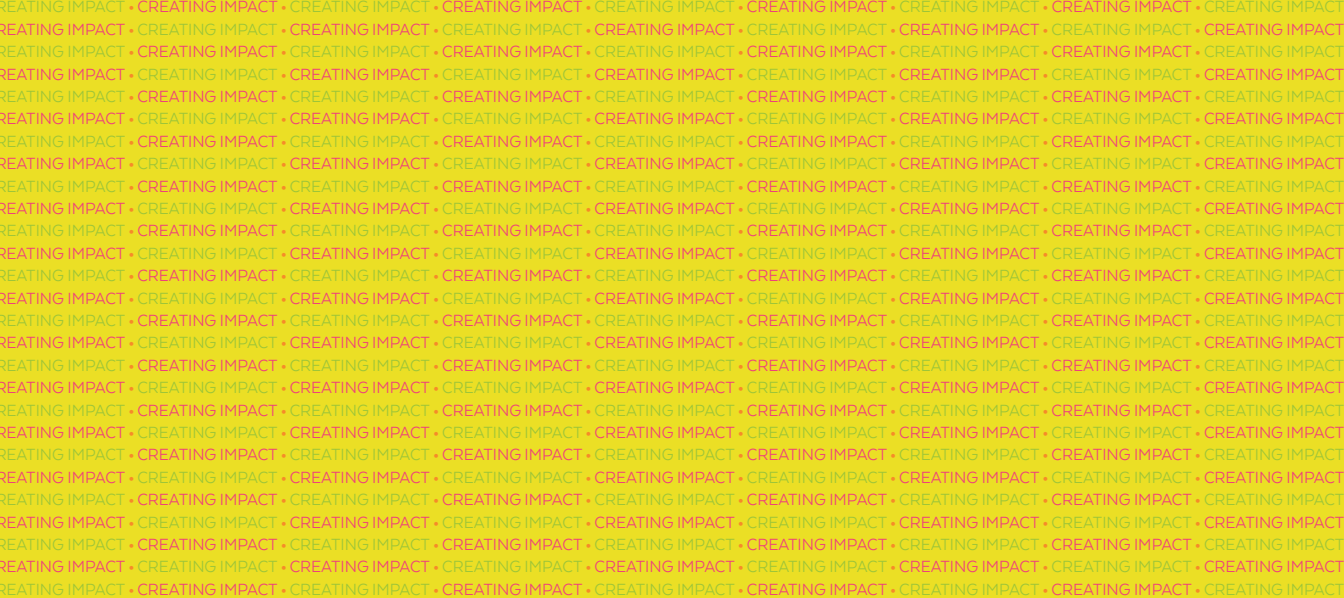


LCRA

CREATING IMPACT

2016 annual report

Lakeland Community Redevelopment Agency



Welcome to Lakeland



IMPACT:

During FY 2016, Lakeland Community Redevelopment Agency (CRA) worked with businesses, developers and property owners in the Dixieland, Downtown and Midtown redevelopment districts to build an even

better city. It was the year of ribbon-cuttings and lease-signings, following previous years of planning and design efforts. Staff arranged financing or managed 18 projects representing an investment of almost \$21 million dollars in the City's economy and supporting the creation of 239 jobs and 74 residential units. **The CRA leveraged \$562,000 in incentives and staff time for a 37:1 return on investment.**

The Agency labored on multiple fronts to enhance the economic attractiveness of our redevelopment districts, facilitate and encourage development by providing the help projects need at every stage of growth. It is our goal to address redevelopment and economic growth in the CRAs' 4,555 acres.

It has been one year since the consolidation of the three CRA Advisory Boards, to a single-purpose Community Redevelopment Advisory Board. Several initiatives and redevelopment projects are underway in the redevelopment areas that will continue to foster collaboration among entities with overlapping interests and goals. It is the collective energy of the Board that is helping the shared vision bear early fruit.

