

AGENDA

Community Redevelopment Area Advisory Board

Thursday, March 3, 2016 | 3:00 PM – 5:00 PM
City Commission Conference Room, City Hall, Third Floor

A. Presentation – Midtown Target Areas & Stabilization Strategies

B. Action Items

1. Old Business
 - 1.1 Meeting Minutes dated February 4, 2016
 - 1.2 Mass Market – Ashton Events Proposal

2. New Business
 - 2.1 Residential Repair Grant Program – Fix It Up
 - 2.2 Homestead Down Payment Assistance Grant
 - 2.3 East Main Design District Incentives
 - 2.4 Project Pinnacle Incentive Request
 - 2.5 Staff Approvals of Grant Programs
 - 2.6 Habitat for Humanity Houses
 - 2.7 Grant Extension Request - 317 W. Memorial Blvd

C. Discussion Items

D. Adjourn

NEXT REGULAR MEETING:

Thursday, April 7, 2016, 3:00 - 5:00 PM – City Commission Conference Room

Project Status Report

Project Name	Oak Street Phase II	Project Summary: This project came in under budget at \$85,245. The monthly income is currently \$2,070.
Project Manager	Judith Keller	
Status Date	February 9, 2016	
Budget	On-Track, Delayed, Off-Track	
Risk	On-Track, Delayed, Off-Track	
Issues	On-Track, Delayed, Off-Track	
Project Name	Lincoln Square Development	Project Summary: The project is progressing well. The rezoning of this property was approved by Planning and Zoning on February 9 th . The conceptual DRT meeting was conducted. The project is still in the design phase.
Project Manager	Nicole Travis	
Status Date	February 26, 2016	
Budget	On-Track, Delayed, Off-Track	
Risk	On-Track, Delayed, Off-Track	
Issues	On-Track, Delayed, Off-Track	
Project Name	Nobay Development	Project Summary: This project is ongoing and moving quickly. These funds are managed by the CRA staff. However, this is not CRA funds.
Project Manager	Nicole Travis	
Status Date	February 26, 2016	
Budget	On-Track, Delayed, Off-Track	
Risk	On-Track, Delayed, Off-Track	
Issues	On-Track, Delayed, Off-Track	
Project Name	Federal Building	Project Summary: Staff is working on the Biennial Report due to the State Historic Preservation Office. We are also working on amending the Program of Preservation and Utilization agreement with the Federal government to all add "restaurant" as an allowable use.
Project Manager	Patricia Hendler	
Status Date	February 26, 2016	
Budget	On-Track, Delayed, Off-Track	
Risk	On-Track, Delayed, Off-Track	
Issues	On-Track, Delayed, Off-Track	
Project Name		Project Summary:
Project Manager		
Status Date		
Budget	On-Track, Delayed, Off-Track	
Risk	On-Track, Delayed, Off-Track	
Issues	On-Track, Delayed, Off-Track	

**DIXIELAND COMMUNITY REDEVELOPMENT AREA
CAPITAL IMPROVEMENT PLAN**

ADJUSTED 2016 BUDGET	2017 PROPOSED	2018 PROJECTED	2019 PROJECTED	2020 PROJECTED	2021 PROJECTED	2022 PROJECTED	2023 PROJECTED	2024 PROJECTED	2025 PROJECTED	2026 PROJECTED
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REVENUES:

Tax Increment	179,445	183,000	187,000	191,000	195,000	199,000	203,000	207,000	211,000	215,000	219,000
Interest Income	15,800	9,400	2,700	3,300	4,300	5,300	6,300	7,300	8,300	9,300	9,300
Unappropriated Surplus	687,070	26,832	31,861	29,461	26,726	23,959	11,394	8,630	(44,133)	(46,895)	(88,856)
TOTAL REVENUES	882,315	219,232	221,561	223,761	226,026	228,259	220,694	222,930	175,167	177,405	139,444

EXPENSES:

Corridor Enhancements:

Small Project Assistance	244,290	20,000	20,000	20,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Redevelopment Plan Update		0	0	0	0	0	0	0	40,000	40,000	0
Alley Improvements	350,234	40,000	20,000	20,000	20,000	20,000	0	0	0	0	0
SFLA Corridor Improvements	171,279	50,000	70,000	70,000	80,000	80,000	90,000	90,000	0	0	0

Miscellaneous:

Landscape & Maintenance by Others	1,000	1,030	1,061	1,061	1,126	1,159	1,194	1,230	1,267	1,305	1,344
Operating Expenses	97,102	99,000	101,000	103,000	105,000	107,000	109,000	111,000	113,000	115,000	117,000
Annual Report	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Publications and Promotions	11,708	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500
Alley Maintenance	1,702	1,702	2,000	2,200	2,400	2,600	3,000	3,200	3,400	3,600	3,600
TOTAL EXPENSES	882,315	219,232	221,561	223,761	226,026	228,259	220,694	222,930	175,167	177,405	139,444

UNAPPROPRIATED SURPLUS:

Beginning Balance	825,192	138,122	111,290	79,429	49,968	23,243	(717)	(12,111)	(20,741)	23,393	70,288
Sources / (Uses)	(687,070)	(26,832)	(31,861)	(29,461)	(26,726)	(23,959)	(11,394)	(8,630)	44,133	46,895	88,856
Ending Balance	138,122	111,290	79,429	49,968	23,243	(717)	(12,111)	(20,741)	23,393	70,288	159,144

**DOWNTOWN COMMUNITY REDEVELOPMENT AREA
CAPITAL IMPROVEMENT PLAN**

	ADJUSTED 2016 BUDGET	2017 PROPOSED	2018 PROJECTED	2019 PROJECTED	2020 PROJECTED	2021 PROJECTED	2022 PROJECTED	2023 PROJECTED	2024 PROJECTED	2025 PROJECTED	2026 PROJECTED
REVENUES:											
Tax Increment Revenues	985,252	1,025,000	1,066,000	1,109,000	1,131,000	1,154,000	1,177,000	1,201,000	1,225,000	1,250,000	1,275,000
Investment Income	10,048	9,316	9,256	9,896	11,463	13,833	17,239	21,562	26,838	28,180	28,180
Misc. Revenues	14,280	14,280									
Unappropriated Surplus	168,547	76,301	553	(45,120)	(70,663)	(97,950)	(126,213)	(157,331)	(188,337)	(1,018,572)	(1,041,168)
TOTAL REVENUES	1,178,127	1,124,897	1,075,809	1,073,776	1,071,800	1,069,883	1,068,026	1,065,231	1,063,501	259,608	262,012

