the first new major residential construction Downtown since The Lofts were completed in 2007.

## TIF AWARDS

TIF funding, an incentive program of the Downtown CRA, was awarded to three developers who began major redevelopment projects in FY 2014. The three projects include the redevelopment of a former industrial building on the north shore of Lake Mirror to a brewery/restaurant, Lakeland Brewing Co., at 640 E. Main; renovation of a Class "A" office building, the CPS Financial Building at 205 E. Orange; and the rehabilitation of an historic building at 230 N. Kentucky into a mixed use retail/banquet hall/residence. These are the first qualified redevelopment projects to come before the Downtown CRA to request TIF awards since 2009. All three projects are expected to be complete in 2015. The total estimated investment in the three projects is \$4,348,000.







**DixiELAND**

**DIXIELAND**

COMMUNITY  
REDEVELOPMENT  
AREA



# 2014 FINANCIALS

## REVENUES

Tax Increment Revenues \$169,426	53%
Unappropriated Surplus \$97,219	31%
Interest & Miscellaneous \$51,412	16%
<b>TOTAL</b>	<b>\$318,057</b>

## EXPENSES

Operating \$118,303	37%
Economic Development Incentives \$50,875	16%
Corridor Enhancements \$148,879	47%
<b>TOTAL</b>	<b>\$318,057</b>

## TAX INCREMENT REVENUE SOURCES

Polk County \$96,698	57%
City of Lakeland \$65,687	39%
LAMTD \$7,041	4%
<b>TOTAL</b>	<b>\$169,426</b>

### DIXIELAND

community redevelopment area  
advisory board

**Cory Petcoff**  
Baron Realty

**Lauren Respass**  
Southside  
Cleaners-Launderers

**Brian Goding**  
Hillcrest Coffee

**Mary Smith**  
Dixieland  
Neighborhood Association

**Jim Steinbauer**  
South Lake Morton  
Neighborhood Association

**Tom Waller**  
The Waller Group

**Kristin LaMonte**  
360 Unlimited

## CAPITAL IMPROVEMENT ALLEY PROGRAM

In 2010, a capital improvement program was launched to improve one of the distinct physical characteristics of Dixieland, its system of alleyways. During the development of this commercial district, these alleys were used primarily for service and deliveries. However, as time has gone on and the nature of South Florida Avenue changed, all activities, including garbage collection, deliveries and customer and resident parking, are occurring off of the alley. The improvements focused on maneuverability and access, aesthetic uniformity and ease of maintenance. By the end of FY 2014, eleven alleys have been improved with decorative brick work, flat concrete curbing to define the edges of the alley, removal of utility poles and replacement of fences. Additionally, dumpster pads were installed to address resident complaints about garbage in the alleys.

## DIXIELAND COMMUNITY REDEVELOPMENT AREA PLAN UPDATE

The Dixieland Commercial Corridor Redevelopment Plan is a road map that addresses the unique needs of the Dixieland Community Redevelopment Area (CRA). The plan, which was adopted in 2001, includes the overall goals for redevelopment, as well as identifying the types of projects planned for the area. Some of the projects identified in the plan include: streetscape and roadway improvements, building renovations through Façade Improvement Programs, new infill development and creating identifiable gateways into the district.

As a result of economic changes and progress made with the implementation of goals identified in the 2001 plan, it was time to address the changing conditions in an updated redevelopment plan. The success of any redevelopment plan depends heavily on existing market conditions and future improvement in those conditions through coordinated and planned public and private investment.

## TUDOR HOUSE

An original 1920's Tudor house located on Lake Hollingsworth garnered a lot of attention when the home was slated for demolition.

Word spread throughout social media, raising concerns and lamentations over plans to destroy the house that originally was located in another part of town and moved in 1927 to the present site. In September 2014, a portion of the original-style Tudor home was relocated to a corner lot in Dixieland.

