

AGENDA

Community Redevelopment Area Advisory Board

Thursday, October 1, 2015 | 3:00 PM – 5:00 PM
City Commission Conference Room, City Hall, Third Floor

- A. Presentation – S. Florida Avenue Update (Chuck Barmby, COL Transportation Planner)

- B. Old Business
 - 1. Meeting Minutes dated September 3, 2015
 - 2. Update - Peace River Center
 - 3. Update – Oak Street Parking Lot*
 - 4. Update – Former Salvation Army Site
 - 5. Update - Lincoln Square Development*

- C. New Business
 - 1. Update - Bay Street Development
 - 2. Update – Federal Building
 - 3. Bike Sharing Request (Zagster)*
 - 4. 1057 S. Florida Avenue Grant Extension Request*
 - 5. 119 Hillcrest Street Grant Extension Request*
 - 6. Opportunity Space*

- D. **SAVE THE DATE – October 28th**
 - North Downtown Public Vision Workshop 10am – 3pm
 - Presentation & Comments 6pm – 8pm
 - Magnolia Building – 702 E. Orange Street

- E. Adjourn

*action required

NEXT REGULAR MEETING:

Thursday, November 5, 2015, 3:00 - 5:00 PM – City Commission Conference Room

**Community Redevelopment Area Advisory Board
Meeting Minutes
Thursday, September 3, 2015
12:00 – 3:00 PM
City Commission Conference Room, City Hall**

MEETING MINUTES

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

Absent:

Staff: Nicole Travis, Jim Studiale, Celeste Deardorf, Lynne Simpkins, D'Ariel Reed, Patricia Hendler

Guests: Steve Bissonnette, Palmer Davis, Elizabeth Hultz, Cindy Green, Phil Wegman, William Gardam, Julie Townsend, LDDA

Packets

- CRA Advisory board Meeting Schedule 2015-2016
- CRA Area Maps
- Power Point Presentation CRAs: The Basics
- Proposed By-Laws of the Lakeland Community Redevelopment Area Advisory Board
- Resolution No. 5212
- Proposed Guiding Principles for Consolidated CRA Advisory Board
- Dixieland, Downtown, and Midtown Capital Improvement Plans
- Dixieland Meeting Minutes dated April 21, 2015 and Downtown and Midtown Minutes dated May 7, 2015
- Memo – 317 W. Memorial Blvd Infrastructure Improvement Assistance Incentive Request
- Memo – Midtown Gateway Incentive Program – StoreRight Request
- Memo – Façade Improvement Request 1212 S. Florida Avenue
- Memo – 820-830 N. Massachusetts Avenue – Redevelopment
- Memo – Peace River Proposal for CRA owned Property 729-745 E. Lake Parker Avenue
- Memo – Lincoln Square Redevelopment Site

Handouts

- Lakeland Community Redevelopment Agency 2014 Annual Report
- Government in the Sunshine

Housekeeping

- Steve Bissonnette facilitated the orientation for the first meeting of the newly consolidated CRA Advisory Board. Advisory Board Members introduced themselves focusing on their history of involvement in Lakeland and what their association was within the CRA district each represents. Staff members introduced themselves. Jim Studiale narrated a History and Evolution of the CRA; Nicole Travis walked through a presentation of CRA Basics; and Palmer Davis presented “Sunshine Law 101”
- Proposed By-Laws were reviewed by Patricia Hendler and Palmer Davis proposed additional language defining a quorum as the majority of the board (6) and the percentage of votes needed to take action as being a majority of members present and voting. Commissioner Malless moved to recommend approval of the By-Laws to the City Commission as presented with the additional language regarding quorum and votes necessary to take action. Cory Petcoff seconded the motion which passed unanimously.
- Election of Officers. Steve Bissonnette asked for nominations for CRA Advisory Board Chair. Brian Goding nominated Cory Petcoff who accepted the nomination. Earl Johnson seconded the motion. There being no other nominations, Commissioner Malless moved that nominations be closed, Eddie Lake seconded that motion which passed unanimously. Cory Petcoff’s nomination as Chairman passed

unanimously. Jim Malless nominated Earl Johnson as Vice Chair. He accepted the nomination which was seconded by Cory and passed unanimously.

- Nicole Travis reviewed the three Community Redevelopment Areas' Capital Improvement Plans and explained the budget process for each of the areas.

Old Business

Meeting Minutes for Dixieland CRA Advisory Board Meeting dated April 21, 2015 and for Downtown and Midtown dated May 7, 2015.

Minutes were approved as submitted.

Update Oak Street Parking Lot

Staff reported that Phase I of the Oak Street Parking lot expansion was complete and 24 additional parking spaces were added. Design and permitting work is ongoing for Phase II of the expansion which will move forward to replace the parking spaces lost to the NoBay project. Although the Downtown CRA Advisory Board had recommended that there be an RFQ released for the Oak Street site seeking developers of mixed use projects including public parking, Staff recommended that this wait until the NoBay project is out of the ground before moving forward.

New Business

Incentives

Commercial Corridor Façade and Site – United Caribbean Restaurant

Staff reviewed the memo recommending approval of the application for Façade and Site incentives. Staff recommended approval of a matching grant not to exceed \$40,000 for signage, landscaping, fencing and other site improvements and Infrastructure Improvement Assistance in an amount not to exceed \$15,000 for connection fees for water and sewer, grease trap, and backflow preventer. Jim Malless made a motion to approve the incentives as recommended by Staff. Todd Baylis seconded the motion which passed unanimously.