EXPENSES:											
Debt Service :											
Debt Service-Residential Redevelopment	802,228	802,228	802,228	802,228	802,228	802,228	802,228	802,228	802,228		
Miscellaneous Projects:											
Mowing	22,263	10,403	10,507	10,612	10,718	10,825	10,934	11,043	11,153	11,265	11,378
Oak Street Parking - Phase I	11,903	12,000	14,000	16,000	18,000	20,000	22,000	24,000	26,000	28,000	28,000
Oak Street Parking - Phase II	128,134	115,000									
Neighborhood Projects											
North Downtown Master Plan	40,000										
Operating:											
Tax Increment Refunds	60,000	125,000	187,000	181,000	175,000	169,000	163,000	156,000	150,000	144,000	144,000
Annual Audit/Reporting Requirements	60,266	4,800	4,944	5,092	5,245	5,402	5,565	5,731	5,903	6,080	6,263
Other Operating Expenses	53,333	55,466	57,130	58,844	60,609	62,427	64,300	66,229	68,216	70,263	72,371
TOTAL EXPENSES	1,178,127	1,124,897	1,075,809	1,073,776	1,071,800	1,069,883	1,068,026	1,065,231	1,063,501	259,608	262,012

UNAPPROPRIATED SURPLUS:											
Beginning Balance	235,620	67,073	(9,228)	(9,781)	35,339	106,001	203,951	330,164	487,495	675,832	1,694,404
Sources/(Uses)	(168,547)	(76,301)	(553)	45,120	70,663	97,950	126,213	157,331	188,337	1,018,572	1,041,168
Ending Balance	67,073	(9,228)	(9,781)	35,339	106,001	203,951	330,164	487,495	675,832	1,694,404	2,735,572

**MID-TOWN COMMUNITY REDEVELOPMENT AREA
CAPITAL IMPROVEMENT PLAN**

	ADJUSTED 2016 BUDGET	2017 PROJECTED	2018 PROJECTED	2019 PROJECTED	2020 PROJECTED	2021 PROJECTED	2022 PROJECTED	2023 PROJECTED	2024 PROJECTED	2025 PROJECTED	2026 PROJECTED
REVENUES:											
Tax Increment	2,174,949	2,218,000	2,262,000	2,307,000	2,353,000	2,400,000	2,448,000	2,497,000	2,547,000	2,598,000	2,650,000
Interest Income	138,000	71,000	28,000	26,000	26,000	35,000	38,000	36,000	48,000	47,000	47,000
Residential Redevelopment - Rental Income	20,000	20,000									
Misc. Revenues							147,580				
Unappropriated Surplus	8,054,016	1,592,495	874,215	39,305	6,778	(235,356)	(372,086)	45,602	(1,282)	(1,187,878)	(897,953)
TOTAL REVENUES	10,386,965	3,901,495	3,164,215	2,372,305	2,385,778	2,199,644	2,261,494	2,578,602	2,593,718	1,457,122	1,799,047

EXPENSES:											
Neighborhoods:											
Ingraham Avenue Enhancements		8,652	8,912	9,179	9,454	9,738	10,030	10,331	10,641	10,960	11,289
Northeast Neighborhood	1,019,580	250,000	250,000	300,000	300,000	300,000	300,000	350,000	350,000	350,000	350,000
Parkview Place Pedestrian Improvements								300,000	300,000		350,000
Northwest Neighborhood	1,563,208	600,000	600,000	300,000	300,000	300,000	300,000	350,000	350,000	350,000	350,000
Brunnell Parkway (Memorial to 10th Street)		50,000									
Brunnell Parkway (W. Parker St to Memorial)	37,903										
Landscape US 98 - Memorial to 10th Street	15,600	16,068	16,550	17,047	17,558	18,085	18,627	19,186	19,762	20,354	20,965
Landscape US 98 - Ingraham Ave											
Landscape US 98 - Griffin to 10th Street	15,600	16,068	16,550	17,047	17,558	18,085	18,627	19,186	19,762	20,354	20,965
Landscape Parker Street	8,400	8,652	8,912	9,179	9,454	9,738	10,030	10,331	10,641	10,960	11,289
Providence Rd. - W. 10th St. to Griffin Road	700,000										
Landscape Intown Bypass	8,400	8,652	8,912	9,179	9,454	9,738	10,030	10,331	10,641	10,960	11,289
MLK - (Memorial to 10th Street)	8,400	8,652	8,912	9,179	9,454	9,738	10,030	10,331	10,641	10,960	
Brunnell Parkway Corridor	50,000										
Landscape - Ingraham Ave	8,400										
E. Main Street Landscaping Maintenance	12,500	12,875	13,261	13,659	14,069	14,491	14,926	15,373	15,835	16,310	16,799
Corridor Enhancements:											
W. Lake Parker/Lakeshore Trail Improvements	663,746	350,000									
Bella Vista Trail	556,055										
Rose Street Enhancements	40,000										
Citrus Connection Services (LAMTD Agreement)	155,000	155,000	155,000								
Memorial Blvd	2,060,000	900,000	700,000	550,000	550,000	350,000	350,000	350,000	350,000	350,000	350,000
Miscellaneous:											
Operating Expenses	295,536	304,402	313,534	322,940	332,628	342,607	352,885	363,472	374,376		
Small Project Assistance	990,917	350,000	350,000	350,000	350,000	350,000	350,000	400,000	400,000		
Property Management	51,000	52,530	53,581	54,652	55,745	56,860	57,997	59,157	60,340		
Affordable Housing	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000		
Redevelopment of Massachusetts Ave Properties	1,595,866	300,000	150,000								
CRA Annual Report	4,800	4,944	5,092	5,245	5,402	5,565	5,731	5,903	6,080	6,263	6,451
East Main Street Master Plan	521,054	500,000	500,000	400,000	400,000	400,000	300,000	300,000	300,000	300,000	300,000
TOTAL EXPENSES	10,386,965	3,901,495	3,164,215	2,372,305	2,385,778	2,199,644	2,113,914	2,578,602	2,593,718	1,457,122	1,799,047

UNAPPROPRIATED SURPLUS:											
Beginning Balance	10,847,520	2,793,504	1,201,009	326,794	287,489	280,711	516,067	888,153	842,551	843,832	2,031,711
Sources / (Uses)	(8,054,016)	(1,592,495)	(874,215)	(39,305)	(6,778)	235,356	372,086	(45,602)	1,282	1,187,878	897,953
Ending Balance	2,793,504	1,201,009	326,794	287,489	280,711	516,067	888,153	842,551	843,832	2,031,711	2,929,664

