

# LAKELAND CRA

COMMUNITY REDEVELOPMENT AGENCY

## AGENDA

### Community Redevelopment Area Advisory Board

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Thursday, March 1, 2018 | 3:00 PM – 5:00 PM  
City Commission Conference Room, City Hall

**A. Financial Update \***

**B. Board Recommendations – Action Required**

**C. Action Items**

1. Old Business
  - 1.1 Meeting Minutes dated February 4, 2018 (Pg. 12-14)
  - 1.2 802 N Massachusetts Ave Update (Pg. 15-19)
2. New Business
  - 2.1 Lighthouse Ministries Request (Pg. 20)
  - 2.2 Land Assemblage on Kentucky Ave (Pg. 21-22)
  - 2.3 Tax Collector Request (Pg. 23-25)

**D. Discussion Items**

**E. Adjourn**

\* For Information

NEXT REGULAR MEETING:

**Thursday, April 5, 2018 3:00 - 5:00 PM – City Commission Conference Room**

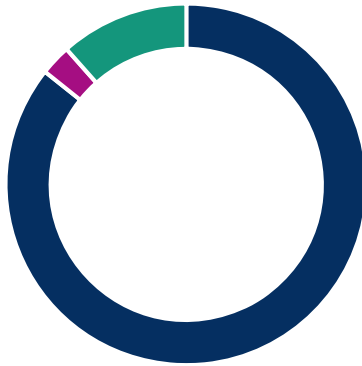
### Downtown Fund



■ Available	\$573,463
■ Expenses	\$318,310
■ Encumbrances	\$645,141

Estimated Income in FY 2019 \$1,445,042

### Dixieland Fund



■ Available	\$627,824
■ Expenses	\$20,184
■ Encumbrances	\$84,481

Estimated Income in FY 2019 \$277,663

### Midtown Fund



■ Available	\$606,601
■ Expenses	\$2,220,731
■ Encumbrances	\$7,430,767

Estimated Income in FY 2019 \$3,293,356

# City of Lakeland Advisory Boards & Committees Application



**Please Return to:**  
 City Clerk's Office  
 City of Lakeland  
 228 S. Massachusetts Avenue  
 Lakeland, FL 33801  
  
 Deborah.Cason@lakelandgov.net  
 Telephone: 834-6210 Fax: 834-8204

*It is the citizen's responsibility to keep the information on this form current.*  
*Please call or email the City Clerk's Office to advise of any changes.*  
*Applications will remain in our active files for two years.*

Name: Jeffrey S. Hynes Date: 12/03/2017  
 Home Phone: N/A Cell Phone: 863-899-7179 Email: jshynes57@gmail.com  
 Occupation: Realtor©  
 Employer: La Rosa Realty

Home Address: 2822 Banyan Lane  
Lakeland, FL. 33805  
 City/State/Zip:

Mailing Address: 2822 Banyan Lane  
Lakeland, FL. 33805  
 City/State/Zip:

*The City of Lakeland strives to ensure that all City Boards & Committees are representative of the community's demographic makeup and that all citizens are represented. To assist in this endeavor, please check the appropriate box.*

Race:  American Indian or Alaskan Native  Asian or Pacific Islander  Male  Physically Disabled  
 African American  Hispanic  Female  (for reporting purposes only)  
 Caucasian  Other

I am interested in serving on the following advisory boards and/or committees: (check all that apply)

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Affordable Housing Advisory Committee       | <input checked="" type="checkbox"/> Housing Authority Board               |
| <input checked="" type="checkbox"/> Affordable Housing Review Committee         | <input checked="" type="checkbox"/> Nuisance Abatement Board              |
| <input type="checkbox"/> Airport Advisory Board                                 | <input type="checkbox"/> Planning and Zoning Board*                       |
| <input type="checkbox"/> Beautification Board                                   | <input type="checkbox"/> Police Officers Retirement Fund                  |
| <input checked="" type="checkbox"/> Civil Service Board                         | <input type="checkbox"/> Public Employee Relations Commission             |
| <input type="checkbox"/> Code Enforcement Board*                                | <input checked="" type="checkbox"/> Utility Committee (Lakeland Electric) |
| <input checked="" type="checkbox"/> Community Redevelopment Area Advisory Board | <input type="checkbox"/> Zoning Board of Adjustment and Appeals*          |
| <input type="checkbox"/> Employees' Pension Board*                              |   |
| <input type="checkbox"/> Firemen Pension Trust*                                 |   |
| <input checked="" type="checkbox"/> Historic Preservation Board                 |   |
- \*Financial Disclosure Form is Required

*For more information on any of the boards or committees listed above, please visit [www.lakelandgov.net](http://www.lakelandgov.net)*

## staff purposes

Inside City limits:  Y  N Quadrant:  NW  NE  SW  SE Inside LE Service Territory:  Y  N  
 Confirmed Receipt: 12-8-17 SMC Entered: \_\_\_\_\_

Present or Prior Service on Governmental Boards and Committees:

**Please Tell Us About Yourself** (ie., education, profession, personal and/or professional accomplishments, honors/awards, professional designations, hobbies, etc.) or attach a current resume.

I've lived in Lakeland for about 30+ years and in Florida for over 40+ years.

I currently attend St. Joseph and The Resurrection Catholic Church and am a member of the Knight of Columbus.

I'm currently working on my GRI professional certification from the National Association of Realtors.

Computers, photography, pen and ink and reading are my hobbies.

Please see resume for additional information.

Please feel free to provide additional information or letters of endorsement.

*Thank You for your interest in serving our City Government!*

Revised: 9/2015

# Jeffrey S. Hynes

Jshynes57@gmail.com

## CAREER OVERVIEW

- Real Estate Professional.
- Technically-advanced information specialist successful in software administration, ETL processing and reports development using Crystal Reports, SQL Server BI tools and MicroStrategy platform.
- Project leader on the installation of a legal software application
- Developed several SSRS financial reports for the business finance department
- Developed several SSIS packages to extract, transform and load into the accounting database.
- Developed several Crystal reports for the business finance department
- Experienced in building MicroStrategy environments and reports.