# TUDOR HOUSE



# ALLEY IMPROVEMENTS





# MID TOWN

COMMUNITY  
REDEVELOPMENT  
AREA

TAX COLLECTOR



# 2014 FINANCIALS

## REVENUES

Tax Increment Revenues \$1,480,371	82%
Unappropriated Surplus -\$1,232,117	-68%
Interest & Miscellaneous \$521,781	29%
Rental Income \$105,037	6%
Surplus Land Sales \$828,123	45%
Grant Funding \$103,770	6%
<b>TOTAL</b>	<b>\$1,806,965</b>

## EXPENSES

Economic Development Incentives \$620,300	34%
<b>Corridor Enhancements</b>	
Northwest \$199,595	11%
Northeast \$83,978	5%
<b>Neighborhoods</b>	
Northwest \$366,630	20%
Northeast \$34,362	2%
Operating \$213,528	12%
Property Management \$184,909	10%
Contractual Services \$85,128	5%
Mixed Use Activity Centers \$18,535	1%
<b>TOTAL</b>	<b>\$1,806,965</b>

## TAX INCREMENT REVENUE SOURCES

Polk County \$839,569	57%
City of Lakeland \$577,822	39%
LAMTD \$62,980	4%
<b>TOTAL</b>	<b>\$1,480,371</b>

### MID TOWN

community redevelopment area advisory board

Earl Johnson  
Watson Clinic, LLP

Dean Boring  
Boring Business Systems

Deborah Beall Boynton  
Beall Insurance

Tim Mitchell  
Parker Street Ministries

Ryan Reis  
Keiser University

Yadira Holmes  
Lakeland Regional Medical Center

Commissioner Phillip Walker  
City of Lakeland



# LAKE BEULAH TRAIL



## LAKE BEULAH TRAIL AND TRANSIT ENHANCEMENTS

The City of Lakeland Public Works Department completed construction of the Lake Beulah Trail and Transit Enhancements just west of Downtown Lakeland. This project further enhances the surrounding neighborhood and complements nearby community resources such as the Veterans Memorial Park and its new WWII Memorial, The Lakeland Center and Blake Academy Magnet School as well as Lake Beulah itself.

The Lake Beulah Trail is the most recent segment of the Lake-to-Lake Bikeway Network to be completed, serving as a hub to the area's sidewalk and trail network. The trail now provides not only enhanced safety for area students but also improved bicycle, pedestrian and transit amenities for residents. The total project construction cost was \$568,000, primarily funded through the Polk Transportation Planning Organization and the Florida Department of Transportation. The Mid-Town Advisory Board of the Lakeland CRA provided an \$80,000 match for the design phase of this project.



## LINCOLN SQUARE APARTMENTS

The Mid Town CRA finished abatement and demolition of the 120 unit Lincoln Square Apartment Complex in December 2013. Throughout the three year process of purchase, tenant relocation, abatement and demolition, the question most often expressed to CRA staff was, "What's next?" for the five acre site which sits on the border of the Paul A. Diggs and Webster Park neighborhoods. The Blackmon-Roberts Group, Inc., a local consulting company with close ties to these neighborhoods, was engaged in 2014 by the CRA to gather input from area leaders, residents, institutional stakeholders, and business owners as to what the neighborhood needed and/or wanted that could feasibly be provided on this site. The Blackmon-Roberts Group provided the CRA with their report in September of 2014. Redevelopment of the site as affordable housing was the most widely supported proposal and will be the focus of efforts in the coming fiscal year.

## EAST MAIN STREET SMALL AREA STUDY

The Mid Town CRA Redevelopment Plan identifies five Mixed-Use Activity Centers. The North Ingraham Activity Center includes the industrial area bounded by East Main Street, Memorial Boulevard, Lake Avenue, and Fern Road which is identified as the East Main Street District. In 2014, the CRA engaged Tindale Oliver & Associates to create a strategic action plan for the East Main Street District which will encourage redevelopment that strengthens the employment base and identify economic development incentives and initiatives which will increase private sector investment in the area. The report and recommendations will be delivered in 2015.