Neighborhood Stabilization Program

March 3, 2016

Paul A. Diggs

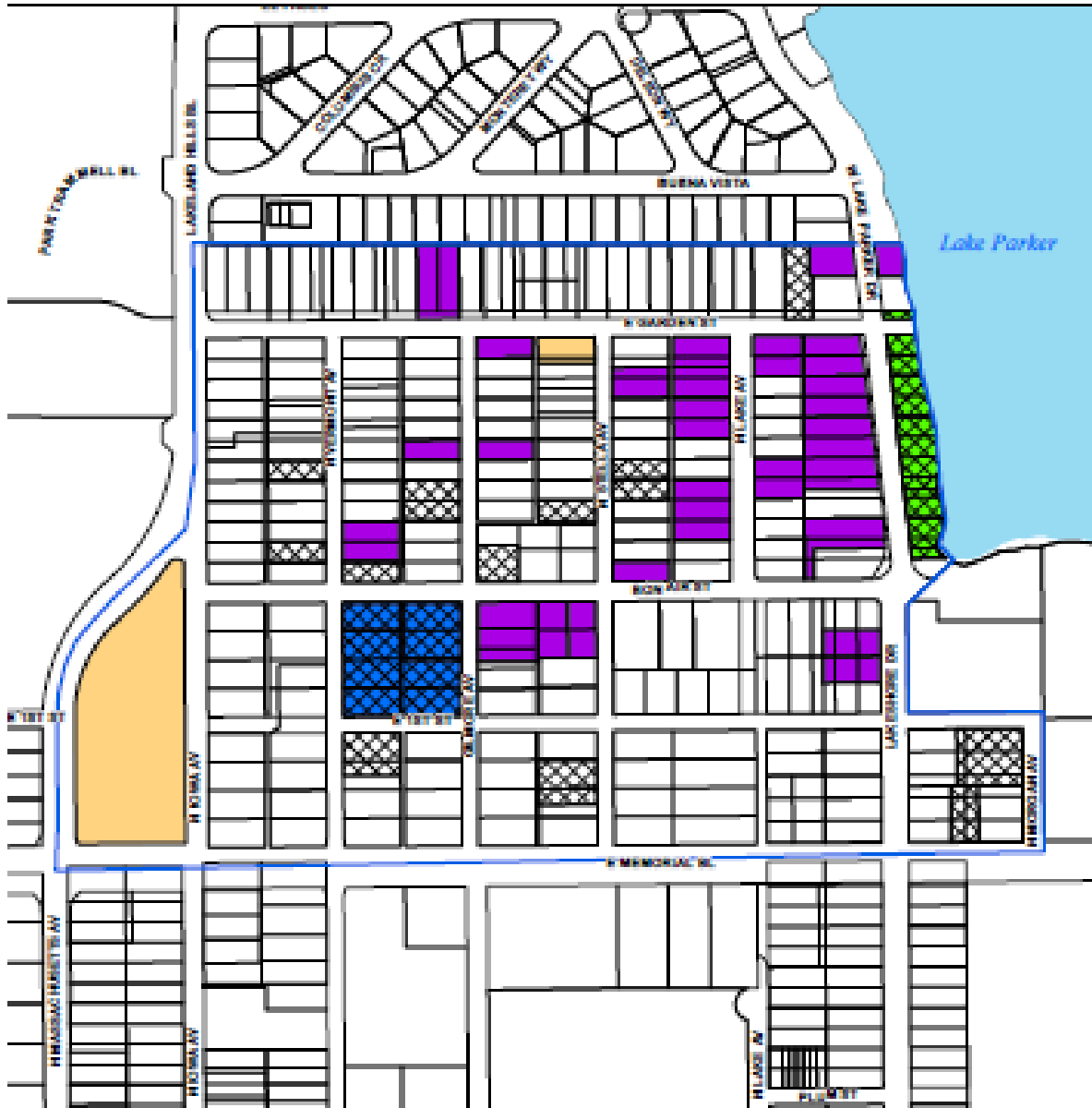


Target Area 1

- Homesteaded
- City Owned
- Vacant
- Parcels
- Institutional
- CRA Owned
- Target Area
- Lots
- Rail Road