## QUALIFICATIONS

- Programming and design skills - Strong collaborative skills
- Strong analytical skills - Excellent problem-solving skills.
- Database servers - Patient and diligent
- Structured query language (SQL) - MS Office proficiency

## TECHNICAL SKILLS

<u>Skills</u>	<u>Experience</u>	<u>Total Years</u>	<u>Last Used</u>
SSIS	Intermediate	3	2013
SSRS	Intermediate	8	2016
Crystal Reports	Intermediate	7	2016
T-SQL	Strong/Advanced	9	2016
MicroStrategy	Intermediate	2	2016

## WORK EXPERIENCE

**La Rosa Realty | Lakeland, FL** **July 2017 to Present**  
**Real Estate Agent**  
Currently working as real estate agent.

**HealthPlan Services | Tampa, FL** **May 2016 to October 2016**  
**MicroStrategy Administrator and Report Developer**

- MSTR administrator for the Datalink department.
- Experienced in setting up a complete project life cycle, from development to production.
- Experienced in project duplication and object migration process.
- Experienced in setting up user security, security filters, ACL and language translation on objects.
- Installation of MSTR application in our QA, UAT and PROD environments. Setup desktop users when needed.
- Maintained and monitored 12 Windows 2012 R2 (Web and App) servers in our DEV, QA, UAT (clustered) and PROD (clustered) environments.
- Experience in SQL tuning MicroStrategy reports and communicating changes to the MSTR architect/DBA.
- Developed user analysis reports for management.

**Albertelli Law | Tampa, FL** **November 2014 to May 2016**  
**BI Developer**

- Developed SSRS reports for the foreclosure/bankruptcy and REO departments.
- Technical lead on the development of forms workflow used by attorneys to enter their hearings results in a timely and efficient manner.
- Support lead for SSRS report subscriptions and any related issues.

- Developed SQL ETL jobs.
- Converted Crystal reports to SSRS reports.

**Chapters Health System | Temple Terrace, FL**  
**BI Developer**

**August 2013 to November 2014**

- Developed SSRS reports for the Medical Services and Accounts Receivable department.
- Developed a MicroStrategy dashboard for the Professional Relations department.
- Monitor daily ETL jobs.

**Holland & Knight LLP | Tampa, FL**  
**IT Systems Support**

**May 2003 to April 2013**

- Used Transact-SQL to investigate and interrogate a financial database to meet the on-demand, on-going reporting needs of the firm.
- Created and developed reports for the financial, marketing departments using a combination of Transact-SQL stored procedures, Crystal Reports and SSRS.
- Developed and implemented a monthly KPI reporting system called PAR project, using Microsoft SSIS, SSAS, and SSRS products.
- Programmed, developed and implemented a new SQL based electronic invoicing system.
- Maintained and administer 12 servers.
- Developed the process to queue financial reports for printing and emailing firm wide.
- Project lead on installation of attorney's time entry application called DTE Axiom.
- Project lead on installation of DTE Axiom's iOS mobility suite.
- Numerous upgrades to accounting and financial software applications.
- Created SSIS packages that transferred data from our accounting database to a vendor's ftp site. This required monitoring and periodic maintenance as required by the vendor.
- Developed various SSIS packages which included file archival, building dimensional tables for our cube, shipping data from the accounting database to various databases within the hklaw domain.
- Created a daily subscription based SSRS report that provided graphical analysis and balancing of attorney's time entry in the DTE Axiom database to the accounting systems database.

## **EDUCATION AND TRAINING**

**Florida Career Institute | Lakeland, FL**

Diploma Computer Electronics & Networking 2001

- Trained in electronics, computer repair and networking computers.
- Trained in installing computer operating systems and applications.

**University of South Florida | Tampa, FL., US**

Bachelor of Arts in Management 1985

Minor in Management Information Systems

**Edison Community College Fort Myers, FL, US**

Associate of Arts in Business 1982

## **CERTIFICATIONS**

- MCSA SQL 2012
- CompTIA A+
- CompTIA Network+
- New Home Co-Broker NHCB

# City of Lakeland Advisory Boards & Committees Application



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Deborah.Cason@lakelandgov.net  
Telephone: 834-6210 Fax: 834-8204

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*Please call or email the City Clerk's Office to advise of any changes.*

*Applications will remain in our active files for two years.*

Name: HARRY BRYANT Date: FEB 6, 2018  
 Home Phone: (883) 687-6163 Cell Phone: (863) 698-2157 Email: HBRYANT195@AOL.COM  
 Occupation: RETIRED  
 Employer: \_\_\_\_\_

Home Address: 1045 WEST 10TH STREET  
 City/State/Zip: LAKELAND, FL 33805-3518

Mailing Address: \_\_\_\_\_  
 City/State/Zip: SAME AS ABOVE

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| <input type="checkbox"/> Firemen Pension Trust*                                 |  |
| <input type="checkbox"/> Historic Preservation Board                            |  |

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staff purposes

Inside City limits:  Y  N Quadrant:  NW  NE  SW  SE Inside LE Service Territory:  Y  N

Confirmed Receipt: 2-23-18 DMC Entered: 2-23-18 DMC



**HB**

**HARRY BRYANT**

## **OBJECTIVE**

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To become a member of the  
Lakeland Community  
Redevelopment Board

## **SKILLS**

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computers and photography are  
my hobbies.

## **EXPERIENCE**

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Residential Appraiser for Pinellas County Property Appraiser's Office  
From 1977 to 1990

Appraiser for the State of Florida, Department of Revenue  
From 1990 to 1997

Real Estate Appraiser for Polk County Property Appraiser's Office  
From 1997 to 2011

## **EDUCATION**

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### **DEGREE • DATE EARNED • SCHOOL**

I received a Bachelor's Degree from Tampa College in 1984

I received a Certified Florida Evaluator designation from  
The State of Florida, Department of Revenue in 1985

## **VOLUNTEER EXPERIENCE OR LEADERSHIP**

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I am a member of New Bethel AME Church

I am a member of Mu Zeta Lambda, Alpha Phi Alpha Fraternity, Inc

Member of the Lakeland Branch of the NAACP

Recently approved as a volunteer in Polk County Public Schools



**EMAIL**



**TWITTER HANDLE**



**TELEPHONE**



**LINKEDIN URL**



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Deborah.Cason@lakelandgov.net  
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Name: Brandon Eady Date: 02/23/2018

Home Phone: \_\_\_\_\_ Cell Phone: (863) 712-1909 Email: eady@kw.com

Occupation: Residential Real Estate Sales Associate

Employer: Keller Williams Realty Lakeland

Home Address: 813 Mississippi Avenue  
City/State/Zip: Lakeland, FL 33801

Mailing Address: 218 E. Pine Street  
City/State/Zip: Lakeland, FL 33801

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staff purposes

Inside City limits:  Y  N Quadrant:  NW  NE  SW  SE Inside LE Service Territory  Y  N

Confirmed Receipt: 2-26-18 DMC Entered: 2-26-18 DMC



# BRANDON J. EADY

## WHAT I DO

Helping people with their real estate needs is my opportunity to have an incredible impact on my clients' lives. As a Real Estate Agent, I get the privilege to pop into a family's lives for a few months, and by finding the perfect home or selling a house, help my clients achieve their real estate and financial goals. Which is a pretty wild legacy, when you think about it.