## SALE OF IOWA AND MORGAN APARTMENT COMPLEXES

The Mid Town CRA purchased 927 Iowa Avenue and 519-525 Morgan Avenue apartment complexes in 2005 in an effort to assist the Downtown CRA as they assembled properties south of the In-Town Bypass. Through the years these properties were managed by a third party and continued to be a financial drain on the CRA due to high vacancy rates and constant repairs. In 2013, the Mid Town Advisory Board asked staff to make a concerted effort to sell the properties. In the spring of 2014, a responsible buyer who had an extensive resume for providing safe, clean, affordable housing in Polk County and came recommended by the Lakeland Housing Authority made an acceptable proposal for the purchase of the properties. The CRA closed the transaction on May 30. The new property owners have increased the occupancy and purchased contiguous properties in an effort to improve housing options in the immediate neighborhood.



# WILLIAMS

COMMUNITY  
REDEVELOPMENT  
AREA





## WILLIAMS CRA

In the 2005-07 period lands were formally donated for a university campus a portion of which are located in the Williams CRA. The campus development plan had changed somewhat over the last few years due to changes in focus and decisions by state education and legislative leaders. In 2014, the Florida Polytechnic University campus formally opened to accept its first class of students; the campus includes an academic building, residence hall, admissions center, wellness center and support facilities building. While a public university is not subject to local taxation or the CRA tax increment, it is expected to spur associated development within the surrounding area including much of the CRA. The Williams Acquisition and Holding Co. owns surrounding lands to the west and south of the campus while others own the remaining properties in the CRA. In 2014, the Williams Co. submitted a new land use and development plan for their Development of Regional Impact which includes a portion of the CRA; this new development plan will assist in re-orienting and maximizing synergies with the revised campus development for Florida Polytechnic University. Williams has been in close coordination with FPU and is poised to develop multi-family housing that should assist the university in housing additional students being recruited for the coming college year (fall 2015). The Rockefeller group also owns some property within the CRA and has extended their concurrency and site plan approvals to better position their warehouse industrial project as the economic recovery progresses.

