

LAKELAND CRA

COMMUNITY REDEVELOPMENT AGENCY

AGENDA

Community Redevelopment Agency Advisory Board

Thursday, November 3, 2022 | 3:00 PM – 5:00 PM
City Commission Conference Room, City Hall

A. Financial Update & Project Tracker*

B. Housekeeping

- i. Board Appointments – upcoming*
- ii. Board Retreat update*
- iii. CRA Officer Hiring Process update*

C. Action Items

- i. Old Business
 - i. Meeting Minutes October 6, 2022 (Pg.6-19)
- ii. New Business
 - ~~i. Payne Air Conditioning & Heating, LLC (Enyap Properties LLC)
Midtown Infill Adaptive Reuse Incentive Request (Pg.)~~
 - ii. TR Hillsborough Downtown Infill Adaptive Reuse Incentive Clarification Request (Pg.20-23)

D. Discussion Items

- i. S. Florida Avenue Endorsement Letter
- ii. Upcoming Events:
 - i. Neighborhood Association Coalition Meeting 11.3.22 @ 6pm*

E. Adjourn

* For Information

NEXT REGULAR MEETING:

Thursday, December 1, 2022, 3:00 - 5:00 PM

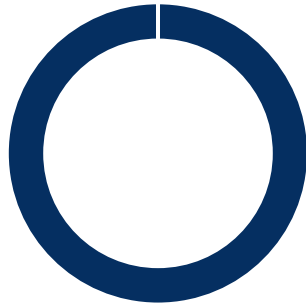
CRA Advisory Board Terms and Positions

As of Friday, October 28, 2022

Name	Term Expires	CRA District	Current Position	Current Term
Brandon Eady	4/1/2024	Downtown	Chair	2nd Term
Frank Lansford	11/6/2022	Midtown	Co-Chair	2nd Term
Chad McLeod		CC Rep	Commissioner	1st Term
Katherine Lake	3/1/2025	Downtown	Member	1st Term
Terry Coney	10/17/2024	Midtown	Member	1st Term
Teresa O'Brien	7/19/2024	At-Large	Member	1st Term
Chrissanne Long	7/19/2024	Downtown	Member	1st Term
Tyler Zimmerman	7/19/2024	Dixieland	Member	1st Term
Harry Bryant	4/1/2024	Midtown	Member	1st Term

Vacant Positions: Dixieland (2)

Downtown Fund



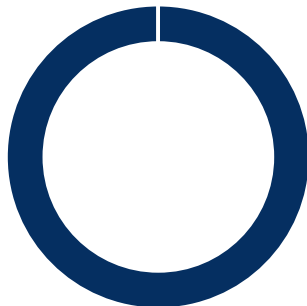
- Available
\$2,039,980
- Expenses
\$0
- Encumbrances
\$0

Dixieland Fund



- Available
\$917,157
- Expenses
\$0
- Encumbrances
\$75,000

Midtown Fund



- Available
\$5,310,297
- Expenses
\$0
- Encumbrances
\$0

LAKELAND CRA

COMMUNITY REDEVELOPMENT AGENCY

PROGRAM PROGRESSION REPORT



STATUS KEY	
RISKS / ROADBLOCKS	
POTENTIAL RISKS	
ON TRACK	

Grants/Programs	Status	Active Awards	Notes
Alley Vacating	ON TRACK	1	Downtown to Facilitate 313 N. Mass Development
Affordable Housing Partnerships	ON TRACK	1	Twin Lakes Phase II
Design Assistance	ON TRACK	3	Dixieland: Unlimited DPI; - Midtown: Farmer's Insurance, Dynamic Properties, Hadleys School
Down Payment Assistance	ON TRACK	2	Underway (Housing Administered)
Façade and Site	ON TRACK	8	Dixieland: 360 Unlimited; Biscuits & Benedicts; Dixieland Auto Parts; Dixieland Mall; Quick Print Express; Reececliff Family Diner ; Sanoba Law Firm, Unlimited DPI Midtown: Artistic Nail & Beauty, John Paul Dentistry; Labor Finders; Nyammin Kitchen & Grill; Richard Fox Plumbing, Dynamic Properties, Medical Suites
Fix-It Up	ON TRACK	6	Jairus Rutherford; Kimberly Lanier; Maria Cruz; Mia Colston; Patricia Jordan; Steven Griffin; Tyrone Hunt;
Infill- New Construction	ON TRACK	4	Impeccable Construction (1 SF house & 3 townhouses)
Infill Adaptive Reuse	ON TRACK	11	Dixieland: Biscuits & Benedict , Sanoba Law Office; Unlimited DPI; Vanguard Room; Downtown: Bank of America; Edward-Macy Building, Cat Cafe Midtown: Artistic Nail & Beauty; John Paul Dentistry ; Lakeland Town Center; Mary's Bagels; Nyammin Kitchen and Grill ; Richard Fox Plumbing, Dynamic Properties
Dixieland Art Infusion	ON TRACK	8	Agnes Building; Artman Law Office; Dixieland Auto Parts; Quick Print; Reececliff Family Diner; Reflections of Excellence ; Sanoba Law Firm; Stationary Lofts ; Swan Brewing; Unlimited DPI, Bank of America, Petcoff Building ;
Downtown Second Floor Renovations	ON TRACK	2	Gore Building; TR Hillsborough
EDGE	ON TRACK	2	Downtown: Studio C; TR Hillsborough. Cat Café
STEMM	ON TRACK	0	None