Midtown Gateway Incentive - StoreRight

Staff reviewed the memo recommending approval of the application for the Gateway Incentive up to the maximum allowed through the program of \$150,000. Todd Baylis moved for approval of the award. Jim Malless seconded the motion. There was discussion regarding design standards for the Gateway program which are not presently in place. The motion passed unanimously and Staff will work on a revision of the Gateway Incentive including design standards.

Façade Improvement Request – 1212 S Florida Avenue

Staff reviewed the application for a matching grant seeking \$15,000 and recommended that \$14,130 be the maximum approved since \$870 had already been awarded on this building within the last five years. Brian Goding moved approval of the matching grant for an amount not to exceed \$14,130. Ben Mundy seconded the motion which passed unanimously.

Redevelopment of 820/830 N. Massachusetts Avenue

Staff reviewed the memo for the proposed redevelopment of the former Salvation Army Complex, 820 N. Massachusetts Avenue, and 360 E. Parker Street. Three lease proposals/letters of intent from Your Pro Kitchen, Looks Great Enterprises, and Artifacts have been received and Staff recommended that the Advisory Board recommend approval of those proposals to the City Commission and moving forward with improvements to the buildings for these tenants working with Jon Kirk of KMCH architects. Todd Baylis made a motion to approve up to \$100,000 for the interior work needed for the rehab of the Your Pro Kitchen space and a recommendation of approval of the lease terms for the tenant, and approval to spend up to \$300,000 for the exterior and interior improvements to the remainder of the properties and approval for Staff to move forward with lease negotiations for Looks Great Enterprises and Artifact. The motion was seconded by Pastor Eddie Lake. Ben Mundy abstained from the vote which passed unanimously.

729-741 E. Parker Street – Peace River Proposal

Staff reviewed the proposal from Peace River to purchase the north half of the block owned by the CRA and their request that the CRA donate the south half of the block. Staff recommended that the CRA consider selling the north half of the block only and that the CRA engage an appraiser to evaluate the north half of the block and use that information along with the knowledge of the cost that the CRA currently has expended on the property in making a proposal to Peace River. Commissioner Malless made a motion to hire an appraiser and consider the sale of the north half of the block to Peace River for their expansion and reconstruction. Pastor Lake seconded the motion which passed unanimously.

Lincoln Square Development – Proposal and Future Plans

Staff reviewed the purchase proposal from Gardner Capital Development for the purchase of the Lincoln Square site for redevelopment as low income housing for federal tax credits. The proposal would result in multifamily housing in excess of 100 units. Staff also reviewed a site plan done by Jon Kirk of KMCH showing 24 single family and attached housing units. Staff’s recommendation was to move forward with the single family/attached housing development plans. Pastor Lake made a motion to decline the offer to purchase by Gardner Capital and move forward with the single family site plan development. The motion was seconded by Commissioner Malless. Ben Mundy abstained and the motion passed unanimously.

Other

Staff reminded Advisory Board members of the Boards and Committees Dinner at Cleveland Heights Golf Course Thursday, September 17 at 5:30.

Adjourned at 3:54 PM.

Next Meeting, Thursday, October 1, 2015, 3 PM, City Commission Conference Room.

Cory Petcoff, Chairman

Date

Memo

To: CRA Advisory Board
From: Judith Keller
CC: Nicole Travis
Date: September 27, 2015
Re: Oak Street Parking Lot- between Tennessee and Kentucky

142 downtown parking spaces are going to be lost due to the NoBay development. In order to address parking needs in the Downtown district the CRA is proactively replacing parking that will be lost as a result of this project. Staff worked with city engineers to maximize parking spaces and stay within a limited budget. The 2016 budget line item for Phase II of the Oak Street parking project is \$115,000.

Staff is now working on phase two of this project. Phase one added 24 parking spaces.

Attached is an illustration of two different options for the site. One option is to create 58 stalls at a cost of \$87, 320.25. This plan requires only a Dry Retention Pond that retains 100% of the runoff onsite for a 100 year storm event per the Southwest Florida Water Management District's approval.

The second option maximizes the parking spaces by doing another Dry Retention Pond for a 25yr storm event, but it is required to retain 100% of the first flush volume (Water Quality) and post development discharge is not to exceed pre-development conditions. The additional work needed to meet SWFWMD approval and create 72 parking spaces brought the cost to \$128,134. This option would require an allocation of unappropriated surplus, as there is only \$115,000 budgeted. The City Commission would have to authorize \$13,134 from unappropriated surplus to this project through a resolution.

Staff is recommending the 72 parking space option.