LAKELAND COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD

Chairman **Cory Petcoff**, Dixieland
Co-Chairman **Ben Mundy**, Dixieland
Brian Goding, Dixieland
Zelda Abram, Downtown
Todd Baylis, Downtown
Cliff Wiley, Downtown
Dean Borng, Midtown
Dr. Sylinda Fulse, Midtown
Frank Lunsford, Midtown
Pastor Eddie Lake, At-Large
Commissioner **Jim Malless**,
Mayoral Appointment

CITY OF LAKELAND STAFF

Tony Delgado
City Manager
Brad Johnson
Deputy City Manager
Shawn Sherrouse
Assistant City Manager
Jim Studiale
Director of Community
Development
Celeste Deardorff
Assistant Director
of Community Development

LAKELAND COMMUNITY REDEVELOPMENT AGENCY

Howard Wiggs
Mayor
Commissioners
Jim Malless **Bill Reed**
Don Selvage **Justin Troller**
Phillip Walker **Edie Yates**

LAKELAND COMMUNITY REDEVELOPMENT AGENCY STAFF

Nicole Travis
CRA Manager
Patricia Hendler
CRA Project Manager



COMMUNITY CONNECTIONS

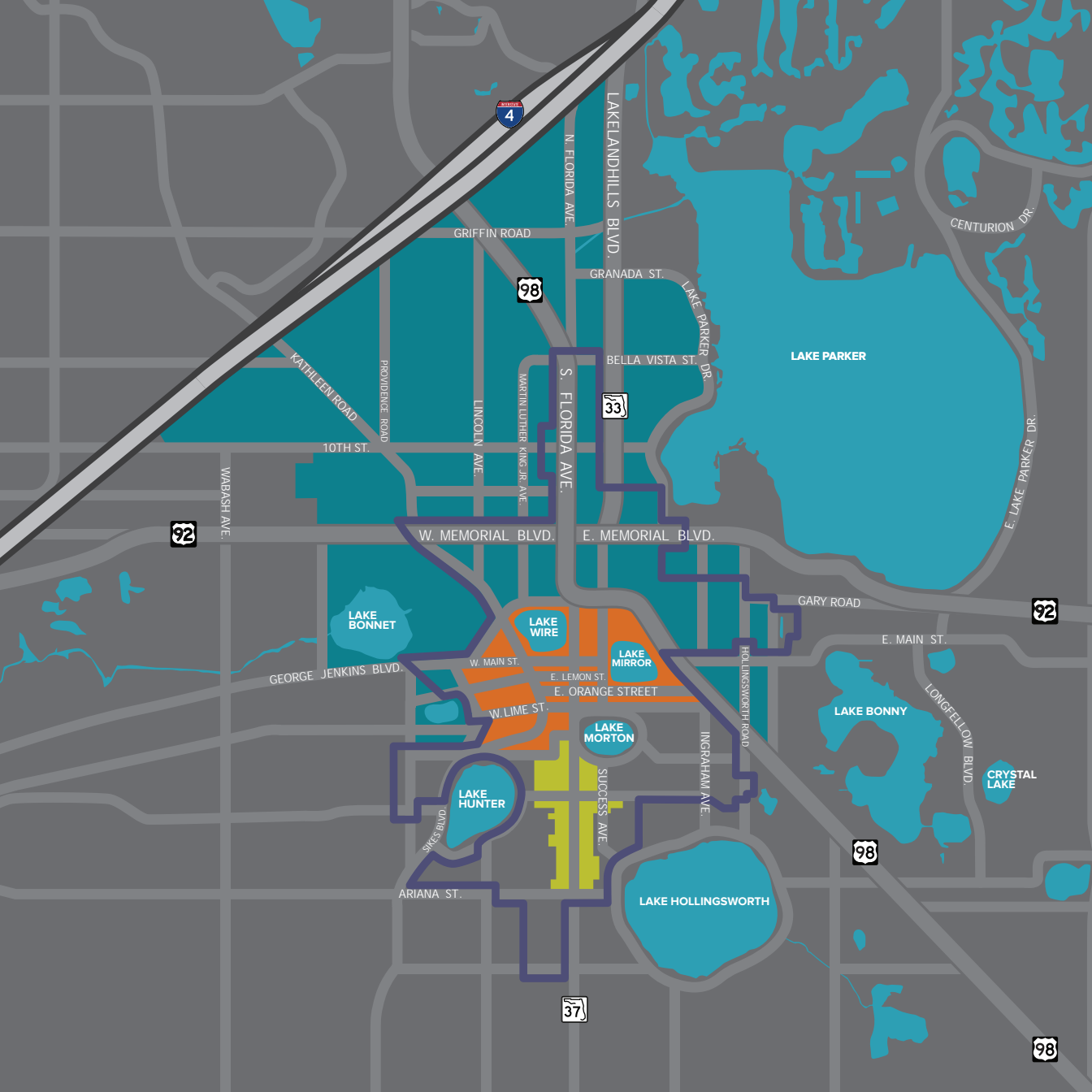
COMMUNITY POLICING INNOVATION

The CRA formed a partnership with the Lakeland Police Department (LPD) that provides an additional layer of services for the three redevelopment districts. This partnership supplements the services currently being provided through LPD's Community Oriented Policing Section (COPS). The dedicated officers will be invaluable to the CRA's neighborhood stabilization efforts. The program provides assigned officers to the areas which results in a familiarity not otherwise achieved. CRA neighborhood business owners, residents, and staff now know who to call when the need arises. The officers have become part of the CRA team working to remove blight and enhance safety within all three areas.

SWAN CITY CYCLES

Swan City Cycles is a fast, easy, fun and affordable transportation option in our city. The CRA supported the implementation and installation of bike share stations in all three redevelopment districts. Zagster has been contracted to provide equipment and operational services for Swan City Cycles. The stations located in Downtown, Dixieland, and the Midtown Community Redevelopment Areas provide access to area colleges, neighborhood retail, and health services including Lakeland Regional Medical Center.





4

98

33

32

32

98

37

98

LAKELAND HILLS BLVD.

N. FLORIDA AVE.