John Cox

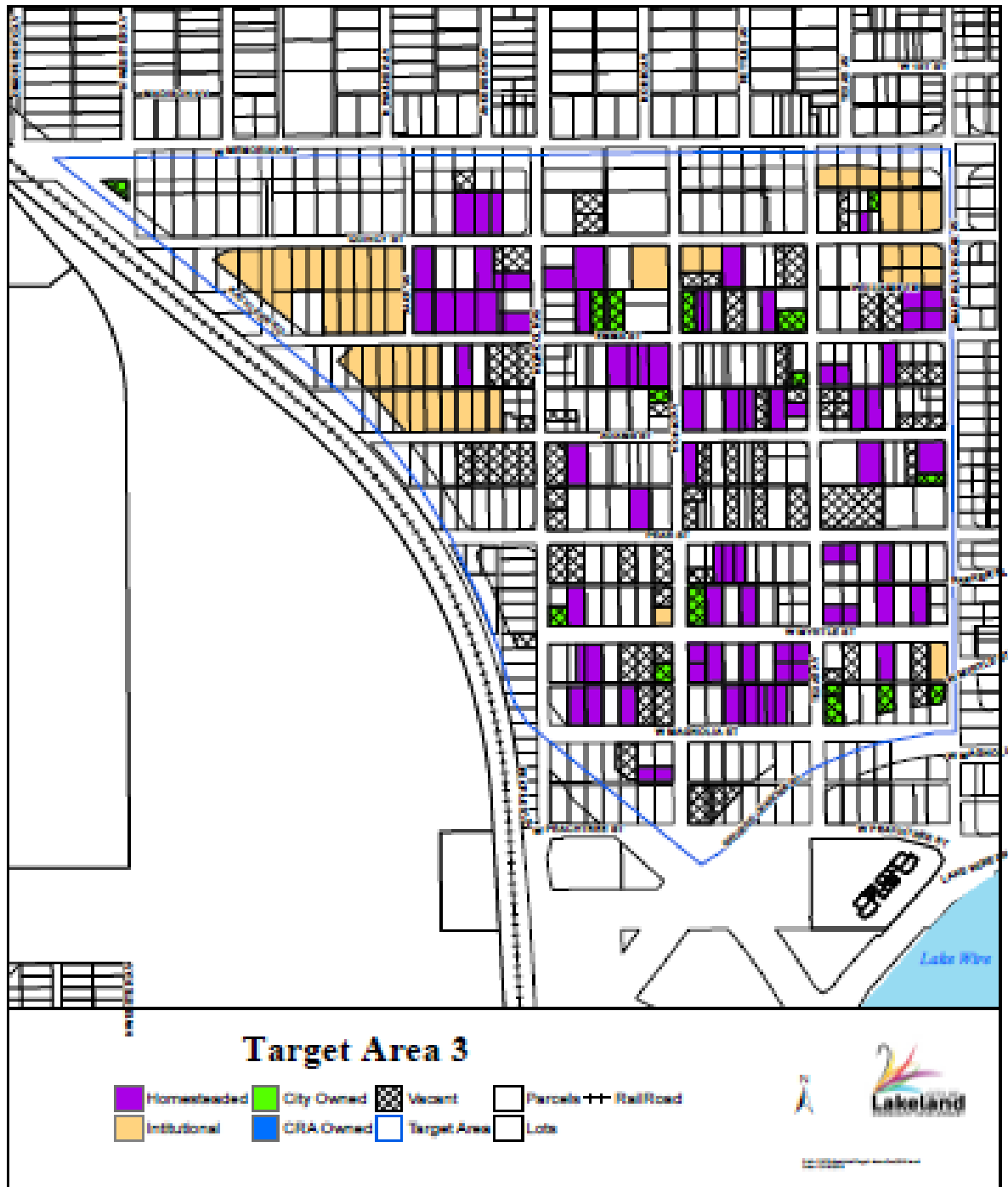


Target Area 2

- Homesteaded
- City Owned
- Vacant
- Parcels
- Rail Road
- Institutional
- CRA Owned
- Target Area
- Lots



North Lake Wire



Parker Street



Target Area 4

- Homesteaded
- City Owned
- Vacant
- Parcels
- RailRoad
- Institutional
- CRA Owned
- Target Area
- Lots



General Target Area Strategies

1. Work with the LPD on a community policing plan
2. Take steps to increase homesteading
3. Limit the expansion and externalities of agencies
4. Work on the complex matter of title issues
5. Transfer alley ownership to private owners
6. Implement a CRA down payment program for homesteaders
7. Implement a CRA home repair grant program

Neighborhood Specific Strategies

Paul Diggs

- Work with LPD on a partnership for a community policing plan
- Develop a candidate list for Lincoln Square
- Create and Implement a CRA down payment program for new homesteaders
- Create and Implement a CRA home repair grant program for home owners
- Create and Implement a home repair grant program for landlords
- Construct a sidewalk down Kettles Avenue in 50/50 partnership with the city of Lakeland
- Acquire properties strategically to enhance Lincoln Square and remove blight
- Work on the complex matter of uncertain title issues.
- Transfer alley ownership to private owners with contiguous property

John Cox

- Work with LPD on a partnership for a community policing plan
- Use redevelopment incentives to improve, remove or acquire the hotels and/or below standard multifamily housing.
- Develop a plan for optimal use of the CRA owned block

Neighborhood Specific Strategies

North Lake Wire

- Limit the expansion and externalities of homelessness.
- Work with LPD on a partnership for a community policing plan
- Implement the CRA down payment grant to increase home ownership.
- Implement CRA home repair grant program to encourage neighborhood stabilization.
- Implement the home repair grant for landlords.
- Enhance pedestrian connectivity to the rest of the city.

Parker Street

- Limit the expansion and externalities of homelessness.
- Work with LPD on a partnership for a community policing plan
- Continue ongoing leasing efforts at Mass Market and strategic marketing efforts to promote the project highlighting its proximity to Downtown. Continue the investment in the area through incentive programs to further improve the entrance to Downtown
- Explore acquisition opportunities near and around Mass Market
- Encourage commercial property owners on façade design and facade improvement grants
- Implement the CRA down payment program for new homesteaders
- Implement the CRA home repair grant for home owners
- Implement the home repair grant for landlords.

**Community Redevelopment Area Advisory Board
Meeting Minutes
Thursday, February 4, 2015
3:00 – 5:00 PM
City Commission Conference Room, City Hall**

MEETING MINUTES

Board Members: Cliff Wiley, Brian Goding, Ben Mundy, Cory Petcoff, Pastor Eddie Lake, Commissioner Jim Malless, Zeldia Abram, Todd Baylis, Dr. Sylinda Fulse, Dean Boring

Staff: Nicole Travis, Celeste Deardorff, Judith Keller, Patricia Hendler

Guests: Dustin Olson – Fat Maggie’s, Laura Helm and Sarah Nederveld – Ashton Events, Jordan Weiland – Jordan Weiland Photography, Julie Townsend – LDDA, Lieutenant Ruben Garcia – LPD, William Wainwright – Parker Street Ministries, Gail Bagley – Friends and Neighbors, Jon Kirk – KCMH Architects,

Packets

- Meeting Minutes dated December 3, 2015
- Neighborhood Stabilization Strategies – Target Area Maps
- CIP’s Dixieland, Midtown, and Downtown
- Property Information Sheet 205 E. Orange St.
- Property Information Sheet 802 N. Massachusetts Ave.
- Request for extension to finish renovations on 728 E. Peachtree
- Request for extension to complete Hillcrest Coffee project
- Memo – Design Assistance Grant – 1645 Lakeland Hills Blvd.
- Memo – Commercial Corridor Façade and Site Improvement Grant – 311 E. Parker Street
- Memo – Homeowner’s Down Payment Assistance Grant

Handouts

- Tax Increment Financing Revised Program Analysis
- Proposal from Dustin and Heather Olson for 820 and 830 N. Massachusetts Avenue
- Proposal from Laura Helm – Ashton Events for 820 and 830 N. Massachusetts Avenue
- Aerial Map of Massachusetts Avenue block from Parker Street to Plum Street

Discussion

- Staff provided a brief overview of the Neighborhood Stabilization Midtown Target Areas and asked Advisory Board members to review the Strategies and maps for discussion at next month’s meeting.

Old Business

Meeting Minutes dated December 3, 2015

Minutes were approved as submitted.

Update Oak Street Parking Lot

Staff reported that work on the parking lot is finished except for landscaping. New lighting is LED and provides brighter light in more locations; this was done in response to safety concerns received from Downtown business owners, their employees, and customers. The project will come in under budget and final numbers will be reported at the March meeting.

Update Lincoln Square Development

Staff continues to work with Jon Kirk on the design of the proposed houses for the redevelopment of Lincoln Square. The property is in the process of being rezoned and will go to Planning and Zoning for the second hearing in February and then final approval by City Commission.

Update Bay Street Development

Bay Street construction continues to move at a rapid pace.

Update Federal Building

The lease with Federal Building, LLC was approved by the City Commission and has been signed. An article in the Ledger discussed the deal. CRA staff shared the article on our Facebook page. Staff encouraged Advisory Board Members to “Like” our page.