1"=30'



NOT FOR CONSTRUCTION

NOT FOR CONSTRUCTION

FILENAME:

REVISIONS		
DATE	BY	DESCRIPTION

CITY OF LAKELAND DEPARTMENT OF PUBLIC WORKS		
ROAD NO.	COUNTY	FINANCIAL PROJECT ID
	POLK	

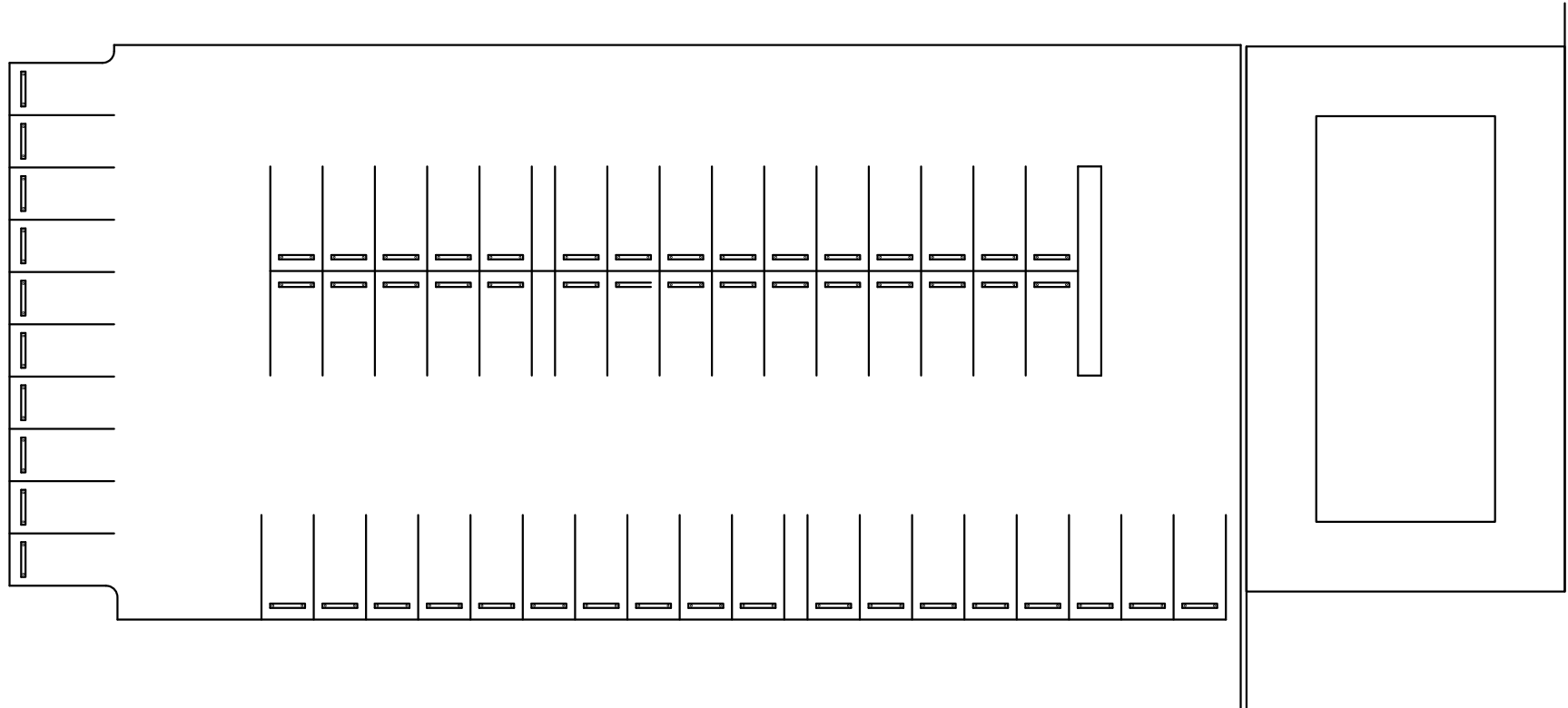
OAK STREET NORTH PARKING SITE PLAN – PHASE 1

THESE PLANS HAVE BEEN PREPARED UNDER MY DIRECT SUPERVISION AS AN EMPLOYEE OF THE CITY OF LAKELAND. PLANS MUST BE STAMPED "APPROVED FOR CONSTRUCTION" AND MUST BE SIGNED AND SEALED TO BE CONSIDERED FINAL. ALL PLANS NOT STAMPED, SIGNED AND SEALED ARE PRELIMINARY, NOT FOR CONSTRUCTION.

NAOMI A. TILLET, P.E. _____ DATE _____
 P.E. LICENSE NO. 58194
 CITY OF LAKELAND, PUBLIC WORKS ENGINEERING
 228 S. MASSACHUSETTS AVE
 LAKELAND, FLORIDA 33801

SHEET NO.
1

58 STALLS NO DISCHARGE FOR 100YR STORM EVENT



58 PARKING STALLS

DEPARTMENT OF PUBLIC WORKS
ENGINEERING DIVISION
PRELIMINARY COST ESTIMATE

DATE: 9/10/2015

REV:

PROJECT

OAK STREET PARKING LOT Phase 2
BETWEEN TENNESSEE AND KENTUCKY

PROJECT NO: 017784

BY: N. TILLET

DESCRIPTION OF PROJECT / CHANGE

APPROVED BY:

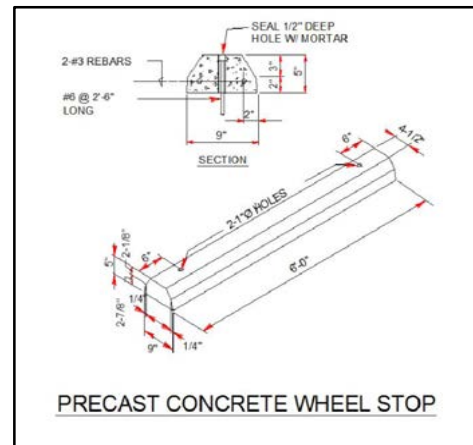
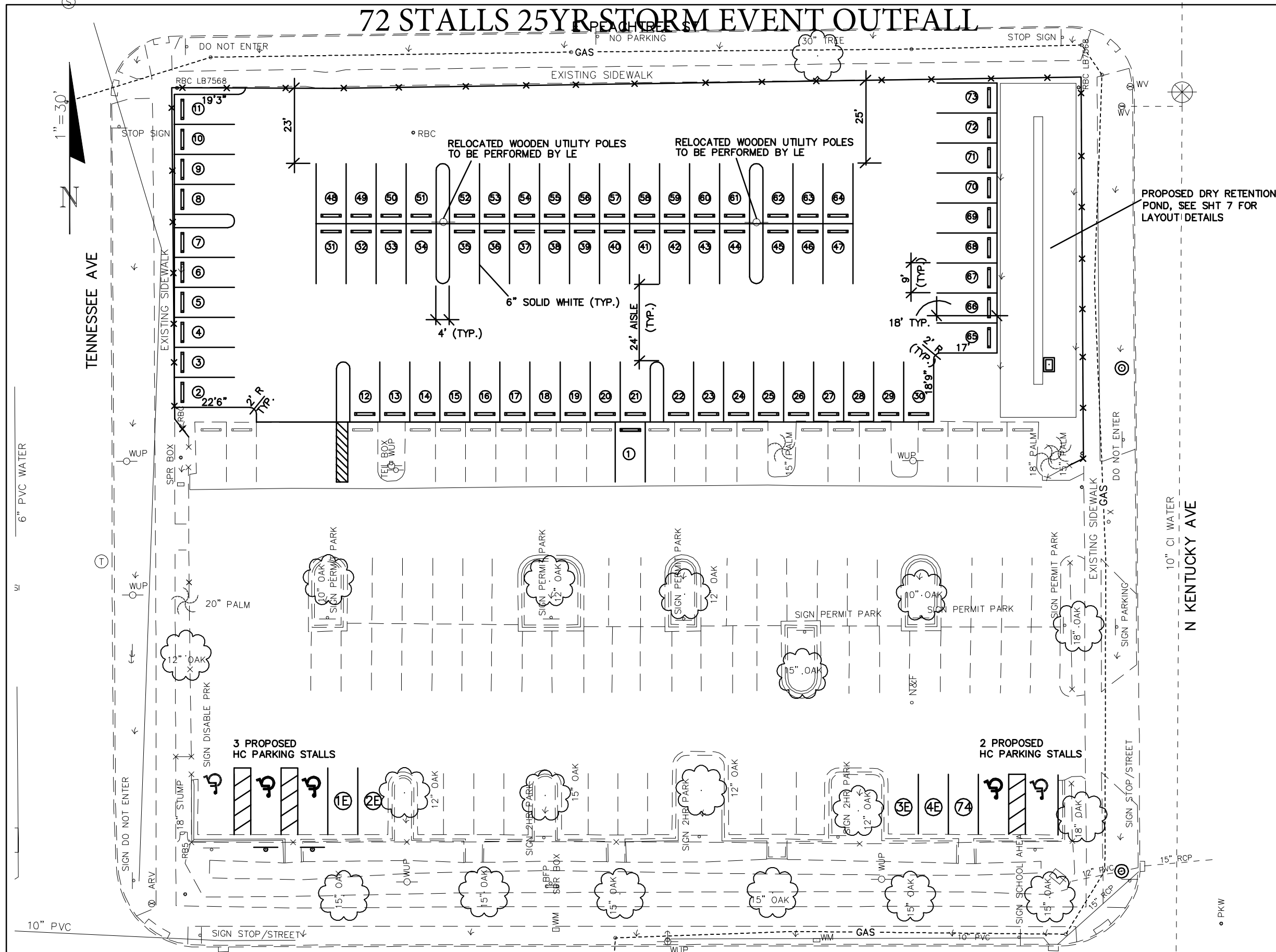
FILE NAME: OAK PARKING 2015

AVAIL. FUNDS:

DOES NOT INCLUDE UTILITY RELOCATION, LANDSCAPING,
IRRIGATION AND LIGHTING

ITEM NO.	QUANTITY	UNIT	TASK	UNIT COST	ESTIMATED COST
101-1	1	LS	MOBILIZATION	\$4,000.00	\$4,000.00
102-1	24	DAY	MAINTENANCE OF TRAFFIC	\$200.00	\$4,800.00
104-10-3	480	LF	SEDIMENT BARRIER (SILT FENCE)	\$1.65	\$792.00
110-1-1	0.7	AC	CLEARING AND GRUBBING	\$9,000.00	\$6,300.00
120-1	766	CY	REGULAR EXCAVATION	\$6.00	\$4,598.67
160-4	2263	SY	TYPE B STABILIZATION (12")	\$3.15	\$7,127.75
285-704	2229	SY	OPTIONAL BASE, BASE GROUP 02	\$10.00	\$22,288.89
334-1-11	184	TN	SUPERPAVE ASPH CONC, TRAFFIC A, SP-9.5	\$130.00	\$23,904.83
570-1-2	333	SY	PERFORMANCE TURF, SODDING	\$2.70	\$900.00
	59	EA	WHEELSTOPS	\$50.00	\$2,950.00
	1	LS	PAVEMENT MARKINGS	\$2,500.00	\$2,500.00
	1	LS	FENCING, RESET EXISTING	\$3,000.00	\$3,000.00
			SUBTOTAL		\$83,162.14
			CONTINGENCY 5%		\$4,158.11
				TOTAL	\$87,320.25