LAKELAND CRA

COMMUNITY REDEVELOPMENT AGENCY

PROJECT PROGRESSION REPORT



STATUS KEY
RISKS / ROADBLOCKS
POTENTIAL RISKS
ON TRACK

Project	Status	Phase	Funding Allocated	Notes
Five Points Roundabout	ON TRACK	Construction	\$500,000	Funding Increased for FY22 with Construction Scheduled to Commence Fall 2022
Robson Neighborhood Septic to Sewer Study	ON TRACK	Planning	\$50,000	Underway
Mirrorton	ON TRACK	Complete	\$970,000	Complete; Substation Screenwall RFP; Award of Contract Pending
N. Massachusetts Ave Development Agreement	ON TRACK	Agreement Pending	TBD	Developer Due Diligence; Contamination Monitoring Established
Providence Rd	ON TRACK	Project Planning	\$1,000,000	Project Estimated at \$7.1 million dollars; Programmed for FY 26-27
Central Avenue Pedestrian Improvements	ON TRACK	Pre-Construction	\$102,500	Design; MOU In Place
N. Scott Avenue Sidewalk Improvement	ON TRACK	Pre-Construction	\$191,000	FY2022; MOU In Place
Oak Street RFP	ON TRACK	Negotiation	TBD	Development Agreement Negotiations Underway
Emma Street Sidewalk Improvement	ON TRACK	Preliminary	\$140,000	FY2023; MOU In Place

**Community Redevelopment Area Advisory Board
Meeting Minutes
Thursday October 6, 2022
3:00 – 5:00 PM
City Commission Conference Room, City Hall**

Attendance

Board Members: Brandon Eady (Chair), Commissioner Chad McLeod, Chrissanne Long, Harry Bryant, Terry Coney, Frank Lansford, Teresa O’Brien, and Kate Lake

Absent: Tyler Zimmerman

Staff: Valerie Ferrell, Shelley Guiseppi and Carlos Turner

Guests: Assistant City Attorney Jerrod Simpson, Director Brian Rewis, Assistant Director Jason Willey, Transportation Manager Chuck Barmby, Julie Townsend, Sgt. Henry, Officer Shuttler, Mike Noesen (Ayres), Binoy Panicker (Ayers), Greg Wilkerson, Jason Rodda, David Hallock, and Zach Lewallen

Packets

- Meeting Minutes dated August 4, 2022
- Financial Update
- Project Progression Report
- Memo – Lake Wire Apartments/Peachtree Flats TIF Request
- Memo – South Florida Ave Master Plan Update

Housekeeping

None

Action Items – Old Business

Financial Update & Project Tracker

Valerie Ferrell advised financials are doing well and projects are on track.

Housekeeping

Brandon Eady introduced the new CRA Manager Valerie Ferrell.

Meeting Minutes Dated August 4, 2022

Chrissanne Long motioned to approve minutes.
Terry Coney seconded which passed unanimously.

Action Items – New Business

Lake Wire Apartments/Peachtree Flats TIF Request

Valerie Ferrell presented the Lake Wire Owner LLC/Peachtree Flats TIF Request. The Project has been designed to include a total of 84 units comprised of one- and two-bedroom apartments. The project consists of a four-story 90,199 square foot residential building with residential amenities, central pool area and pavilion and a two-story 34,872 square foot parking structure with 102 parking spaces. The Project

encompasses 1.5 acres of land with a projected completion date is Fall of 2024. The projected TIF calculations at 50% would be approximately \$86,000 per year totaling \$434,212.00 over a 5-year period based on \$18 million-dollar improvement. The applicant has requested 75% for a period of 10 years. Staff recommends the standard of 50% for a 5-year period.

Greg Wilkerson presented his team who has been working on the project and stated the interest in this site began five (5) years ago to bring an urban infill site to Lakeland. There was a previous project in the area that did not come to realization which allowed them to acquire the site. The view of Lake Wire is something other sites do not have which also made it appealing. It is also a prime area to connect the Downtown area. The units will be one or two bedrooms, approximately 864 sq. ft at market rate.

Terry Coney questioned the traffic in the area due to the school zone, as well as other opportunities for traffic movement in North Lake Wire.

Greg Wilkerson advised this will create additional traffic which is natural with any infill site but if Lake Wire Dr. is reopened, that would help relieve some traffic also.

Chuck Barmby advised this development has been evaluated through the site plan review process and there are no issues with school or traffic. Discussion ensued.

Frank Lansford asked how the modified TIF request came about.

Greg Wilkerson advised they reviewed previous TIF requests and noticed some where approved for more than the recommendation of Staff.

Terry Coney motioned to approve recommendation of the staff.
Kate Lake seconded motion.

Brandon Eady advised there is validity in asking for more than the standard TIF and suggests the Board to consider the modified request. Discussion ensued relating to TIF incentives and other opportunities for CRA incentives for infill site development.

Terry Coney moved to rescind his motion.
Kate Lake moved to rescind her second.

After discussion, Chrissanne Long motioned to approve for a reimbursement of 75% of the tax increment for five (5) years and the CRA Advisory Board may consider other incentives at a later date.

Kate Lake seconded motion.

Chair Brandon Eady clarified this would allow CRA staff and developer to evaluate infill development incentives as applicable to be brought back to the Advisory Board for consideration.

The motion passed unanimously.