## EXPERIENCE

**Team Lead | The Eady Group, a Keller Williams Realty Team | April 2016 – Present**

My team seeks out families and individuals to help with their real estate needs. I have trained my agents to take a consultative approach and I have developed detailed systems to deliver a universal customer service experience that produces predictable, consistent results that exceed our clients' expectations. We have helped our customers buy and sell over 120 properties since 2016.

**Agent | Keller Williams Realty | Feb 2013 to Present**

As well as running a sales team, I am a producing agent at Keller Williams Realty and have consistently ranked in the top 10% of production over the last 18 months. Since 2013, I have personally helped clients buy and sell over 110 properties.

## EDUCATION

**B.A. Political Science and Public Administration | Spring 2010 | University of North Florida**

My coursework focused on survey analysis, electioneering, and general administration, with my senior thesis exploring gerrymandering and vote stacking in the Jacksonville City Council districts.

## MY BOARD EXPERIENCE

Regional ALC for KW Lakeland (2017-Present)

Associate Leadership Council for KW Lakeland (2016-Present)

Lakeland Downtown CRA Advisory Board (2013-2015)

UNF Student Body Senate (2006-2009)



Eady@kw.com



863.712.1909



linkedin.com/in/beady



@BrandonEady

www.EadyGroup.com

## THE BEST VERSION OF DOWNTOWN

I believe in growth. I believe Downtown will be stronger economically and even more socially vibrant when there are more stakeholders who have ownership of their small piece of Downtown Lakeland. I believe in promoting growth through increasing and diversifying the ranks of ownership and the style of ownership.

**Community Redevelopment Area Advisory Board  
Meeting Minutes  
Thursday, February 1, 2018  
3:00 – 5:00 PM  
City Commission Conference Room, City Hall**

**Attendance**

Board Members: Ben Mundy (Vice-Chair), Brian Goding, Pastor Edward Lake, Frank Lansford, Commissioner Stephanie Madden, Cliff Wiley, Dean Boring

Absent: Cory Petcoff (Chair) and Zelda Abram

Staff: Nicole Travis (CRA Manager), Charles “Chuck” Barmby (Community Development), Alis Drumgo, Valerie Ferrell, D’Ariel Reed, Jonathan Rodriguez and Michael Smith

Guests: Oscar Sol and Gene Strickland (Green Mills Group) and Jeffery Hynes

**Packets**

- Meeting Minutes dated January 4, 2018
- Financial Update
- Memo – 114 East Parker Street Update
- Memo – Expansion of CRA Incentive Programs
- Memo – Parker Street Block Purchase Contract

**Housekeeping**

**Action Items – Old Business**

**Meeting Minutes dated January 4, 2018**

At the request of Zelda Abram, Nicole Travis noted that the minutes were revised to correct the spelling in Mrs. Abram’s name. Ben Mundy also noted a correction needed in the total annual Fix-It Up budget, which should have read \$300,000.

Frank Lansford moved approval of the minutes as amended. Eddie Lake seconded the motion and it passed unanimously.

**Financial Update**

Nicole Travis reviewed the monthly report noting the estimated income for the upcoming fiscal year was added to the report, as requested by the Board.

**South Florida Avenue Update**

Chuck Barmby updated staff on the planning progress of the resolution adopted by the Commission in May of 2017. The Florida Department of Transportation (FDOT) is currently developing implementation options for a “Road Diet Test”, which would entail blocking off lanes within the South Florida Avenue corridor. By the end of the calendar year, FDOT will also be moving forward with a Motorist Bypass System, which would involve the installation of “blank-out signs” used to suggest to motorists an alternate or “bypass route” to take when railroad gates are down along South Florida Avenue. The Central Lakeland Transit Signal Prioritization project is expected to be implemented within the next FDOT fiscal year, permitting the adjustment of red light times based on the presence of buses in the area and in consideration of any delays in schedules along South Florida Avenue.

### **114 East Parker Street Update**

Alis Drumgo provided an update on the Board's request for Staff to obtain renovation estimates to better understand the cost differential between tenant improvements and general improvements to bring the building to code. Staff collaborated with Furr & Wegman Architects and Mid-South Contractors and the proposed cost of improvements is \$279,500 or \$37.27/SF. Should the Board elect to subdivide the space for two tenants, the cost would be an additional \$20,350.

The construction timeline is projected at 45 days from permit approval. Staff recommends the Board allow Staff to obtain two additional quotes for service scope and move forward with the most favorable quote. Staff would actively recruit and invite proposals from interested parties to be reviewed at the April 5th meeting.

Nicole Travis asked for direction from the Board with respect to a recruitment timeline for potential tenants and/or clarification as to whether there is an option to sell the property.

Alis noted a multimedia company proposing to master tenant the space; the subtenants would serve as an artistic studio and Caribbean Café. They are currently offering \$50,000 annually in base rent, not including utilities, which equates to approximately \$6/SF superseding the status quo.

Discussion ensued regarding the renovation estimates received by Staff, approximate costs for the buildout needed to house the Caribbean Café and the status of the purchase of 717 North Florida Avenue and 111 East Parker Street properties.

Dean Boring arrived during this discussion.

Michael Smith provided an update on the purchase of the Lighthouse properties located at 717 North Florida Avenue and 111 East Parker Street. Staff received a bottom line offer for both properties at \$513,800 with a 30-day due diligence period. This proposal is \$68,800 more than the amount previously approved by the Board. Staff is requesting the ability to meet the lowest acceptable offer.