72 STALLS 25YR STORM EVENT OUTFALL



DRAWING SYMBOLS

- STREETLIGHT
- WOODEN UTILITY POLE
- GUY WIRE
- VALVE
- METER
- FIRE HYDRANT
- TELEPHONE MANHOLE
- DRAINAGE MANHOLE
- SANITARY SEWER MANHOLE
- ELECTRIC SEWER MANHOLE
- RCP STORM DRAIN
- GAS
- WATER MAIN
- SANITARY SEWER
- BURIED ELECTRIC
- BURIED TELEPHONE
- BURIED CABLE TV
- BURIED FIBER OPTIC
- OVERHEAD ELECTRIC
- PROPOSED FINISHED GRADE
- DIRECTION OF RUNOFF
- CONCRETE WHEEL STOP
- NUMBER OF PARKING SPACES
- EXISTING SPOT ELEVATIONS

FILENAME: OAK ST North Parking PHASE 2

REVISIONS	
DATE	DESCRIPTION

CITY OF LAKELAND DEPARTMENT OF PUBLIC WORKS		
ROAD NO.	COUNTY	CITY OF LAKELAND PROJECT No.
	POLK	017736

OAK ST. NORTH PARKING PHASE 2 – SITE, LIGHTING AND PAVEMENT MARKINGS PLAN

THESE PLANS HAVE BEEN PREPARED UNDER MY DIRECT SUPERVISION AS AN EMPLOYEE OF THE CITY OF LAKELAND. PLANS MUST BE STAMPED "APPROVED FOR CONSTRUCTION" AND MUST BE SIGNED AND SEALED TO BE CONSIDERED FINAL. ALL PLANS NOT STAMPED, SIGNED AND SEALED ARE PRELIMINARY, NOT FOR CONSTRUCTION.

NAOMI A. TILLET, P.E.
P.E. LICENSE NO. 58194
CITY OF LAKELAND, PUBLIC WORKS ENGINEERING
228 S. MASSACHUSETTS AVE
LAKELAND, FLORIDA 33801

DATE	SHEET NO.
	5

72 PARKING STALLS**DEPARTMENT OF PUBLIC WORKS
ENGINEERING DIVISION
PRELIMINARY COST ESTIMATE**

DATE: 9/10/2015

REV: _____

PROJECTOAK STREET PARKING LOT Phase 2
BETWEEN TENNESSEE AND KENTUCKY

PROJECT NO: 017784

BY: N. TILLETT

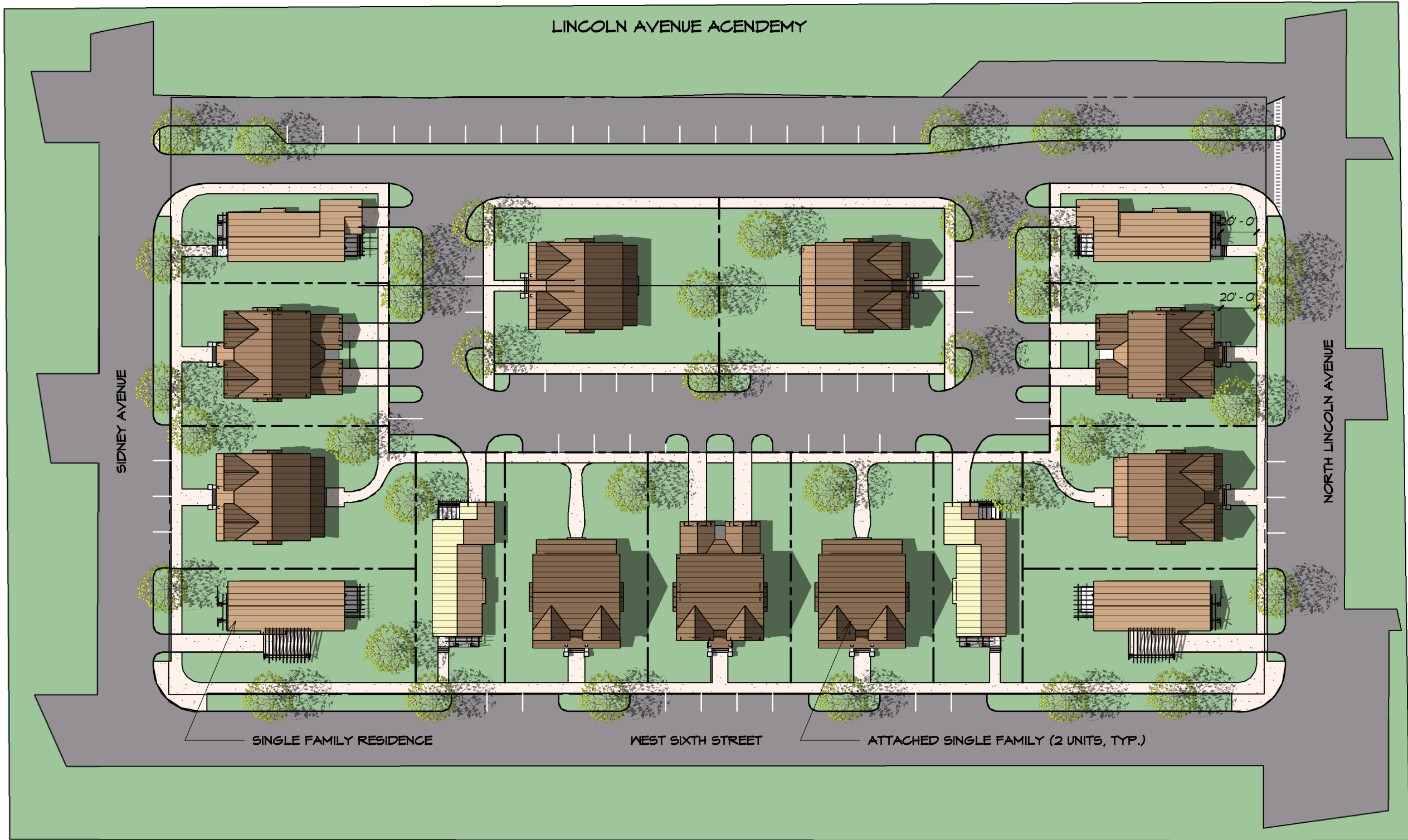
DESCRIPTION OF PROJECT / CHANGE**DOES NOT INCLUDE UTILITY RELOCATION, LANDSCAPING
AND IRRIGATION**