GRIFFIN ROAD

GRANADA ST.

KATHLEEN ROAD

PROVIDENCE ROAD

LINCOLN AVE.

MARTIN LUTHER KING JR. AVE.

S. FLORIDA AVE.

10TH ST.

BELLA VISTA ST.

LAKE PARKER DR.

CENTURION DR.

LAKE PARKER

E. LAKE PARKER DR.

W. MEMORIAL BLVD.

E. MEMORIAL BLVD.

GARY ROAD

LAKE BONNET

LAKE WIRE

LAKE MIRROR

E. MAIN ST.

GEORGE JENKINS BLVD.

W. MAIN ST.

E. LEMON ST.

E. ORANGE STREET

LAKE BONNY

W. LIME ST.

LAKE MORTON

LONGFELLOW BLVD.

CRYSTAL LAKE

SKY'S BLVD.

LAKE HUNTER

INGRAHAM AVE.

HOLLINGSWORTH ROAD

SUCCESS AVE.

ARIANA ST.

LAKE HOLLINGSWORTH

LAKELAND'S ECONOMIC DEVELOPMENT AREAS

-  **DOWNTOWN**
-  **DIXIELAND**
-  **MIDTOWN**
-  **CORE
IMPROVEMENT
AREA**

DOWNTOWN


**NO
BAY**

230 E. Bay St



Leasing Office located at
130 S. Massachusetts Ave.
Lakeland, FL 33801
Office #863-225-5225

NOW LEASING
863-225-5225

NOW LEASING
863-225-5225

2016 DOWNTOWN financials

REVENUES

Tax Increment Revenues
\$1,053,015

102%

Unappropriated Surplus
-\$76,069

-7%

Interest & Miscellaneous
\$52,473

5%

TOTAL
\$1,029,419

EXPENSES

Operating
\$27,199

3%

Economic Development
Incentives
\$52,973

5%

Contractual Service
\$84,572

8%

Corridor Enhancements
\$47,839

5%

Property Management
\$14,608

1%

Debt Service
\$802,228

78%

TOTAL
\$1,029,419

TAX INCREMENT REVENUE SOURCES

Polk County
\$555,899

53%

City of Lakeland
\$456,130

43%

LAMTD
\$40,986

4%

TOTAL
\$1,053,015



DOWNTOWN

NORTH LAKE MIRROR REDEVELOPMENT SITE

In summer 2015, Kimley Horn and Associates was hired to perform an evaluation of the market demand for residential development and density options for the 10 acres on the northeast edge of downtown, owned by the CRA. A Vision Book with objectives and development guidelines was created and used to issue a Request for Qualifications for developers. Three developers responded to the RFQ and the City Commission voted to begin negotiations with top ranked Tampa based development team, Framework Group.

NOBAY

Nobay, the first new residential development proposed and approved for Downtown since 2005, had their ribbon cutting of the 55-unit development in September 2016. This project benefited from dedicated CRA staff that facilitated the acquisition, development agreement, permitting, construction and financial incentives.