Eddie Lake moved approval of Staff's recommendation to obtain additional quotes and contract services for "vanilla boxing" 114 East Parker Street property and to secure a lease agreement with Multimedia/Caribbean Café tenant. Cliff Wiley seconded the motion and it passed unanimously.

## **Action Items – New Business**

### **Expansion of Incentive Programs**

Nicole Travis proposed the Board consider the expansion of the incentive programs currently offered by the CRA across the three districts. In the past year we have seen development activity increase throughout the city. The property owner incentives continue to add great value to our revitalization efforts in the CRA districts. In an effort to continue encouraging private investment in the three districts, Staff is proposing an expansion of the incentives offered by the CRA.

The structure of each individual incentive would remain consistent with the terms of eligibility and approval process as previously approved by the Board. Staff recommends approval of the following:

#### **Downtown**

- Infill Adaptive Reuse for Second Floor uses
- Fix-It Up Program (Garden District) for Investors
  - \$2,500 Matching Grant

## **Dixieland**

- Infill Adaptive Reuse \$15,000
- Tax Increment Financing

Discussion ensued regarding investor stipulations.

Dean Boring moved approval of Staff's recommendation for the Downtown CRA district with the following stipulations; restriction of Infill Adaptive Reuse to second floors only, with up to \$30,000 per project and a 1-to-1 match, limitation of the Fix-It Up program for investors in the Garden District to a maximum \$40,000 annual allotment for the first year, \$15,000 per property and up to \$1,500 per unit for exterior improvements with a 2-to-1 match. Eddie Lake seconded the motion and it passed unanimously.

Frank Lansford moved approval of Staff's recommendation for the Dixieland CRA district with the following stipulations; Infill Adaptive Reuse up to \$15,000 with a 1-to-1 match and the implementation of Tax Increment Financing. Cliff Wiley seconded the motion and it passed unanimously.

## **Parker Street Block Purchase Contract**

Oscar Sol presented a purchase contract for CRA owned properties identified as parcel ID's 24-28-18-200000-050011, 24-28-18-200000-050050, 24-28-18-200000-050080, 24-28-18-200000-050070 and 24-28-18-200000-050110 for \$324,000. Green Mills is seeking a partnership with the CRA in an effort to develop approximately 80 affordable housing residences within a 4 story residential building. Their current business model is to seek Low Income Housing Tax Credit Financing in upcoming Florida Housing Finance Corporation funding rounds, receive a one-time subsidy in the form of a tax credit from the CRA and eliminate any operational support thereafter.

Discussion ensued regarding the terms of Florida Housing Finance Corporation's program approval process, construction specifications and parking options.

Staff recommends approval of the purchase contract as presented to the Board, contingent upon the Green Mills' receipt of the Low Income Housing Tax Credit.

Frank Lansford moved approval of Staff's recommendation with architectural review to be conducted by CRA Staff. Dean Boring seconded and the motion passed unanimously.

## **Discussion Items**

Nicole Travis asked the Board to revisit the recommendation for the purchase of the Lighthouse properties located at 717 North Florida Avenue and 111 East Parker Street.

Discussion ensued regarding marketing the property and the use of space as proposed by Jon Bucklew.

Cliff Wiley moved approval of the purchase of 111 East Parker Street at \$513,800 with terms acceptable by Staff. Brian Goding seconded the motion and it passed unanimously.

## **Adjourned at 5:03 PM**

**Next Meeting, Thursday, March 1, 2018, 3 PM, City Commission Conference Room.**

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Cory Petcoff, Chairman

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Date

# Memo

To: CRA Advisory Board  
From: Valerie Ferrell, CRA Project Manager  
CC: Nicole Travis, CRA Manager  
Date: February 23, 2018  
Re: 802 N Massachusetts Ave – Food Truck Park

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## **Background:**

In April 2017, the CRA Advisory Board directed staff to acquire 802 N Massachusetts Avenue. The purpose of acquisition was purely for land assembly next to Mass Market and its proximity to the highly visible intersection of Parker Street and Massachusetts Avenue. This corner is visible to approximately 25,000 vehicles daily, so its marketability as an anchor commercial use is high. The adjacent grass lot is used for event parking for Mass Market tenants. The corner is zoned C-2 and separate from the Mass Market Planned Unit Development zoning designation (PUD). This zoning is ideal for a broad range of office and retail commercial uses with exposure to high traffic volumes. Staff recognizes the long-term reuse of the combined lots is ideal for private commercial development. However, the efforts of the CRA to initiate the investment has been the norm in previous years, at least until private investment can begin.

Staff later received inquiry from the Tampa Bay Food Truck Rally (TBFTR) group to occupy the corner site at 802 N Massachusetts Ave for a food truck park, bar, and dog park. Due to the nature of the business and ideal reuse of the site, the Advisory Board granted approval to proceed with a budget not to exceed \$100,000. Staff began preliminary site plans, architectural design and drafting lease terms. Kimley-Horn has prepared the preliminary site plan (attached). This concept allows for maximum access for Mass Market event parking, as well as a secured corner for the food truck park. The food truck park would house 6 food trucks, ADA-accessible parking spaces and access to food trucks, fenced dog park area, directly adjacent to the bar within the existing building. Cost estimates for the food truck park area is approximately \$9 per square foot, while the event parking is \$6.75 per square foot

KCMH has prepared architectural renderings that demonstrate a similar concept as the Mass Market building, but playing off the garage shop concept that has historically been at this site. This will maximize the existing building footprint, orienting the bar towards the activity of the food trucks as well as clear visibility of the dog park area. Based on conversations with TBFTR, the architect has recommended demolition of building in order to build a structure to support high visibility and storefront glass on all 4 sides with an approximate cost of \$170 per square foot.

Preliminary lease details would provide a rent structure based on success of the food truck fees and alcoholic beverage sales. The initial first six-month of the lease would provide for \$500 monthly rent, plus sales tax, after which will increase to a base monthly rent of \$1,000. If the gross receipts for the bar and food truck fees exceed \$35,000, then rent would increase to \$2,000 monthly. In addition to the base rent, the lessee shall also pay 10% of gross alcoholic beverage sales for every special event. The annual income could be \$9,000 minimum for the first year in addition to the liquor sales revenue. As business grows for the food truck park, revenue could easily exceed \$24,000 annually. Over a 5-year lease, the CRA could realize a minimum return of \$105,000 in rent as well as the asset appreciation.