Update Opportunity Space/Marketing CRA Property

Staff reported that although Opportunity Space had offered as part of their services that they would have a local presence with Opportunity Space staff attending neighborhood association meetings, local Realtor meetings, etc., their proposed listing agreement required they be reimbursed for travel expenses for flights, hotel rooms, rental cars, etc. When questioned about this, they acquiesced about those charges, but CRA Staff had doubts that their presence would be as frequent as promised since there would be no reimbursement and Opportunity Space had still not signed agreements with the other Florida communities they had indicated they were going to service. At the same time, CRA Staff saw that a local broker, Donna Williams of RE/MAX Paramount Properties had listed a vacant lot in the Parker Street area. She lives in Lakeland and has been licensed for seven years selling and managing properties in Northwest Lakeland. Donna came in to speak with CRA Staff; and after talking with her about CRA properties and goals in Parker Street and Lincoln Square, Staff recommended that the Parker Street lots be listed with Ms. Williams. Pastor Lake made a motion to enter into a listing agreement for the vacant lots in Parker Street with Ms. Williams and that the valuation for the lots be handled by her but the minimum price be 120% of Assessed Valuation. Brian Goding seconded the motion which passed unanimously.

Update -TIF Incentive Program Old vs. New

Staff reviewed the change in the TIF Program approved by the Advisory Board in December in terms of the effect it would have had on two different properties 205 E. Orange and 640 E. Main Street. In each example the reimbursement amount would have changed because of the increase in the “base year” amount. These awards were both approved under the old program and their TIF reimbursement will not be affected by this change.

Update – Mass Market

Staff reviewed the project schedule and the response to the Sealed Bid for the site/building project. Two companies, Strickland Construction and New Vista submitted bids, but only one was one qualifying. The qualifying bidder was Strickland Construction with a \$2,554,870 bid. Upon review with architect Jon Kirk, Staff believes that we can do some value engineering and perhaps some change in scope to bring that price down with the understanding that there will be change orders which will add cost for the further renovation of the remaining spaces in both 820 and 830 N. Massachusetts which have not yet been leased but which have proposals for lease. Staff would like to complete work on those spaces during this construction project as leases are signed. Advisory Board members had questions about the cost of the project in terms of price per square foot as it compared to cost of building new, and the numbers (\$68 psf for 820 N. Mass, \$50 psf for the Your Pro Kitchen Space, and \$60 psf for the Loft Apartments office building and exterior work) compared favorably. Commissioner Malless made a motion to recommend approval to enter into a contract with Strickland Construction for the bid amount. Dean Boring seconded the motion which passed unanimously.

The only portion of the Mass Market block which is not owned by the CRA has had a For Sale sign posted on it. The lot is at the southeast corner of the block and has a used car sales business in operation. Staff called to inquire about the asking price which is \$400,000 or about \$17 psf. Advisory Board members discussed the advantages of owning this remainder piece on the block. After some discussion about approaching the owner directly or through a third party, it was agreed that Staff would discuss process with the City Attorney’s office. Cliff Wiley made a motion to authorize an offer of \$150,000 for the lot subject to a clean environmental report. Dean Boring seconded the motion which passed unanimously.

801 N. Massachusetts Avenue

The appraisal report for the property offered for sale to the CRA at the northwest corner of Parker Street and Massachusetts Avenue came back at \$85,000. There is one building on site and it is in need of roof repair. Two storage buildings are also on the property. The owner is willing to sell for \$85,000 but wants the CRA

to pay all closing costs including property taxes for 2015 (current pay off would be \$1,446.99) and 2016 property taxes. Commissioner Malless made a motion to approve the purchase of the property at \$85,000 plus closing costs and property taxes. Dean Boring seconded the motion which passed unanimously. Staff will prepare a contract for review by City Attorney's office.

New Business

Letters of Intent for 820 and 830 N. Massachusetts Avenue

Staff distributed two proposals for the remainder space in the Mass Market project and the Advisory Board went into a closed session to hear separately from each proposer and to allow questions from the Advisory Board. The proposals were from Dustin and Heather Olson, proprietors of Fat Maggie's in Dixieland and Laura Helm who owns Ashton Events. Zelda Abram made a motion authorizing Staff to continue discussions with both of the entities with the goal of coming back with firm proposals from each for consideration by the Advisory Board at the next meeting. If another proposal is made, that should be brought to the Advisory Board as well. Commissioner Malless seconded the motion which passed unanimously. Advisory Board members suggested that proposals contain information including costs of interior work to be completed by CRA and tenant, resumes showing experience with the business being proposed, financial statements, and business plans. Cory Petcoff recommended that a revenue sharing/percentage rent be suggested for the event space.

728 Peachtree Extension Request

Staff reviewed the history of the agreement between the CRA and Parker Street Ministries for the renovation of three properties including 728 Peachtree which is the only one not completed. The renovation is close to being complete, and Staff visited the property to confirm the progress. Commissioner Malless moved to approve an extension of 120 days for completion of the project. Ben Mundie seconded the motion which passed unanimously.

119 Hillcrest Grant Extension Request

Staff reviewed the history of the Façade Improvement and Food-Related Services Matching Grant for 119 Hillcrest and the request for an extension of the time for completion. Property Owner Brian Goding confirmed that 120 days should be enough to complete the remaining work. Commissioner Malless made a motion to approve a 120 day extension. Ben Mundie seconded the motion. Brian Goding abstained and the motion passed unanimously.

1645 Lakeland Hills Blvd. – Design Assistance Grant Request

Staff presented the request for Design Assistance brought by Jean Wright for her office building. Staff recommended approval of the request for \$4,125. Brian Goding made a motion to approve the grant request. Zelda Abram seconded the motion which passed unanimously.

311 E. Parker Street – Façade and Site Improvement Grant Request

Staff presented the request for Façade and Site Improvement brought by Frank Kendrick. The project will be implementing the design which was produced using a CRA Design Assistance Grant so Staff recommendation was to approve a matching grant of up to \$90,000. Commissioner Malless made a motion to approve a matching grant of up to \$90,000. Ben Mundie seconded the motion which passed unanimously.

Other

Because of time constraint the Homestead Down Payment Assistance Grant will be moved to next month's agenda. Advisory Board members asked that items needing a vote be moved to the beginning of the agenda for all future meetings.

Adjourned at 5:18 PM.

Next Meeting, Thursday, March 3, 2015, 3 PM, City Commission Conference Room.

Cory Petcoff, Chairman

Date

Memo

To: CRA Advisory Board
From: Judith Keller
CC: Nicole Travis
Date: February 23, 2016
Re: Proposed Neighborhood Stabilization Fix-It-Up Grant Program

The CRA incentivizes commercial facades in specified corridors now, but there is no existing residential counterpart. Based on the statistics and research done about the targeted neighborhoods, staff concludes that multiple approaches should be done to stabilize the neighborhoods. This effort includes increasing homesteaders in the targeted areas, while making the neighborhood a more desirable place to live. One of the proposed strategies is to improve the aesthetic quality of residential houses in the areas.

Staff researched other home-repair programs in other CRAs and found that majority of the programs are funded at amounts larger than \$15,000 with specific income levels and liens. Staff desires the program to be as inclusive as possible within our four Target Areas, Paul A. Diggs, North Lake Wire, John Cox, and Parker Street neighborhoods.