South Florida Ave Master Plan Update

Valerie presented the S. Florida Ave Master Plan Update. This is a one (1) mile corridor that was reduced from two (2) lanes to one (1) lane due to the previous (5) lanes were not compliant and too narrow for FDOT state road requirements. The reduced traffic pattern has been reviewed for eighteen (18) months.

Binoy Panicker stated they were approached by the city to study South Florida Ave corridor with the FDOT’s road diet test to help with design options and how the City can leverage the investments. The project started in April and is three (3) phases. The phases allowed for the project to be mapped out to find out the best fit for the transit issue. There are four (4) current themes that will aid in improving the corridor.

Kate Lake questioned the current barriers.

Chuck Barnby advised the barriers will stay in place until the completion of the road diet. Discussion ensued.

Valerie Ferrell advised the Board can provide a letter of consideration to show support for the project if they felt compelled to share their endorsement with City Commissioners.

Chrissanne Long motioned to provide a letter of consideration and support.
Kate Lake seconded motion which passed unanimously.

Discussion Items

Brandon Eady thanked the LPD officers for their work in the CRA areas and asked to briefly explain their current progress.

Sgt. Henry advised with the improvements there will be a total of four (4) Officers and Board members will have direct contact with the new Officers. Applications have been received and the interview process will begin soon. Discussion ensued.

Valerie Ferrell advised of two (2) upcoming events. The Smart Growth forum and Lakeland Hills Blvd. public meeting hosted by FDOT.

Brian Rewis advised there is also the Gulf Coast Summit and encouraged all Board members to attend.

Adjourned at 5:22 PM

Next Meeting, Thursday, November 3, 2022 3:00 PM.

Brandon Eady, Chairman

Date



South Florida Avenue Strategic Master Plan

CRA Board Presentation
October 06, 2022

AYRES

Overview

Ayres was appointed by the City of Lakeland to:

- Study the South Florida Ave. corridor between Lime St and Ariana St, of SR 37, within the Dixieland Community Development Area (CRA).
- Provide planning and design guidance for the long-term redevelopment of this corridor in conjunction with FDOT's road diet project.



PROJECT PHASES
(Apr-Aug 2022)

1

Assessment

2

10 Vision and Strategies

3

Implementation

Context

REGIONAL SHOPPING DISTRICT

MEDICAL DISTRICT

DOWNTOWN WEST DISTRICT

DOWNTOWN DISTRICT

SUNRAIL EXT.