APPROVED BY: _____

FILE NAME: OAK PARKING 2015

AVAIL. FUNDS: _____

ITEM NO.	QUANTITY	UNIT	TASK	UNIT COST	ESTIMATED COST
101-1	1	LS	MOBILIZATION	\$4,000.00	\$4,000.00
102-1	24	DAY	MAINTENANCE OF TRAFFIC	\$200.00	\$4,800.00
104-10-3	480	LF	SEDIMENT BARRIER (SILT FENCE)	\$1.75	\$840.00
110-1-1	0.7	AC	CLEARING AND GRUBBING	\$9,000.00	\$6,300.00
120-1	573	CY	REGULAR EXCAVATION	\$6.00	\$3,435.56
160-4	2905	SY	TYPE B STABILIZATION (12")	\$3.15	\$9,151.10
285-704	2864	SY	OPTIONAL BASE, BASE GROUP 02	\$10.00	\$28,644.44
334-1-11	236	TN	SUPERPAVE ASPH CONC, TRAFFIC A, SP-9.5	\$130.00	\$30,721.17
425-1521	1	EA	INLETS, DT BOT, TYPE C, <10', MODIFIED	\$3,335.00	\$3,335.00
425-2-41	2	EA	MANHOLE, P-7<10'	\$3,800.00	\$7,600.00
430-174-115	150	LF	PIPE CULV, OPT MATL, ROUND, 15"	\$70.00	\$10,500.00
522-1	56	SY	SIDEWALK CONCRETE, 4" THICK	\$40.00	\$2,222.22
522-2	31	SY	SIDEWALK CONCRETE, 6" THICK	\$45.00	\$1,375.00
570-1-2	215	SY	PERFORMANCE TURF, SODDING	\$2.60	\$558.13
	73	EA	WHEELSTOPS	\$50.00	\$3,650.00
	1	LS	PAVEMENT MARKINGS	\$3,000.00	\$3,000.00
	1	LS	FENCING, RESET EXISTING	\$2,000.00	\$2,000.00
			SUBTOTAL		\$122,132.62
			CONTINGENCY 5%		\$6,106.63
			TOTAL		\$128,239.25



LINCOLN AVENUE ACENDEMY

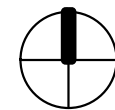
SIDNEY AVENUE

NORTH LINCOLN AVENUE

SINGLE FAMILY RESIDENCE

WEST SIXTH STREET

ATTACHED SINGLE FAMILY (2 UNITS, TYP.)



OVERALL SITE PLAN

1" = 60'-0"

LINCOLN SQUARE CONCEPTUAL PLAN

KIRK CURTIS MUNDY HUNNICUTT ASSOCIATES ARCHITECTS INC.

Memo

To: CRA Advisory Board
From: Julie Townsend, Executive Director - LDDA
CC: Nicole Travis, CRA Director
Date: 9/23/2015
Re: Lakeland Bike Share Program