The CRA responded to the loss of public parking created by the development of Nobay by designing and implementing a second expansion of the Oak Street Parking lot. The parking lot increased by 67 spaces, for a total of 155 parking spaces one block north of the Nobay development.

FEDERAL BUILDING

Although the Federal Building is not a CRA asset, staff facilitated the Request for Qualifications, selection process of Federal Building LLC developer, and the multi-agency approval to the adaptive reuse of the building. The CRA staff piloted the negotiation and approval of the long-term lease of the Federal Building. The lease was executed in August 2016.



REVISION OF TIF PROGRAM

When the Tax Increment Financing (TIF) Program was instituted to spur private investors to redevelop property in Downtown, it provided for a total reimbursement of the resultant increased property taxes in the first year and then decreased by 10% annually over a ten-year period. Some large developments negotiated individual agreements that reimbursed paid property taxes over a period of 20 years or until a certain target was reached. As private investment increased in Downtown and was less dependent on that level of incentive, the Advisory Board recognized that with a revision of the program. Reimbursement of increased property taxes due to redevelopment is now limited to a five-year period and fifty percent of the increased property tax amount. The program is now available in the Midtown district as well. A total of \$52,973 was reimbursed to developers in FY2016.

TIF AWARDS

Two developers requested TIF agreements in 2016. Q-Giv, a company currently in Downtown's Garden District was outgrowing their present location and found a vacant building to purchase within the same area. The new building at 933 E. Lemon was previously used as a health club and had to undergo a massive renovation to be used by this high tech company. The TIF program helped make the project financially feasible. Another multi-million-dollar investment made in a long vacant Downtown building on Munn Park, 212 E. Main Street by Marco Franca also utilized the TIF incentive. Posto 9, a Brazilian Gastro-Pub is a welcome addition to the Downtown dining scene and the TIF award helped make the redevelopment feasible.



DIXIELAND



2016 DIXIELAND financials

REVENUES

Tax Incremental Revenues
\$190,888

95%

Unappropriated Surplus
-\$29,402

-14%

Interest & Miscellaneous
\$38,862

19%

TOTAL
\$200,348

EXPENSES

Operating
\$144,743

72%

Economic Development
Incentives
\$49,657

25%

Corridor Enhancements
\$5,948

3%

TOTAL
\$200,348



TAX INCREMENTAL REVENUE SOURCES

Polk County
\$100,766

53%

City of Lakeland
\$82,681

43%

LAMTD
\$7,441

4%

TOTAL
\$190,888



DIXIELAND

INCENTIVES

The relatively small investments in the Dixieland CRA continue to reap huge returns for the district. The incentive programs in the redevelopment toolbox are historically leveraging private investments made in commercial properties at approximately \$2.50 for every dollar invested by the CRA. We are continuing to see exterior improvements and real estate transactions occur along the corridor without CRA incentives.

COB & PEN

Cob & Pen, located within the relocated Tudor house, is a welcomed addition to the corridor. It has become a regular place for people to socialize, enjoy craft beers and boutique wines.

DIXIELAND POST OFFICE

The iconic Dixieland Post Office located at 1053 S Florida has completed their exterior renovations with a new roof canopy, paint and the postal service logo impressed in the new stucco. The Post Office has been in the same location for more than 52 years.

SOUTH FLORIDA AVENUE

The journey to improve the vibrancy of the South Florida Avenue corridor through Dixieland and Downtown and to strengthen the connectivity between area businesses and adjacent neighborhoods continues. The Central Florida Planning Council and the Treasure Coast Planning Council were hired by the Department of Transportation to complete a transportation and land use study that will quantify the impacts of various roadway improvements. A day-long public charrette was held at the United Methodist Church where over 75 participants came together to highlight the challenges that they cared about the most.

A design studio was established in the Waller Center for a week. The design team immersed themselves into the experience of South Florida Avenue, while engaging approximately 20 residents, business owners and other stakeholders a day to establish a long-term vision for the corridor.

We continue to be optimistic about the future of this district and the challenges South Florida Avenue presents.