US 98 BRT

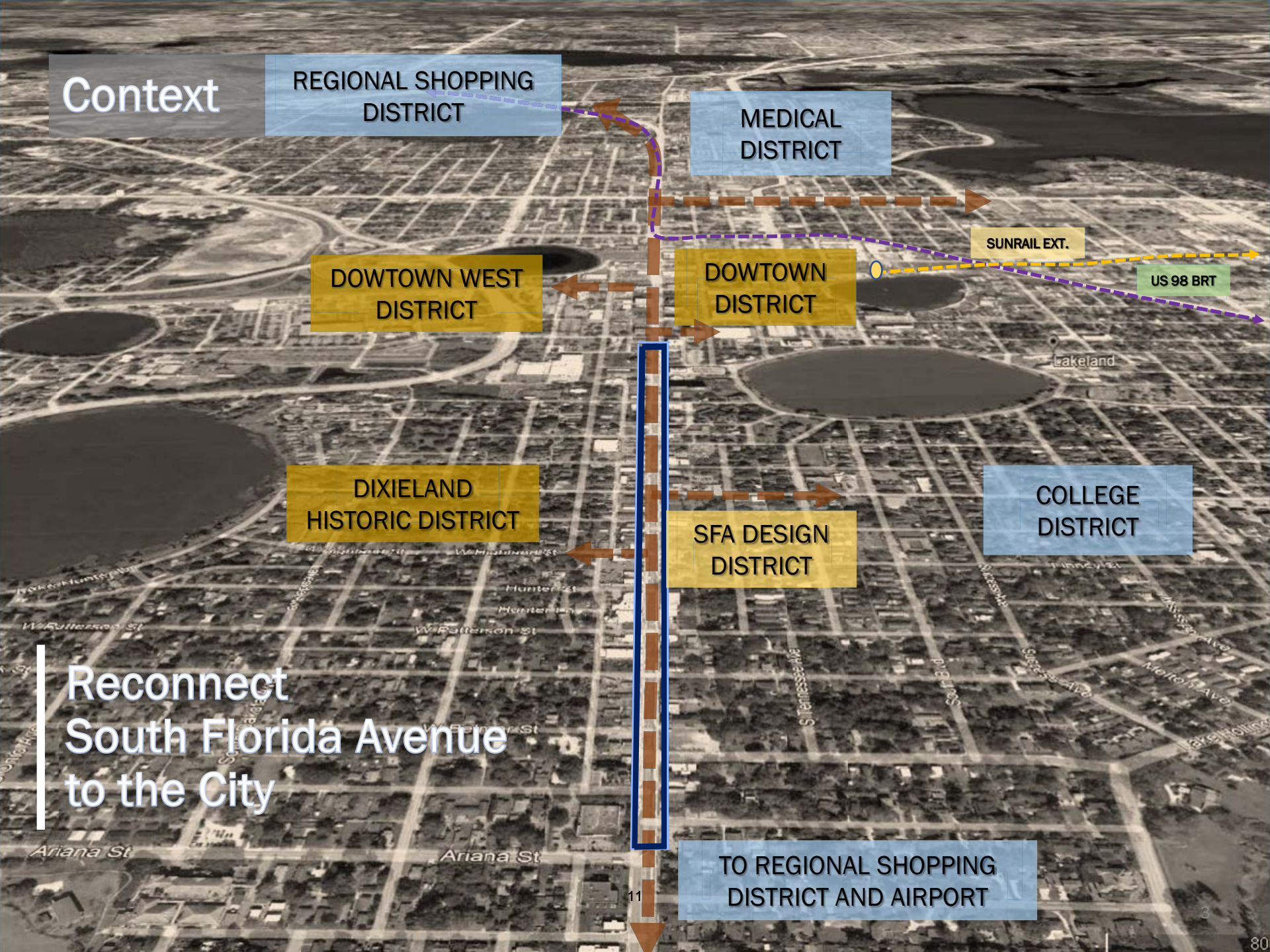
DIXIELAND HISTORIC DISTRICT

SFA DESIGN DISTRICT

COLLEGE DISTRICT

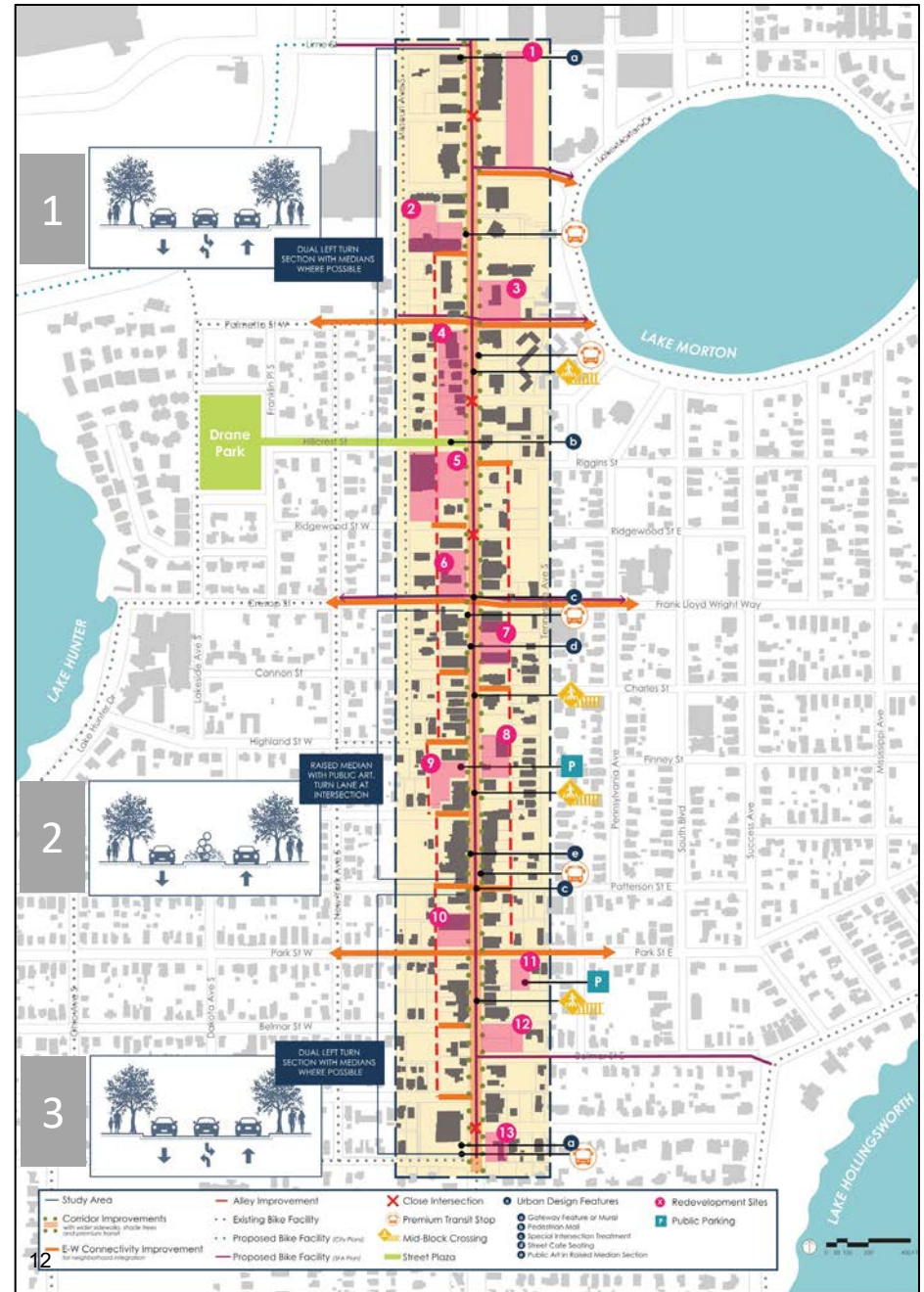
Reconnect South Florida Avenue to the City