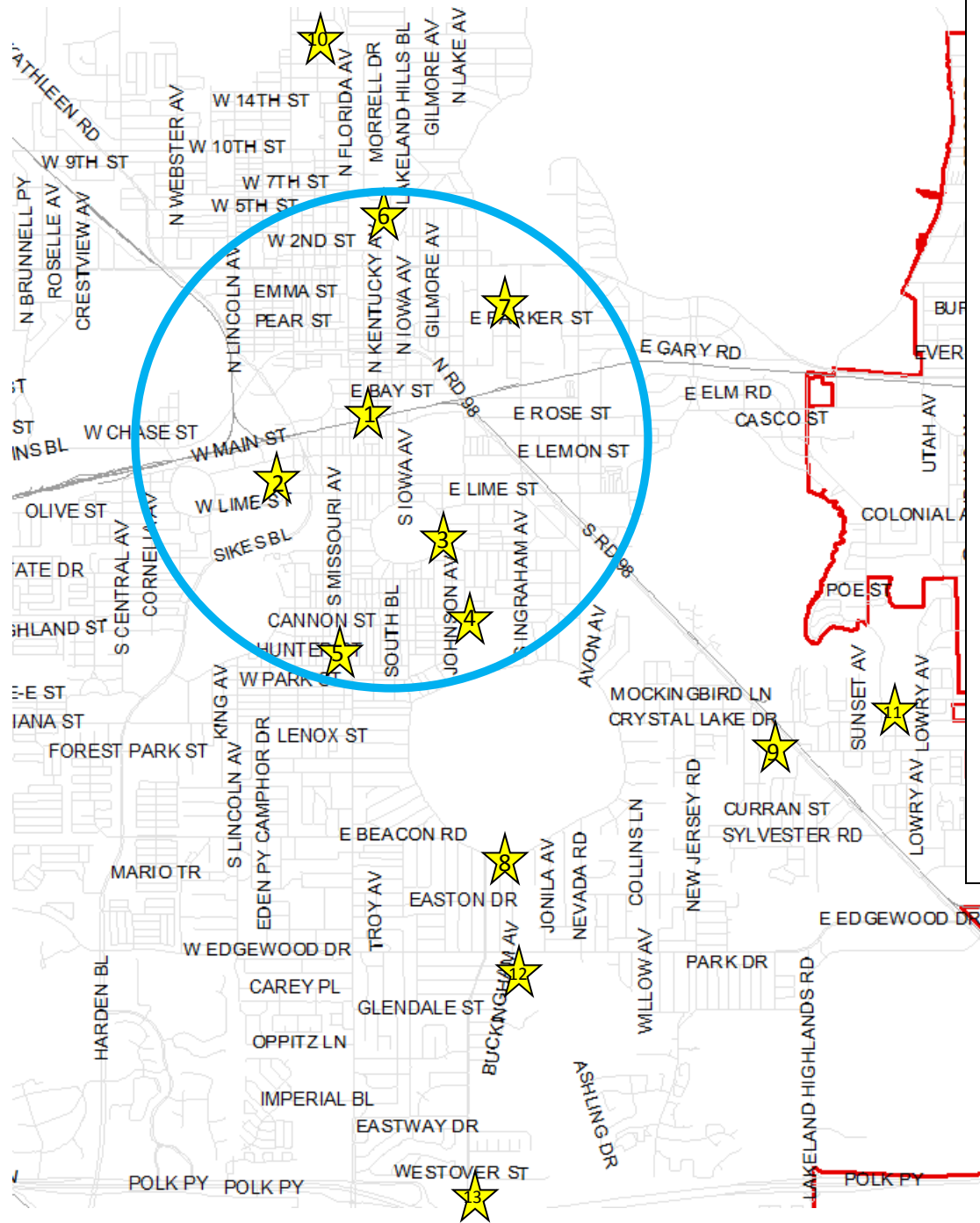
MESSAGE:

On behalf of a collaborative effort by Community Development staff, CRA staff, and LDDA staff I ask for the CRA's financial support of the Lakeland Bike Share Program's pilot project in the Dixieland and Midtown redevelopment Districts.

The Lakeland Bike Share Program is a public-private partnership which has the endorsements of Lakeland Vision and Lakeland Economic Development Council. Funding partners so far have been identified as Citrus Connection, CSX, Florida Southern College and LDDA. Other private entities are considering including Southeastern University, Lakeland Regional Health, Polk Museum of Art, First United Methodist Church, Lakeland YMCA and the Lake Morton Neighborhood Association. Additional funding is being sought through grants through the community foundation and Campbell's Soup initially with other identified once the system is implemented.

Details of the program are outlined in the attached packet. The goal is to launch the program with 5 to 6 stations which includes 25-30 total bikes. (See attached tentative map). The Dixieland and Midtown stations are key components of the phase one system. The ask is for each redevelopment area purchase a station – which consists of 10 parking spaces and 5 bikes – at the investment of \$9,000 per year with a 2 year commitment.

○ Phase I



- Proposed Station Areas**
1. Downtown (2 locations)
 2. Lakeland Center/Hyatt
 3. Polk Museum/Library
 4. Florida Southern College
 5. Dixieland Mall
 6. LRMC/Watson Clinic
 7. Government Center/Parker Street
 8. Lk Hollingsworth Park/Yacht & Country Club
 9. Grove Park Shopping Center
 10. Simpson Park and Rec Center
 11. Southeastern University
 12. Common Ground Park
 13. YMCA/Peterson Park



BIKE SHARE FOR THE CITY OF LAKELAND

WHO/WHAT/WHEN/WHERE/WHY/HOW

WHO

Zagster is a leader in the booming bike sharing industry. With innovative technology, backing from leading transportation investors, and great customers like Albuquerque, NM, Carmel, IN, Cleveland, OH, General Motors, Quicken Loans, Duke University, Yale University, Related Management, Four Seasons Hotels, (and more!), Zagster is well-positioned to lead bike sharing into its next era.

WHAT

Zagster provides full-service, turnkey, innovative bike sharing systems. Customers enjoy the many benefits of bike sharing, without having to manage the operational headaches.

Hardware	Software	Operations
Bikes	Zagster iOS App	Complete Maintenance
Docks	Zagster Android App	Repairs and Replacements
Lockboxes	Text Reservation Support	24x7 Rider Phone Support
Locks	Custom Website	\$2M General Liability Policy
Custom Branding	Real-Time Data	Marketing Assistance
Custom Signage	Administrative Dashboard	Dedicated Account Mgmt



WHEN

Up and running in as little as two weeks from when you sign on with Zagster. Seriously!