### **Staff Recommendation:**

The CRA has aggressively pursued acquisition of strategic properties for the purposes of redevelopment, to increase property values and eventually see reinvestment by private development. The attached map identifies all properties under contract or currently owned by the CRA in the immediate Mass Market area.

Due to the initial approved budget of \$100,000 for the food truck park, staff is seeking direction from the Advisory Board and offers the following alternatives for consideration:

- 1) Pursue the redevelopment of the food truck park with an estimated budget impact \$350,000
- 2) Request proposals from private developers to purchase and redevelop the entire site for uses as defined by the Board, with the following considerations:
  - a. C-2 zoning allows residential above the 1<sup>st</sup> floor, general office and retail, entertainment uses, restaurants, hotels, and other uses conducive to high traffic corridors
  - b. Location at a signalized intersection and traffic counts make this site desirable for new development
  - c. CRA investment in area has exceeded \$6.5 million
  - d. Preferred uses would include residential (apartments, micro-units, etc) with first floor being used for commercial (retail/entertainment/restaurant) tenants.
  - e. Residential rental market analysis indicates a significant gap in mid-low to low-income affordable housing inventory



**CRA Property**



**Target Property**



**Food Truck Park**



**Tax Collector  
Employee Parking**

**929  
N Tennessee**

**Gospel  
Inc**

**Mass Market  
Talbot House  
Parking**

**Mass Market**

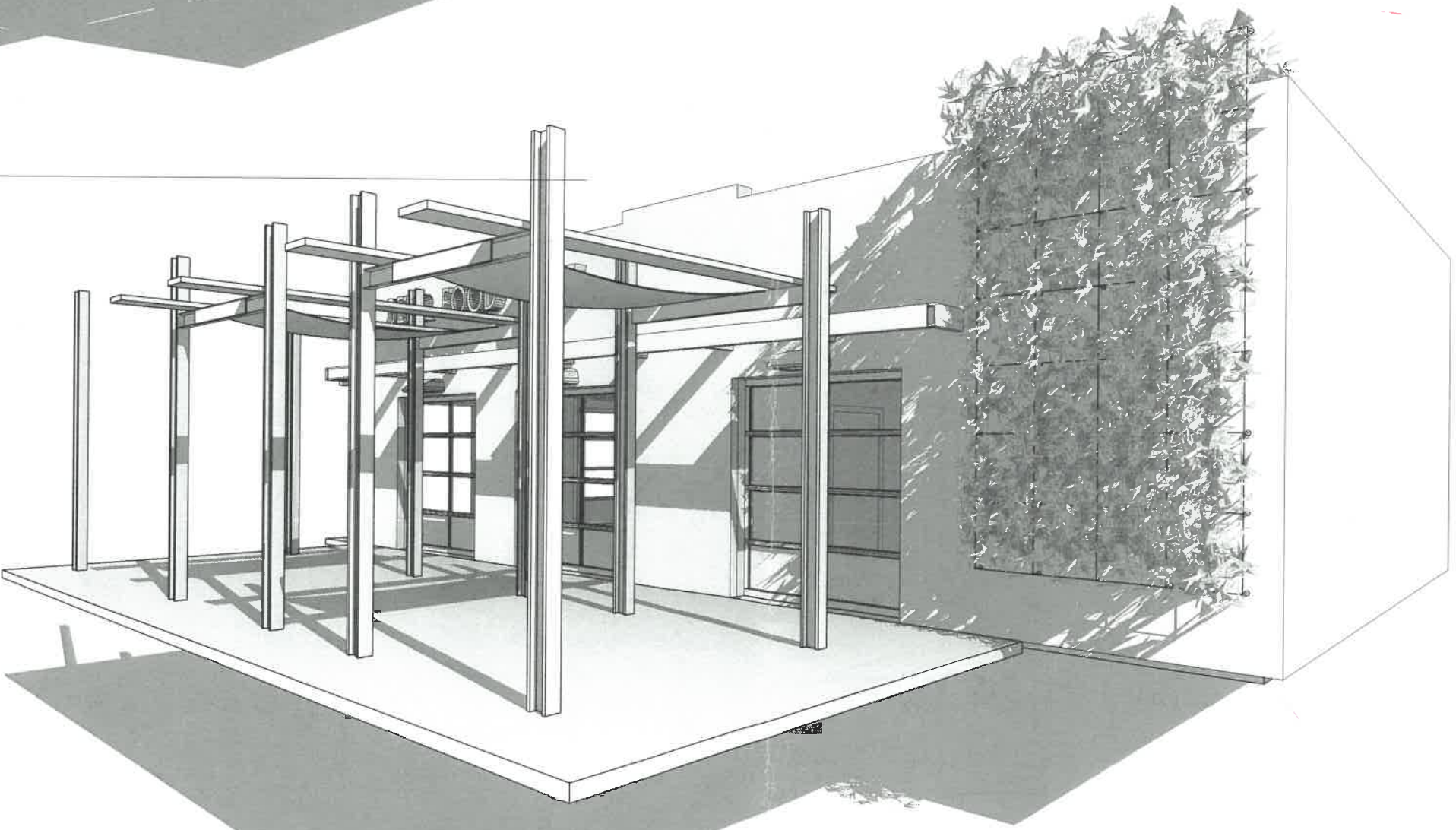
**808  
N Iowa**

**Crystal's  
World of  
Dance**

**Future  
Commercial  
Development**







REFERENCE:





## BOARD OF DIRECTORS

**ASHLEY TROUTMAN**  
CHAIRMAN

**DIANNE BISHOP**  
VICE CHAIR

**GINA SAUNDERS**  
SECRETARY

**WADE THOMPSON**  
TREASURER

**DAVE WICKENKAMP**  
PAST CHAIRMAN

**DAVID ADAMS** DIRECTOR

**JEFF STEPHENS** DIRECTOR

**STEVE TURBEVILLE** PRESIDENT & C.E.O.

**JEFF COOK** ADVISORY COUNCIL

**BOB RELPH** ADVISORY COUNCIL

### OUR MISSION

Lighthouse Ministries is set apart by the Spirit of God to communicate the Gospel of Jesus Christ to meet the physical, emotional, and other needs of the poor and at-risk population.