TO REGIONAL SHOPPING DISTRICT AND AIRPORT



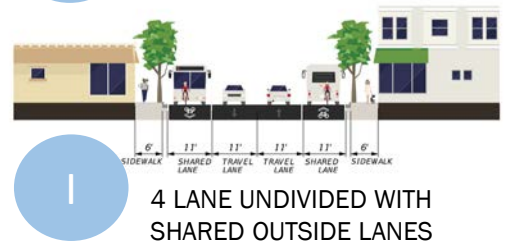
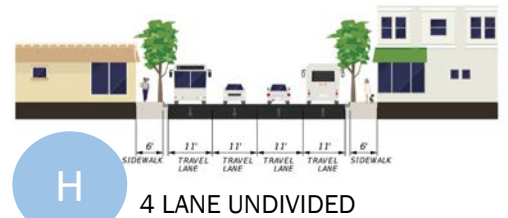
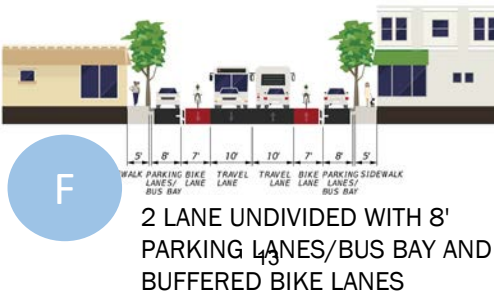
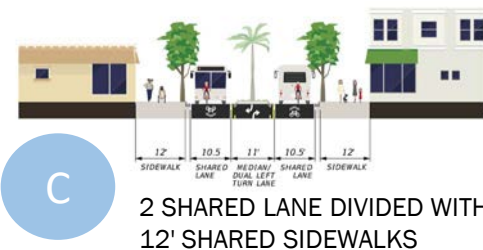
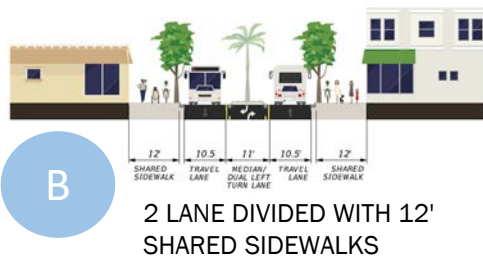
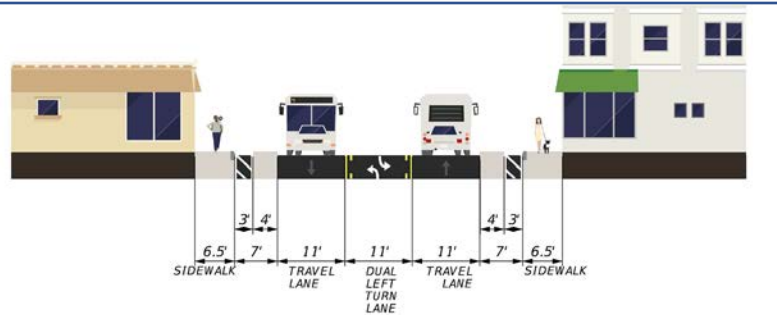
Urban Design Features

1. DUAL LEFT TURN W/MEDIANS WHERE POSSIBLE (LIME ST. TO FL WRIGHT WAY)
2. RAISED MEDIAN WITH PUBLIC ART (FL WRIGHT TO PALMETTO ST.)
3. DUAL LEFT TURN W/MEDIANS WHERE POSSIBLE (PALMETTO ST. TO ARIANA ST.)



Street Design Optioneering

EXISTING TYPICAL STREET CROSS-SECTION

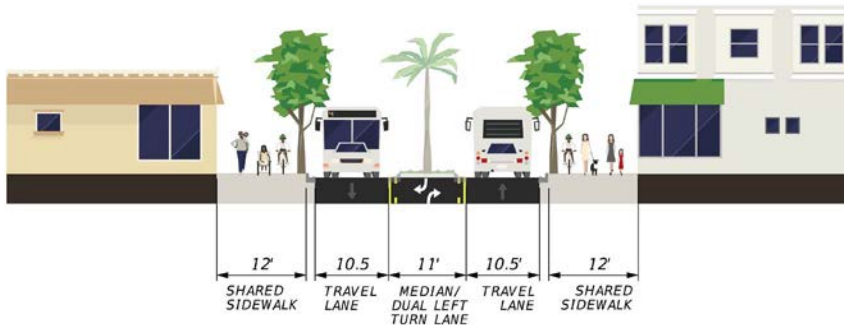


Preferred Options 1 & 2

1



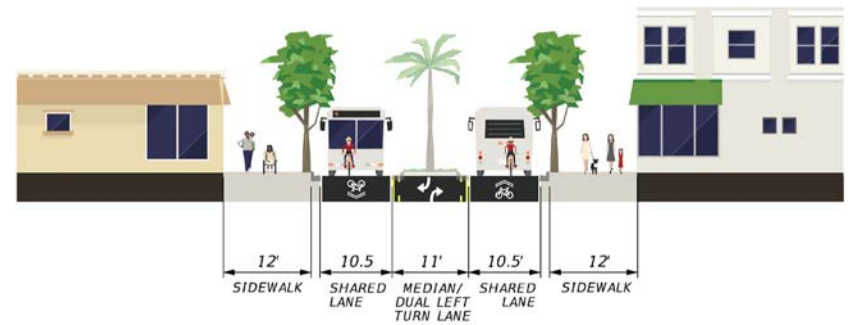
South Florida Avenue & FL Wright Way
2 LANE DIVIDED WITH 12' SHARED SIDEWALKS OPTION



2



South Florida Avenue & FL Wright Way
2 SHARED LANE DIVIDED WITH 12' SIDEWALKS OPTION