### REVENUES

Tax Increment Revenues  
\$13,891

**TOTAL**

100%

\$13,891

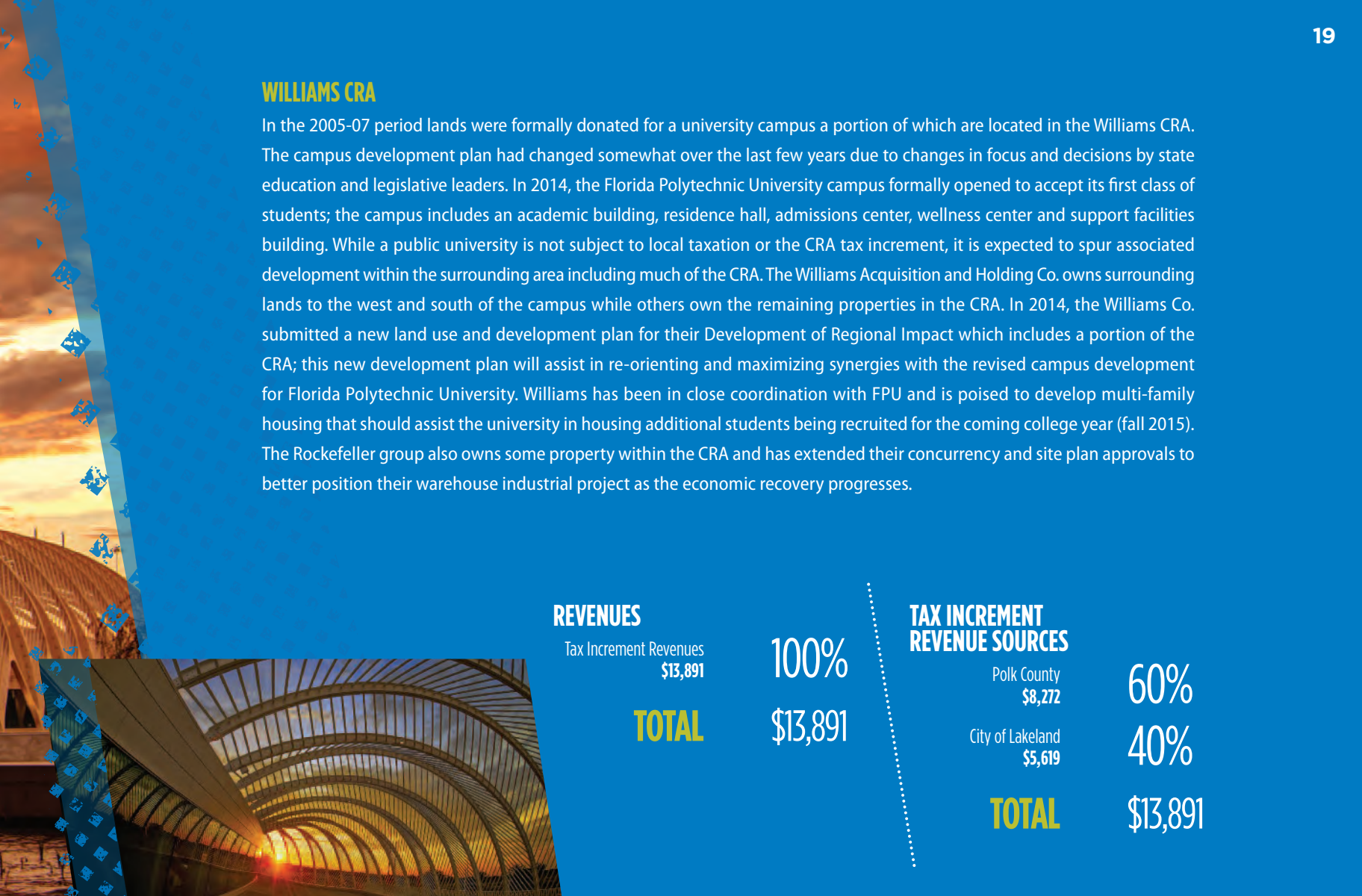
### TAX INCREMENT REVENUE SOURCES

Polk County 60%  
\$8,272

City of Lakeland 40%

**TOTAL**

\$13,891





# ENTERPRISE ZONE



## GROWING AND INVESTING IN LAKELAND

Lakeland's Enterprise Zone is designed to promote and accelerate economic development, housing and general public and private improvements for residents and businesses within the zone. Encouraging capital investments, the Enterprise Zone will help to achieve a sustainable and diverse local economy with greater economic opportunities. Since receiving the Enterprise Zone designation in 2006, Lakeland has processed over 100 incentive applications and provided approximately \$325,000 in sale tax refunds to qualified businesses and property owners. Though these numbers are not as substantial in volume as the typical incentives provided for qualified target industry businesses, the assistance is meaningful as it is often geared towards small and growing businesses within the core of our central city.

On December 31, 2015 the Florida Enterprise Zone Program is scheduled to sunset. This valuable program and its incentives are an important tool used to attract new businesses while promoting our existing ones. With Polk County's Legislative Delegation joining many other Cities and Counties supporting this incentive we look forward to the reinstatement of the Florida Enterprise Zone Program for an additional 10 years.



# 18

Enterprise Zone Business Equipment Incentives  
were processed in the amount of

# \$42,770





# LAKELAND

# A GREAT PLACE TO LIVE





# MEETING TIMES AND LOCATIONS

## City Commission

1st and 3rd Mondays / 9:00 AM / City Commission Chambers

## Planning and Zoning Board

3rd Tuesday / 8:30 AM / City Commission Chambers

## Zoning Board of Adjustments and Appeals

1st Tuesday / 9:00 AM / City Commission Chambers

## Historic Preservation Board

4th Thursday / 7:30 AM / Building Inspection Conference Room

## Lakeland Downtown Development Authority

3rd Thursday / 8:00 AM / City Commission Conference Room

## Downtown CRA Advisory Board

1st Thursday / 8:00 AM / City Commission Conference Room

## Dixieland CRA Advisory Board

3rd Tuesday (Even Months) / 4:00 PM / City Commission Conference Room

## Mid Town CRA Advisory Board

1st Thursday / 3:00 PM / City Commission Conference Room

## Enterprise Zone

Meetings as called

Photo credit: Tom Hagerty

**LakelandCRA**  
COMMUNITY REDEVELOPMENT AGENCY

City of Lakeland • 228 South Massachusetts Avenue • Lakeland, Florida 33801  
[www.lakelandcra.net](http://www.lakelandcra.net) • 863.834.6011