CRA staff is proposing a true grant for single family homes, rather than encumbering the property with a lien. Liens are difficult to track and a deterrent to participation. The only eligibility requirement being proposed is the property is located within one of the target areas and that the taxes and mortgage is current. As a pilot program, staff is suggesting funding at a more modest level, \$5,000 and \$6,000 for corner properties. The grant funds may be used for basic exterior repairs such as, eaves and fascia board, gutters and downspouts, scraping, painting or other protective covering repairs, screen repairs, some landscaping, window repair and replacement, exterior termite repair, sagging porches and steps, fence repairs, and front doors.

Staff is requesting approval of the grant program. Please come prepared to discuss.

Some issues to be addressed:

- Budget amount for the program and each house
- A \$50.00 application fee
- Contractor pool

Other Cities CRA Home Repair Grant Programs

City	Maximum Grant	Terms	Eligibility
Plantation	\$35,000	10 yr lien	inspection and scope of services; current on taxes, mortgage, insurance, homestead
Homestead	\$15,000	5 yr lien	income dependant, homestead, exterior work only
Palatka	\$50,000	10 yr lien	adusted gross income formula, homestead
St. Augustine	\$7,000	no lien	geographic boundaries; exterior only
Coconut Creek	\$30,000	10 year lien	income dependant
Hallendale Beach	\$30,000	liens	income dependant, \$150 or \$300 application fees, loan less than <50% of house
Coral Springs	\$35,000	10 year lien	low to moderate income, homes up to \$382,000
Oldsmar	Matching; \$1,000		one or two family structure, can reapply in 24 months
St. Petersburg	0% Loan	15yr lien	median income, homestead
Hialeah	\$50,000	10 year lien	income dependant, exterior only
Gainseville	Supplies paint and materials only		income dependant

Fix-It-Up PROGRAM

Intent

The Lakeland Community Redevelopment Agency (CRA) Advisory Board offers this Fix-It-Up Program to provide assistance to homesteaders and renters within the specified boundaries, for essential exterior repairs or enhancements of their properties to improve safety, property values, and aesthetics of the neighborhood.

Eligibility

Fix-It-Up is available to all homesteaders or renters within the boundaries of the neighborhood stabilization program within the Midtown Community Redevelopment Area. Governmental entities and not-for-profit entities are not eligible. This program is intended for single family, duplexes, and town houses. Property taxes, property insurance, and mortgage payments must be current.

Program

Fix-It-Up Assistance will be provided for selected dwellings through contracts that the City of Lakeland/CRA has with various contractors. The Contractor will provide selected Property Owners (Owner)/Tenant with the following:

Scope of Services

1. Consultation(s) with the Owner/Tenant to discuss needs, desires, and possible budget. CRA staff to be present at meeting.*
2. Photograph(s) of existing building conditions to be addressed.
3. Itemized cost proposal for work to be done. This proposal must be approved by CRA prior to work commencing.
4. Completion of all work itemized in the approved proposal.
5. Photograph of the completed work and final invoice which will be delivered to CRA as well.

Program Fee

There is an application fee of \$50.00 payable by check or money order to the CRA.

Exclusions

The Contractor does not make any representation that they have investigated the building for any and all issues related to structural soundness, code compliance of the existing structure, environmental issues and/or real property title and encroachment problems or any other issues not readily discernible from casual view of street elevation. The Contractor will endeavor to provide service in a timely fashion but it will be provided as schedule allows (30 days +/-) unless the Contractor notes otherwise. The work suggested is the Contractor's suggestion considering building exterior character, Owner's desire and compliance with the Land Development Code.

Work that is Eligible

Eaves and fascia board, gutters and downspouts, scraping and painting or other protective covering repairs, screen repairs, tree work and landscaping, window repair and replacement, exterior termite repair, sagging porches and steps, fence repairs, front doors.

Additional Services

If additional work is desired that goes beyond the CRA Fix-It-Up grant budget the Owner/Tenant can enter into a separate agreement with the Contractor.

Process

Qualified applicants must schedule an appointment with CRA staff after submitting an application. The application should include the application form, the fee and a photograph of the property. Once the application is approved a contractor can be selected. The CRA office is located in the Community Development Department on the second floor of City Hall at 228 South Massachusetts Avenue, Lakeland, Florida 33801. Appointments may be made by calling (863) 834-6011. Applications will be accepted on a rolling basis and grants will be awarded on a first-come, first-served basis.

Available Assistance

The CRA Advisory Board will set the amount of assistance available for the fiscal year in its Annual Budget. The standard maximum grant contribution per application is set at **\$6,000** for corner properties otherwise **\$5,000** per building. The CRA Advisory Board may raise or lower this amount at any time upon a majority vote of its members.

Expiration of Fix-It-Up Assistance

Applicants must meet with the Contractor within thirty (30) days from the date that the CRA Staff approves the Fix-It-Up Assistance grant request (application?) and all work must be completed within sixty days of the Contractor's itemized cost proposal, or the award will expire. Extensions may be granted by CRA staff under special circumstances.

Application

1. Completed application form.
2. Application fee
3. Photograph
4. Property Owner's written consent if application is made by a tenant.

Selected Property Owners are required to provide the contractor with the following items in order to facilitate their work and to assure a more usable design:

1. Access to the exterior spaces of the house
2. Any historical photos of the structure
3. Images of architectural styles or features that the Owner likes or believes are appropriate for the structure.

CRA
Fix-It-Up Program Application

Please submit this application and materials prior to scheduling an appointment with staff (863) 834-6011 or lcra@lakelandgov.net.

Date _____

Lakeland Community Redevelopment Agency
228 South Massachusetts Avenue
Lakeland, Florida 33801
863-834-6011

Name of person requesting the grant _____

Phone (if different from Owner) _____

Phone number _____

Location of Property _____
(Street address, name of building if applicable)

Property Owner _____ Phone _____

Email Address _____

Property Owner Mailing Address _____

Fix-It-Up Assistance is available to all residential property owners within the Targeted Neighborhood Stabilization areas.