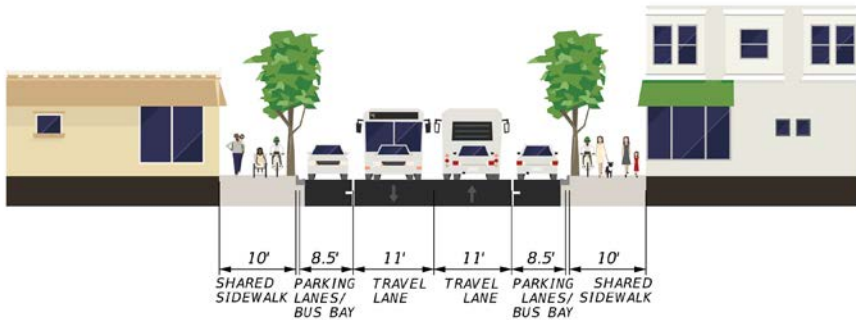


Preferred Options 3 & 4

3



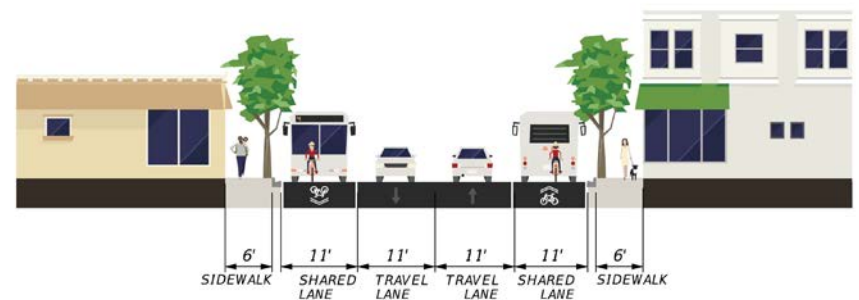
South Florida Avenue & FL Wright Way
2 LANE UNDIVIDED WITH PARKING LANES/BUS BAY AND 10'
SHARED SIDEWALKS OPTION



4



South Florida Avenue & FL Wright Way
4 LANE UNDIVIDED WITH SHARED BUS/BIKE OUTSIDE LANES
WITH 6 FT. SIDEWALKS OPTION



Strategic Master Plan Priorities

1 Safe & Enhanced Urban Experience

Realize an enhanced urban experience through the proposed street redesign to promote safety, walkability and good urban design as emphasized in the previous plans.

2 Robust Mobility Networks

Link the SFA District to major destinations, downtown, hospitals, shopping centers and regional transportation hubs by pedestrian walkways, bike, trails, public transportation and safe vehicular routes.

3 Tactical Urbanism

Promote redevelopment activities to secure quick wins and gain regional exposure through branding and promotion - Design District.

4 Resilient Redevelopment

Leverage public investment and private partnerships to promote redevelopment on key sites, focusing on transit oriented, mixed-use development to mitigate the City's foreseeable housing challenges.



Safe and Resilient SFA District



Plan Implementation

Scenario Plan Phase 1 - 0 to 3 years

SFA corridor detailed design with amenities, alley improvements, city policy changes, private property redevelopment.



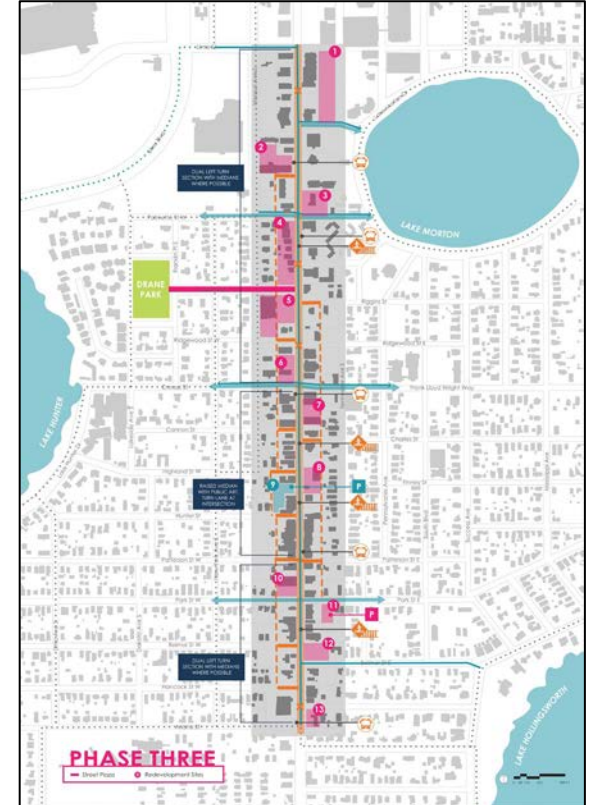
Scenario Plan Phase 2 - 4 to 7 years

SFA reconstruction, public parking, east-west street improvements, city-wide bike connectivity, private property redevelopment.