### OUR VISION

Our vision is for the individuals we serve to achieve an overall outcome of God's peace, life purpose, and fulfillment of potential.

### OUR CORE VALUES

- JESUS CHRIST
- TRUTH
- INTEGRITY
- COMPASSION
- ACCOUNTABILITY
- DISCIPLINE
- UNITY

### FOUR PATHWAYS OF PROGRESS

**SPIRITUAL GROWTH**  
**COMMUNITY**  
**INDUSTRY**  
**EDUCATION**



Jay & Eloise Troxel Family Life Center ■ Men's Gospel Rescue Mission ■ George W. Jenkins Center of Learning  
Lighthouse Community Preschool ■ Lakeland Family Store ■ Plant City Family Store  
Winter Haven Family Store ■ Brandon Family Store ■ Havendale Family Store

Dear Nicole,

We are looking forward to presenting a request for options available for our continued lease of the 711 N. Florida Ave at the upcoming March 1<sup>st</sup> meeting. We recognize that any consideration you can give will be a blessing and great opportunity to provide a community benefit as well as provide community redevelopment that promotes Lakeland Downtown.

The purpose of our request will be:

- 1) To encourage a CRA partnership with Lighthouse Ministries for its Family Store and to understand your timeline and requirements to confirm or deny a lease partnership.
- 2) To establish our history of service in downtown Lakeland.
- 3) To join CRA's goal of façade and aesthetics to improve the locations curb appeal as we promote a reasonable retail market to our customers
- 4) To improve employment opportunities to our local community who may be in walking distance of our retail operation.
- 5) To earn your trust as a ministry to the homeless and poor that offers positions that improve our community visually and practically.

The Lakeland Family Store makes approximately \$385,000 in sales annually. The store has operated in the Lakeland 711 North Florida location for 7 years and has it's earliest beginnings in 2004 across the street at 114 E. Parker St. The store provides income and job opportunities for 12 employees. Lighthouse Lakeland Family store provides employment for single moms, women and men who have experienced traumas, addictions and difficulties to become employed. Through this gateway of training provided by the Lakeland Family Store thirty-one present and former residents are employed throughout the Lighthouse Ministries campuses. Logistically Lakeland Family Store is key strategically to the success of putting people back to work.

To be aligned with CRA's efforts to bring about façade ad aesthetic improvements for community redevelopment would be of great benefit to Lighthouse Ministries and to the community we serve. Everything we do moving forward is to give our campus and other areas we are located an inviting and stimulating positive community experience.

Respectfully Submitted,

Steve Turbeville  
President & CEO  
Lighthouse Ministries

**Lighthouse Ministries, Inc.**

215 East Magnolia Street Lakeland, Florida 33801 • Mail: P.O. Box 3112 Lakeland, Florida 33802  
Phone 863.687.4076 Fax 863.616.9473 [www.lighthousemin.org](http://www.lighthousemin.org)

# Memo

To: CRA Advisory Board  
From: Valerie Ferrell, CRA Project Manager  
CC: Nicole Travis, CRA Manager  
Date: February 23, 2018  
Re: Land Assemblage on Kentucky Ave

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## **Background:**

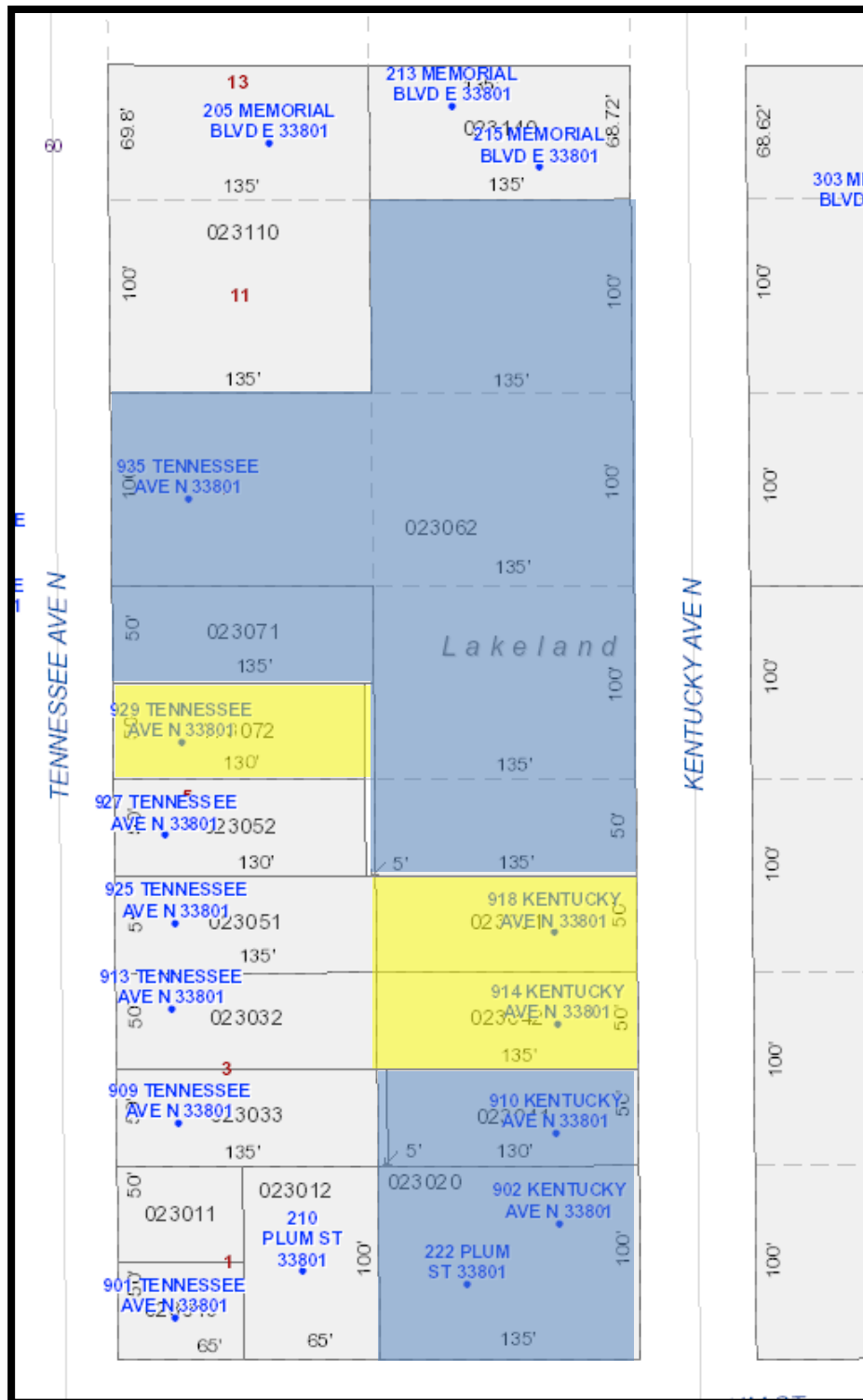
The redevelopment on and near the Mass Market site has spurred much interest, as well as identified a need for overflow parking. The CRA had previously acquired the triple lot at 830 N. Kentucky Avenue to provide employee parking for the Polk County Tax Collector's Office. However, preliminary cost estimates for this secured, paved parking proved not feasible. At its December 2017 regular meeting, the CRA Advisory Board approved purchase of the vacant Word Alive Ministries properties at 0 Kentucky Ave with a cost not to exceed \$200,000. The property has since been acquired and is currently under minor construction to provide 84 Tax Collector employee parking spaces.