NINETEEN
SIXTY-ONE



NINETEEN
SIXTY-ONE

1212



NINETEEN
SIXTY-ONE



MIDTOWN



Photo credit: Jason Stephens

REVENUES

Tax Increment Revenues
\$2,302,609

90%

Rental Income
\$12,774

1%

Unappropriated Surplus
-\$309,521

-12%

Interest & Miscellaneous
\$538,637

21%

TOTAL

\$2,544,499

EXPENSES

Operating
\$177,619

7%

Economic Development
Incentives
\$459,605

18%

Corridor Enhancements
NW **\$95,718** 4%
NE **\$1,532,361** 60%

Neighborhoods
NW **\$118,098** 5%
NE **\$111,693** 4%

Property Management
\$38,760

2%

Mixed Use Activity Centers
\$10,645

.4%

TOTAL

\$2,544,499



TAX INCREMENT REVENUE SOURCES

Polk County
\$1,214,979

53%

City of Lakeland
\$996,922

43%

LAMTD
\$90,708

4%

TOTAL

\$2,302,609



MIDTOWN

MASS MARKET

In 2016 all the pieces of the Mass Market project came together and formed a cohesive redevelopment project for this previously underutilized and blighted block. Leases were signed for Your Pro Kitchen, a commercial kitchen, the first of its kind in Lakeland; Haus 820, an event space which can accommodate up to 500 seated guests; Arti/fact, art studios and art gallery; and Neighbors of Lakeland, manager of the 12-unit Market Loft apartments.

Final design for the buildings and campus were completed by architect Jon Kirk of KCMH Architects. A Request for Proposals for the construction of the project was issued and awarded to Strickland Construction. Lastly, the CRA Advisory Board voted to partner with the Lakeland Christian School RISE program for the development and maintenance of an urban farm as a part of their program. Completion of all components are anticipated for mid-2017.

801 N. MASSACHUSETTS AVENUE

801 N. Massachusetts Avenue another long time vacant building on the corridor came available for purchase and the CRA stepped in to purchase the building and continue the redevelopment trend on the corridor.

LINCOLN SQUARE

The 5-acre site that was previously home to 120 functionally obsolescent apartments was zoned for multifamily in the middle of a single family residential community. In 2016, the property was rezoned for single family residential development and prototype house designs were completed. The marketing to citizens searching for affordable housing is underway.





NEW INCENTIVE PROGRAMS

Food Related Services

Matching grant for food service related improvements

Job Creation

Available for 5 or more newly created jobs in the E. Main Street Design District

TIF Program

Now offered in Midtown CRA

Down Payment Assistance

Up to 20% down payment on homestead property

Fix-It Up

\$5,000 grant to add curb appeal for homestead properties

Infill Adaptive Reuse Program

Matching grant for new construction or system upgrades for the adaptive reuse of a property

EAST MAIN STREET DESIGN DISTRICT

Staff began the implementation of the East Main Street study that was completed by Tindale Oliver last year. Several incentives were created particularly for this newly established sub-district: Job Creation Incentive, Food Related Matching Grant, Infill and Adaptive Reuse Program.

The Job Creation Incentive Grant had its first taker with Colorado Boxed Beef who proposed to move their headquarters from Auburndale to a vacant industrial complex within the district. They qualified for and were awarded the incentive for 210 new jobs in the East Main District.

DESIGN AND FAÇADE IMPROVEMENT INCENTIVES AWARDED

618 N. Massachusetts Avenue

801 N Massachusetts Avenue

311 E. Parker Street

1645 Lakeland Hills Boulevard





WILLIAMS

In June 2016, the Lakeland City Commission repealed and dissolved the Williams Community Redevelopment Area (CRA), including the Williams CRA Trust Fund. This action was due to a finding that the proposed new interchange on Interstate 4, which the CRA was created to fund, is no longer needed. The proposed additional I-4 interchange has been eliminated from the Polk County Long Range Transportation Plan and the City's comprehensive plan. In the coming year, Lakeland will refund each taxing authority their portion of contributed funds and any accrued interest.

2016 WILLIAMS financials

REVENUES

Tax Increment Revenues

\$15,398

70%

Interest & Miscellaneous

\$6,903

30%

TOTAL

\$22,301

TAX INCREMENT REVENUE SOURCES

Polk County

\$8,458

55%

City of Lakeland

\$6,940

45%

TOTAL

\$15,398



Photo by Joel Morales

WE
LOVE
LAKELAND



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

CRA Advisory Board

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





City of Lakeland • 228 South Massachusetts Avenue • Lakeland, Florida 33801 • lakelandcra.net • 863.834.6011



Photo credit: Tom Hagerty