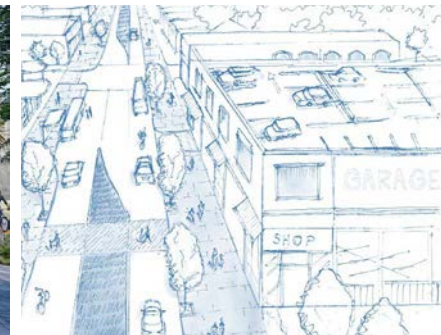
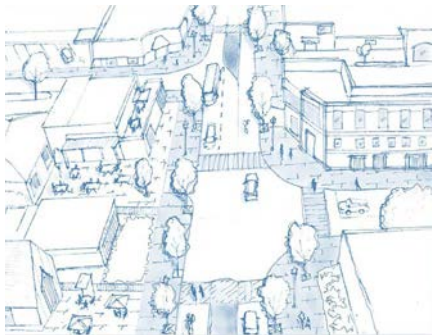
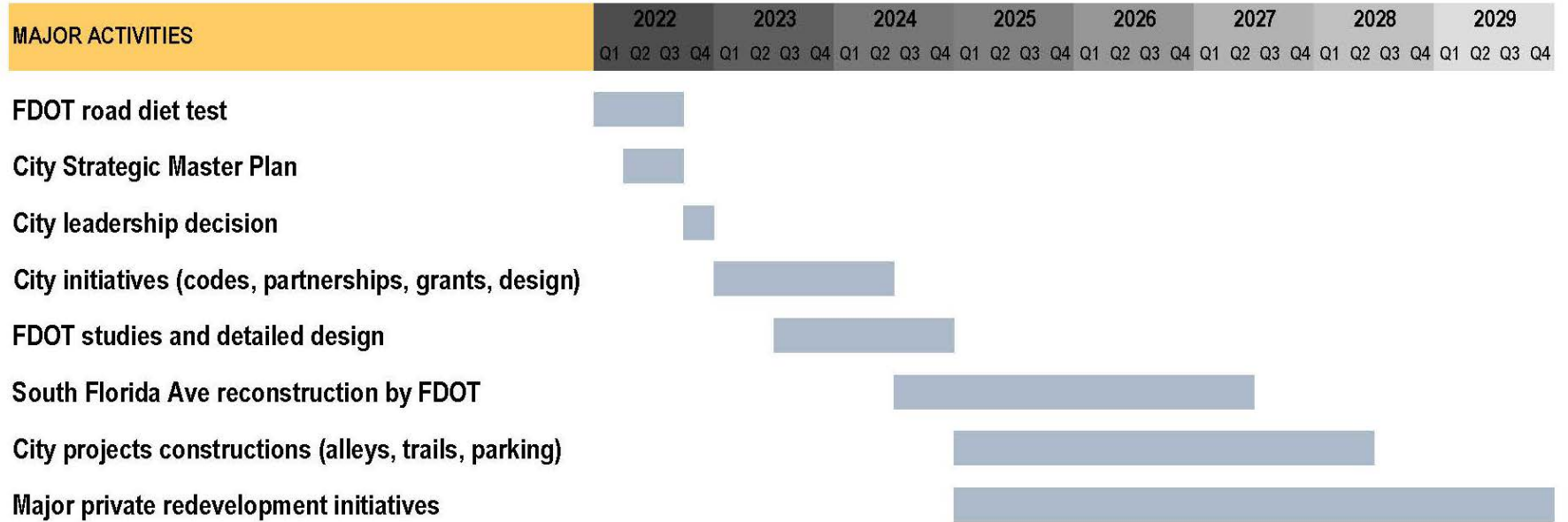
Scenario Plan Phase 3 - 8 to 15 years

Event Street, Design District urban features, private property redevelopment.



- 1 Corridor Design and Construction
- 2 City Policy, Redevelopment Initiatives and Collaborations
- 3 Grants and Funding

Implementation Timeline



South Florida Avenue Strategic Master Plan





228 S MASSACHUSETTS AVE
LAKELAND, FLORIDA 33801
863.834.6011

Memo

To: CRA Advisory Board
From: Valerie Ferrell, CRA Manager
Date: November 3, 2022
Re: **207 East Main Street (TR Hillsborough LLC)**

I. Background:

Tom Elliott and Cory Petcoff (Developers), formed a partnership TR Hillsborough LLC), and purchased 207 East Main Street with intent to renovate and lease to a first-floor restaurant tenant and second-floor office/ executive suite tenants. Prior to their purchase in September 2020, the building had been sitting vacant since 2008; with several associated code violations. The Developers have been unsuccessful in several attempts to lease the space to prospective tenants due to need for an elevator and elevator lobby, and significant improvements. Therefore, they contracted an architect to draft plans to install the elevator and to renovate both floors.

At the August 2021 CRA Advisory Board meeting, the Developers presented a request for grant assistance. The property required improvements to include the construction of an elevator and elevator lobby, renovations to accommodate first floor retail and offices upstairs with views of Munn Park. The proposed improvements were estimated to be \$1,087,511. Given the extensive renovations and need to install an elevator to make the building attractive to tenants, the Board approved the request equal to 10% of the project's costs up to \$150,000.

II. Property Details:

The existing site consists of parcel 24-28-18-211516-000020; totaling 1,308.8 SF (.03 acres) land/building footprint. The space is located in Downtown across from Munn Park; approximately 3,000 SF on the first floor and 5,000 SF on the second floor.

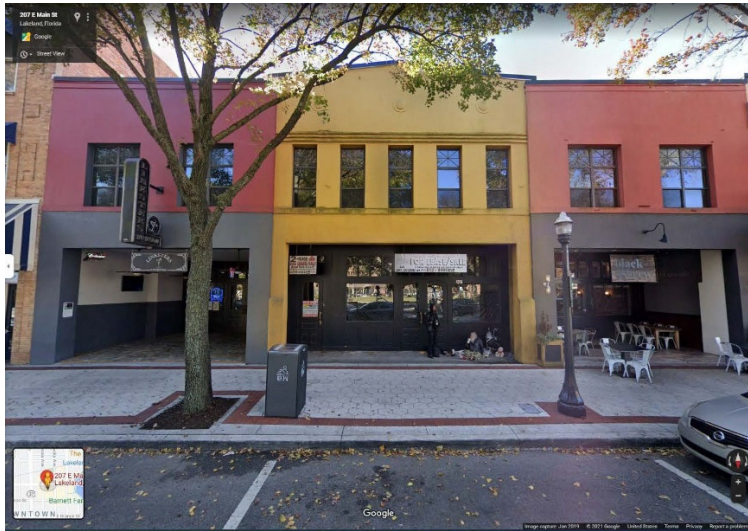


Image Courtesy of Google Maps: 207 E Main Street is the yellow building.