General description of proposed improvements:

Community Redevelopment Coordinator, Staff use only

Date of initial contact: _____ Electronic submission Phone interview In person

Staff representative: _____

Design Professional: _____

Post-Application Meeting Advisory Board: Approved Denied

Property Site File Number _____

Memo

To: CRA Advisory Board
From: Patricia Hendler
CC: Nicole Travis
Date: February 23, 2016
Re: Homeowner's Down Payment Assistance Grant

The CRA incentivized relocation of homeowners during acquisition projects in Downtown and Midtown from 2004 to 2012 with down payment assistance grants. This program incentivized homeowners to relocate from the acquisition areas, and most of these “grants” were made in the form of a second mortgage which was interest free and amortized through forgiveness of the indebtedness over 20 years as long as the grantee lived in the home. The amount of the loan was \$35,000 regardless of the price of the relocation property. In 2012, this program was used to grant loans to a homesteader in the Parker Street neighborhood as well as to Parker Street Ministries to facilitate renovation of three homes on the verge of demolition. Although we have loan documents which were recorded, there is no written program as to who was eligible or how the amount of loan was determined. In 2014 and 2015 the CRA made two down payment assistance loans for homesteaders purchasing existing CRA homes which had been leased to tenants within the Parker Street Model Block area. In both of those instances the CRA limited the loan amount to 25% of the purchase price.

As a result, the CRA currently has thirty-nine (39) loans outstanding out of an initial number of forty-two. Staff is currently verifying those numbers and researching the status of each. Last year the City Commission approved a short sale on a \$78,000 loan for which the CRA received \$40,000. This loan was on a property not in CRA boundaries. Also, recently it was discovered that one of the loans had been wiped out by a foreclosure action by the lending institution in first position. None of these loans brings any return on investment to the CRA, and in most cases, the CRA loan which is in second position to a conventional first mortgage made prior to or right at the height of the housing market of 2004 – 2009 is “upside down”. Keystone Challenge Fund was hired to put together loan packages for the relocation loans which cost the CRA an additional \$3,000 per loan. Presumably the purpose of making the grant in the form of a loan was to protect the CRA investment, but this has not been successful.

CRA staff desires to encourage home ownership within our four Target Areas in the following neighborhoods: Paul A. Diggs, North Lake Wire, John Cox, and Parker Street. Rather than

encumbering the homesteaders/homestead property with a second loan which compromises the ability to get a conventional first mortgage, CRA staff is proposing a true down payment assistance grant in the amount of 25 to 30% of the purchase price with a required escrow of funds designated for future home repairs. Because these properties are owned by and being sold by the CRA, it is possible to put a deed restriction on the property at sale requiring the grant money to be paid back to the CRA if there is a sale of the property within five years of the initial purchase by the homeowner. CRA staff has approached two local community banks and one regional bank to discuss how a program like this could most effectively work and has also had preliminary discussions with a local mortgage broker who is active in the Paul A. Diggs community. The first target area for the grants would be the Parker Street Model Block area and Lincoln Square redevelopment. Since the CRA is developing those homes, the grant would really be in the form of a further discount to the purchase price with some monies being placed in escrow for future repairs. The CRA would rely on the lending institutions to qualify the buyers and to provide them with financial counseling which is a service for which the banks earn Community Reinvestment Act points.

Staff is recommending that Advisory Board members approve the concept and authorize Staff to write the grant program. Please come prepared to discuss and with recommendations for policies and procedures.

Some issues to be addressed:

- Amount of set aside escrow funds and approvals for release of said funds for repairs.
- Budget amount for the program.
- Amount of cash investment required of homesteader.
- Down payment assistance only available for either 15 year or 30 year fixed mortgages as opposed to ARM's.
- Maximum amount for grant could be limited to 25 or 30% of a home price no greater than 130% of Lakeland Area Median Home Price.

Memo

To: CRA Advisory Board
From: Patricia Hendler
CC: Nicole Travis
Date: February 25, 2016
Re: East Main Street District Action Plan

The Economic Development Strategy for East Main Street (District) has been delivered by Tindale Oliver, and there are a variety of land development and economic development strategies recommended for implementation by the CRA. While many of the proposed strategies are long term planning strategies involving land acquisition, transportation enhancements, zoning amendments, and design standards, others can be readily accomplished.

A concerted marketing effort of existing Midtown CRA incentive programs in the District including the Design Assistance Program, Façade and Site Improvement Matching Grants, and Tax Increment Financing could begin immediately. The Food-Related Services Incentive Program currently available only in Dixieland could be made available in the District and be included in the marketing effort. Urban Design Standard Strategies propose development of public signage and gateways to the District including the creation of a signature sign designed and constructed by local artisans. This landmark would visually announce entry into the District much like the Dixieland sign on S. Florida Avenue and could be the first step in creating a design theme for the District. A contest for local artists would be created to allow for design submissions and the chosen design would then be put out to bid.

Economic Development Strategies focused on the attraction of entrepreneurs, artisans, makers, and business using some of the incentives mentioned above but suggested that a significant incentive would likely be necessary to cause a business to relocate to the District. CRA Staff has researched relocation incentives offered by other CRA's, municipalities, and the State of Florida's incentive programs for bringing new jobs to the state. A job creation incentive looks to be the most effective and administratively viable. The State of Florida's job incentive programs are only available to companies creating new jobs within the state, and we found that most of the other programs also limited the award to new jobs within whatever jurisdiction was making the award. We must consider the impact of incentivizing business relocation within the City/County/State when considering this award. However if a company is relocating to expand,

consolidate, or diversify their product, then the job creation bonus can be a useful tool to recommend the District over other locations being considered. Job creation and ongoing employment verification will be the most critical element of this incentive. Research into contracts between the State of Florida and various companies who received job creation incentives, program information published by Delray Beach and Titusville CRA's, and the Polk County Bonus Incentive program lead Staff to make these recommendations for a Job Creation Incentive for the District:

- Maximum grant amount per full time equivalent job relocated to the District - \$5,000, awarded in arrears for each new full calendar year job reported
- Length of time for payout of grant – five (5) years (maximum payout of \$1,000 per year per job for five years)
- Maximum amount of total grant award \$1,100,000 (\$220,000 maximum annual grant)
- Verification of jobs to include Job Title/name of employee/last 4 digits SSN/annual wage. This information would be provided in January each year and be supported by submission of the employer's quarterly Florida Department of Revenue UCT-6 filings for the year.
- Application for the grant would come before the CRA Advisory Board for consideration. The application would include proposed location within the District, number of full time equivalent employees planned for the site, salary levels, anticipated growth over the first five years of relocation, and basic information about the company and its history.
- If a grant were to be approved by the CRA Advisory Board, a written contract between the business and the CRA outlining each party's requirements for fulfillment of the grant award would be created and would go to the City Commission for final approval. Contract terms would include the time deadline for the company's start of business in the District, the number of full time equivalent jobs being proposed including salary levels, methods of verification, deadlines for submissions of requests for reimbursement and expiration date of the agreement. Many other details would need to be addressed by the City Attorney's office but these would be the basic elements of the program.