At the same meeting, the Advisory Board inquired as to the purchase of the two residential lots at 914 and 918 N. Kentucky Avenue. Staff has since connected with the property owner, Gospel Inc., who is willing to negotiate sale to the CRA. Previous sales have been based on 120% assessed valuation, **or** a cost not to exceed amount approved by the Advisory Board. The current assessed valuation for both properties is approximately \$60,174. The owner collects \$875 monthly rent for both properties.

Also, the CRA became aware of an opportunity to acquire 929 N Tennessee Ave which is directly adjacent to the recently acquired Word Alive Ministries property. This purchase would be in addition to 808 N Iowa Avenue directly behind Crystal's World of Dance and both being currently owned by P&R Management. The combined properties have significant code enforcement abatement costs that will need to be settled. However, negotiation with the owner has been favorable.

CRA owned

Subject Sites



**Staff**

**Recommendation:**

Staff is seeking direction from the CRA Advisory Board to pursue acquisition of the single-family lots at 914 and 918 N Kentucky Ave, as well as the 929 N Tennessee Ave. The purpose of acquisition would be solely for land assemblage and future uses to be determined at a later time.

# Memo

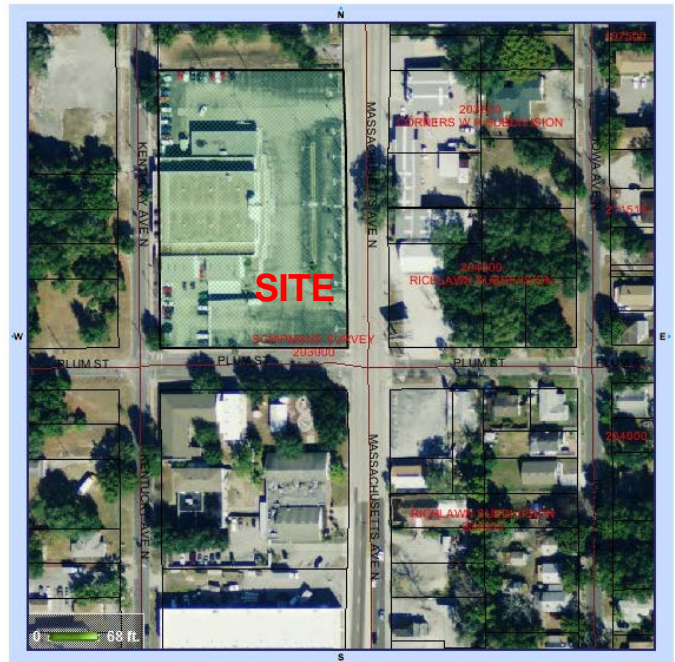
To: CRA Advisory Board  
From: Nicole Travis, CRA Manager  
Date: February 26, 2018  
Re: **Tax Collector Request**

On February 7, 2013, the Midtown CRA Advisory Board voted to approve a recommendation to the Lakeland Community Redevelopment Agency to make a \$600,000 investment into the renovation and reuse of property located at 916 N. Massachusetts Avenue. The City Commission in their capacity as the Community Redevelopment Agency approved the loan. The following are the terms of the loan:

*LCRA shall disburse funds at closing and will place a lien on the property in the amount of \$600,000 for fifty (50) years. Provided that the property is used solely to carry out the functions of the Tax Collector, the State of Florida Department of Motor Vehicles, or both (Permitted Uses), the lien shall be reduced by the amount of \$300,000 in Year 25. Provided that the property is used solely for the Permitted Uses for a period of fifty (50) years from closing, the lien shall be deemed fully satisfied and the Tax Collector shall have no obligation to pay.*

On February 14, 2018 the CRA purchased 0 Kentucky Ave, 902 Kentucky Avenue, 910 Kentucky Avenue and 0 Tennessee Avenue (Word Alive Ministry properties) in an effort to assist with the parking challenges on the Tax Collector's site, 916 N. Massachusetts Avenue and the Mass Market development. The purchase price of the property is \$230,000. a critical area for commercial property investment.

Further assistance is being requested of the CRA. Please see the attached request from the Honorable Joe Tedder and be prepared to discuss at the upcoming Board meeting





# JOE G. TEDDER, CFC, TAX COLLECTOR

Imperial Polk County & The State of Florida

February 23, 2018

Lakeland Community Redevelopment Agency  
Midtown District Advisory Board  
228 S. Massachusetts Avenue  
Lakeland, FL 33801

Dear Midtown Advisory Board:

The Tax Collector's Office located in the Lakeland midtown area was built with the support of the Midtown CRA Board, City of Lakeland, the Board of County Commission, and the Tax Collector's Office for Polk County. In addition to being a community resource that serves over 1,100 customers a day, the facility pays tribute to its original purpose serving as one of Publix Super Market's stores in the early 1950s.