III. Clarification Needed

The project has progressed significantly, with 65% of the elevator project being complete. The Developers are working with several tenants to occupy the first and second floor spaces. Due to the nature of lease arrangements and rent deferrals, build-out costs will be shared between developer and tenants. The Developer is seeking clarification that the incentive previously awarded be specified to the elevator and related elevator lobby improvement costs in the amount of \$150,000.

IV. Board Consideration:

At the Board's discretion, approval of Developer's request that the incentive previously awarded be specified to the elevator and related elevator lobby improvement costs in the amount of \$150,000.

Attachments:

- August 5, 2021 CRA Advisory Board Minutes

**Community Redevelopment Area Advisory Board
Meeting Minutes
Thursday August 5, 2021
3:00 – 5:00 PM
600 E. Bay Street, Mirrorton Clubhouse**

Attendance

Board Members: Brandon Eady (Chair), Brian Goding, Brian Waller, Commissioner Chad McLeod, Chrissanne Long, Cliff Wiley, Harry Bryant, Teresa O'Brien, Tyler Zimmerman

Absent: Frank Lansford

Staff: Alis Drumgo, Terrilyn Bostwick, Iyanna Jones, and D'Ariel Reed

Guests: Cory Petcoff, Tom Elliot (conference call), Jerrod Simpson (Assistant City Attorney) and Jason Lewis (725 E. Orange, LLC)

Packets

- Meeting Minutes dated June 3, 2021
- Financial Update
- Project Progression Report
- Election of Vice Chair
- Memo - North Downtown Catalyst Plan
- Memo – 207 East Main Street Grant Request

Housekeeping

Action Items – Old Business

Financial Update & Project Tracker

Alis Drumgo noted that financials are stable, and projects are moving along.

Meeting Minutes Dated June 3, 2021

Teresa O'Brien moved to approve. Brian Goding seconded motion which passed unanimously.

Action Items – New Business

207 East Main Street Grant Request

Terrilyn Bostwick presented on the 207 E. Main Street Grant request. Cory Petcoff and Tom Elliot of TR Hillsborough purchased a two-story building located at 207 E. Main Street with intentions to renovate and lease both floors. The building has not been leased due to improvement needs and have been vacant since 2008. Major improvements include the construction of an elevator and an elevator lobby. Marlon Lynne, the architect has been tasked with drafting plans for the elevator and the second floor.

Discussion ensued regarding the project's budget, downtown funds, and the Downtown development. The proposed improvements are estimated at \$1,087,511 and only \$237,930 are eligible for CRA funding. The CRA Advisory Board approved a grant of 10% of the project's cost up to \$150,000.

Harry Bryant motioned approval. Commissioner Chad McLeod second the motion which passed unanimously.

Commissioner Chad McLeod expressed his excitement for developers bringing business into the Downtown District.

Election of Vice Chair

Nominations for CRA Advisory Board Vice Chair was conducted and Brian Goding was nominated as Vice Chair. He accepted to serve as Vice Chair and will serve for the remainder of his term.

North Downtown Catalyst Plan

Alis Drumgo presented on the North Downtown Catalyst Plan. The Catalyst Plan provided guidance for development opportunities in three distinct areas of downtown. Those areas comprise of Sports, Entertainment and the Gateway Corporate Park and the Massachusetts corridor. Due to the recent construction in the downtown area, development interest in the north has been magnified.

Ultimately, there was no plan for this area, however the CRA partnered with The Lunz Group, developers, and property owners in the area to come up with the catalyst plan and incorporate the development of the Oak Street parking lot. The plan will tie all the various points of activities together.

The main focus is the Oak Street parking lot, and it has approximately 150 spaces and is 1.5 acres. The CRA issued a request for qualifications (RFQ) for the development of the parking lot about a year ago. Oak Street parking lot is currently out for a Request for Proposal (RFP). The expected budget of the project is estimated between \$45,000 - \$60,000.

Commissioner Chad McLeod moved to approve as presented. Cliff Wiley seconded motion which passed unanimously.

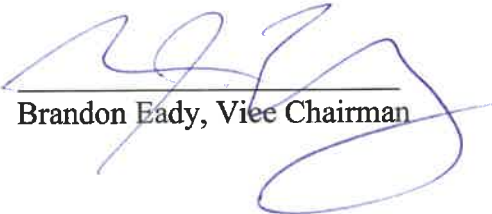
Discussion Items

Updates

At the end of the Board Meeting, Brandon Eady thanked both the CRA Board and Staff for the work that they have been doing within the community and recognized Iyanna for the great work she has done on Neighbors of Lakeland AC Replacement Project. He also recognized D'Ariel for the great work she has done on the Krazy Kambucha project and also the 902 Kentucky Parking lot, which was completed under budget.

Adjourned at 3:58 PM

Next Meeting, Thursday, September 2, 2021 3:00 PM.


Brandon Eady, Vice Chairman

10/25/2021
Date