Staff recommends approval of the actions outlined above:

- Marketing of the existing Midtown Incentive programs to District businesses
- Making the Food-Related Incentive Program available in the District
- Launch a community design competition for a District Landmark Sign
- Job Creation Incentive Program for the District

Memo

To: CRA Advisory Board
From: Patricia Hendler
CC: Nicole Travis
Date: February 29, 2016
Re: Pinnacle Project – East Main Street District

The East Main Street District has a prospective business/property owner looking at the US Foods site for relocation of their corporate offices and distribution operation. This is a large piece of specialized use property was recently vacated by US Foods. The CRA has been approached by City Staff and LEDC for assistance to incentivize the relocation of the company to this site. The company anticipates spending \$3,000,000 to upgrade and renovate several of the buildings on site and bringing over 200 employees to the location. This type of infusion of employees and capital into the area is what was recommended by Tindale Oliver in their Economic Development Strategy assessment which was recently delivered. Their document also suggested that a major incentive program be created to attract new businesses.

Project Pinnacle would likely qualify for the CRA TIF Program now available in Midtown since the site is broken down into a number of different tax parcels and the improvements anticipated could qualify as being 50% of the current Assessed Value of the parcels in question. One of the targets for renovation is the corporate office building on Ingraham Avenue. The exterior redesign of the building will be eligible for a Design Grant which, if implemented, would qualify the company for a Façade and Site Improvement Matching Grant for up to \$90,000. Finally, CRA Staff is proposing a Job Creation Incentive Grant be put in place for the East Main Street District. This program will be presented to the Advisory Board for approval at the March 3rd meeting.

It is the recommendation of Staff that the CRA Advisory Board recommend approval to the Community Redevelopment Agency Board the award of the Job Creation Incentives Grant as per the approved program to Project Pinnacle. It is also Staff's recommendation that the Advisory Board recommend approval by the City Commission as CRA of Project Pinnacle's TIF application in compliance with the existing TIF program. The Design Grant and subsequent Façade and Site Improvement Grant are also recommended for approval in compliance with those programs.



February 26, 2016

Ms. Nicole Travis
CRA Manager
Lakeland Community Redevelopment Agency
228 S. Massachusetts Ave.
Lakeland, FL 33801

Nicole:

Please accept this letter of recommendation from the Lakeland Economic Development Council (LEDC) for Project Pinnacle to receive all eligible incentives for locating in the East Main Street District.

Project Pinnacle, a private company that has been in business for over 30 years, is adding 210 jobs to the East Main Street District. This Corporate Headquarters and Distribution relocation, is requesting incentives to assist with the redevelopment and reuse of the US Foods site. Also, Project Pinnacle is willing to sell the CRA a parcel of land on Peachtree that will assist with the city's efforts in reestablishing the transportation grid.

Based on the goals of the CRA & East Main Street District to have "Pinnacle" projects that will strengthen their identity, increase business activity, improve aesthetics and more, the LEDC is recommending the following incentives:

- Job Creation Incentive Program- \$5,000 per job for 210 jobs that will be relocated to the East Main Street District
- Facade and Site Improvement Matching Grant – up to \$90,000 reimbursement (\$75,000 Implement Design Assistance & \$15,000 Design Assistance)
- TIF Program Reimbursement – Project Pinnacle has \$3,000,000 + in renovation costs. The estimated TIF payment would be approximately \$18,000 per year for 5 years.

Thanks for your support and collaboration on this project. We look forward to seeing Project Pinnacle operational and a community partner for years to come.

Sincerely,

A handwritten signature in cursive script that reads "Claudia Tritton".

Claudia Tritton,
Business Development Director

Memo

To: CRA Advisory Board
From: CRA Staff
CC: Nicole Travis
Date: February 23, 2016
Re: Lakeland Habitat for Humanity Properties in Parker Street Model Block Area

Lakeland Habitat for Humanity currently owns two properties in the targeted Neighborhoods; 701 Myrtle and 409 Stella. The CRA has had a relationship with Habitat over the years and throughout this time evidence can be found in memos of unclear communication patterns by Habitat with respect to invoices, design subsidies and implementation of special design features and how to conduct business as partners. Most recently, Habitat demolished a house on Stella that the CRA donated to them for renovation and continues to allow Habitat mortgagors to neglect their properties.

It appears that Habitat does not have a repair program or mechanism in place for the homes that they sell. There also seems to be a lack of home owner counseling on the subject of being a good neighbor based on Habitat homes with yards in disarray, garbage and clutter outside, and destroyed horizontal blinds that are visible from the street. CRA Staff has contacted Clair Twomey, Executive Director, several times via email and phone requesting information on when renovation of 409 Stella was going to occur and that the conditions of homes at 704, 602, and 620 Magnolia be addressed. Staff has also requested that 409 Stella be properly maintained since siding was hanging off the building and the lawn was not being mowed regularly. Ms. Twomey responded on each occasion and indicated that plans were still in place to renovate 409 N. Stella and that work was expected to begin in December 2015. As to conditions of the Magnolia properties, she indicated they would be contacting the owners. Parker Street Ministries Staff has reported that they often mow the Magnolia property lawns when they get knee high in an effort to maintain standards in the neighborhood. It should be noted that Habitat holds mortgages on all of the properties that they transfer to the homeowners and therefore have an interest in the property condition. In October of 2015, the house at 409 Stella was demolished. Habitat is the owner, and they have the right to demolish, however the property was donated with the agreement that Habitat was to renovate and stated that the house required expansion for

the designated family which needed more bedrooms. This required additional land from a contiguous lot owned by the CRA to be donated. If the intent was to demolish and build new, the extra land donation would not have been necessary; the lot as it was could have accommodated a larger house, it was their stated desire to renovate that necessitated the donation of extra land.

Because of the lack of response from Ms. Twomey, despite promises made on more than one occasion, CRA Staff recommends sending a letter from the CRA to the Habitat Board of Directors asking what the plans are for the property at 409 Stella and requesting that properties occupied by Habitat families be contacted regarding exterior maintenance. We will provide pictures of the house conditions to support our requests. Please come prepared to discuss and vote on this request.







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620



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February 16, 2016

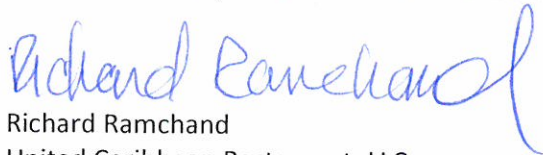
Received
FEB 22 2016
Community Development
Department

Nicole Travis
Lakeland CRA
228 S. Massachusetts Ave
Lakeland, Florida 33801

Dear Ms. Travis,

As per our conversation from last week I would like to request an extension of the grant approval period for United Caribbean. I am requesting additional time to resolve issues related to design plan issues that have prevented me from obtaining the needed permit.

I would like to request a six month extension in order to resolve these issues. Thank you.



Richard Ramchand
United Caribbean Restaurant, LLC
705 W. Daughtery Road
Lakeland, Florida 33809