In 2015, when the building on Massachusetts Avenue in Lakeland was being refurbished, we decided to restore the art deco architecture that Publix was known for from that time. We felt this would be a great addition to the neighborhood and would help establish the area as a destination, not just a place for commerce.

In late 2017, the Tax Collector's Office was able to secure private funding to add another iconic Publix feature with murals that often accompanied Publix buildings in the 1950s and 1960s. Publix was able to provide digital photos of two murals that were destroyed several years ago from a South Florida Publix. With private funding of \$55,000, these two approximately 9' x 10' murals are being recreated and will be permanently affixed to the front of the Tax Collector's Office building in the Lakeland midtown redevelopment area adding an additional artistic accent to this thriving community.

In preparation of this artistic addition to our building, we are making improvements to the front of the facility to allow for an unobstructed view of the art, as well as, a landing area for individuals to better enjoy the art. The estimated cost of these improvements based on current plans are as follows:

Preparation of area around the murals	\$13,000
Redesign of current bus stop wall in front of building to allow for better line of sight	\$18,000
Total	\$31,000

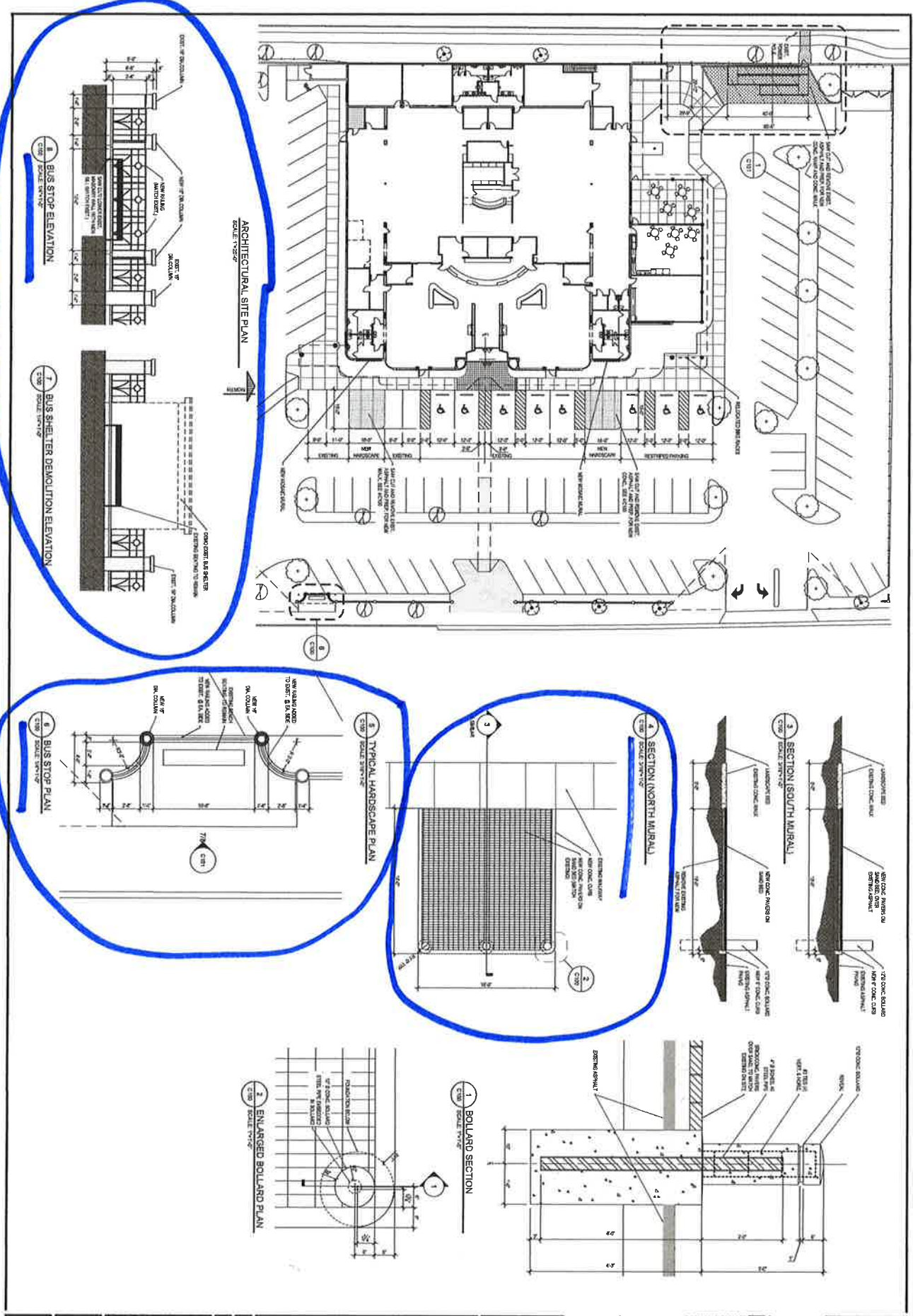
The Tax Collector's Office for Polk County is requesting \$10,000 from the Midtown CRA to help defray these costs.

We appreciate the support of the Lakeland Midtown CRA and the consideration of this request.

Sincerely,

Joe G. Tedder  
Tax Collector for Polk County





PROJECT NO. 0000		DATE 08/14/18	
PROJECT NAME		SHEET NO. 1	
DRAWN BY		SCALE	
CHECKED BY		DATE	
APPROVED BY		PROJECT NO.	
DATE		SHEET NO.	
SCALE		PROJECT NAME	
DRAWN BY		CHECKED BY	
DATE		APPROVED BY	

**POLK COUNTY TAX COLLECTOR**  
**NEW SITE IMPROVEMENT/**  
**ACCESS RAMP**  
**916 NORTH MASSACHUSETTES AVE.**  
**LAKELAND, FLORIDA 33801**

**STRAUGHN TROUT**  
 ARCHITECTS  
 1000 N. W. 10th Ave.  
 Ft. Lauderdale, FL 33304  
 Phone: 754.343.1111  
 Fax: 754.343.1112  
 Website: www.straughtntrout.com

**DATE PLOTTED:** 08/14/18  
**SCALE:** 1/8" = 1'-0"