WHERE

Anywhere in Lakeland with a temporary license to space, either private or public.

WHY

We understand that Lakeland is committed to implementing a public bike share program sponsored by local businesses willing to host stations.

Zagster has disrupted the bike sharing industry, having launched over 90% of new bike share programs in the US in 2014. Zagster has accomplished this feat with a mix of technology innovation, a low-cost and low-risk product, and a vigilant goals-based approach to bike share consulting.

Most relevant to Lakeland is the Albuquerque, NM Bike Share, run by Zagster. Albuquerque ran a comprehensive feasibility study, in which they decided that the expense of bike sharing (with kiosk and dock-based hardware), precluded them from launching a program within a reasonable budget and timeframe. Albuquerque selected to work with Zagster as we offer a comprehensive city-wide solution that can be supported by local sponsors and be up and running quickly—without the city ever having to spend a dime on the program.

In the corporate market, Zagster is the undisputed leader in bike sharing. Clients that launched bike shares in 2014 alone include General Motors, Samsung, US Bank, BWI Airport, DTE Energy (a top 10 energy company nationwide), Kayne Anderson (the largest

private owner of off-campus student housing), and Workday (the fastest growing HR company ever). Zagster will be able to keenly understand the value of sponsorship to interested Lakeland partners and will be able to provide them what they need to take advantage of an integrated bike share program.

Zagster is incredibly excited by the opportunity to partner with Lakeland, and bring its people a bike share that will delight them on Day 1, grow organically, and stay on the cutting edge of technology at no cost to the City. We hope this document answers some of your questions and puts us in a position to focus on partnering for a launch in the near future!



A handwritten signature in black ink, appearing to read 'T. Ericson'.

Timothy Ericson, CEO and Co-Founder

HOW

How do people join?

Custom website

Zagster a better way to bike

LOCATIONS PRICING HOW IT WORKS FAQs JOIN LOGIN

Bike Share for the People of Cleveland

Sponsored by

Joe Cimperman WARD 3
MARKET GARDEN BREWERY
CITY ROAST THE BEST SOBE MARKET
CIVILIZATION
TremontWest DEVELOPMENT CORPORATION
Hinge TOWN OHIO CITY
PLATFORM
COURTYARD Marriott
UNIVERSITY CIRCLE INC

Join and ride with our app. GET IT FOR IPHONE & ANDROID

Locations

Membership Options

Compare plans to find the one that fits your riding style. Just click Join when you're ready to get started.

Pay Per Hour

Monthly Membership

Yearly Membership

\$3/hour

up to **\$24/ride**

You will be charged an additional \$24 late fee for keeping a bike over 24 hours.

JOIN

How will people ride?

Zagster Apps

Get a code > Enter it on the bike > Return happy

No Smartphone? No Problem

Access Code: 2275334
On the lockbox, press 'ENT' button, enter code, then press 'ENT'.
Reply 'end' to finish your rental.
Bike: 155
Due by: 11/12/13 02:35PM
Bike problems? Reply with 'issue'.
Reach us at 202 99 WF7AG

Current Rental
Access Code: 2714543
Bike #: 124
Bike is due at: 11/12/13 3:52PM
Bike needs maintenance?
End Rental

How do you know you're successful?

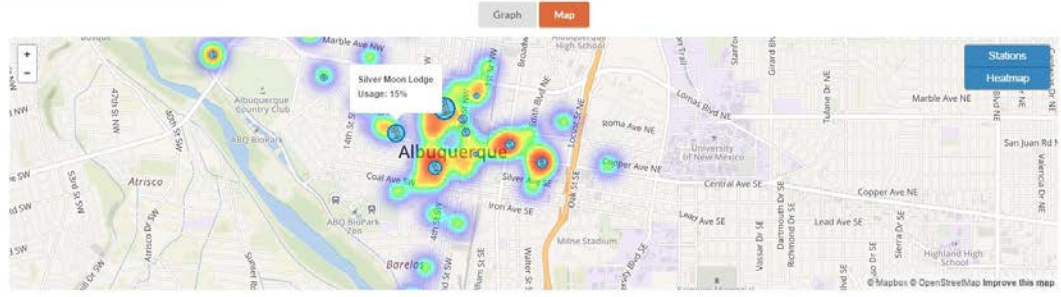
Zagster Dash

340 Trips	194 Members	66 Bikes	 More
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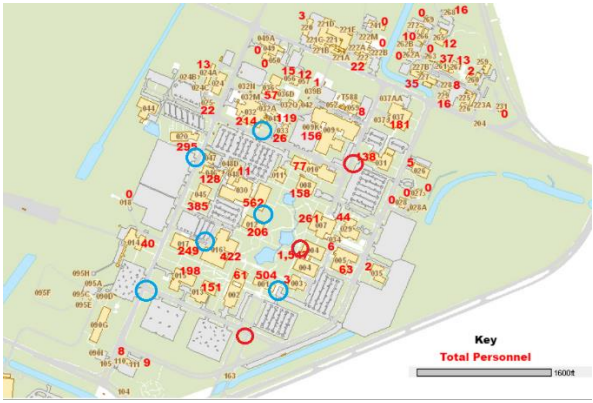


340 Trips this period	15 Avg. daily trips	1:23:40 Avg. ride duration
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340 Trips	194 Members	66 Bikes	 More
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Program Offerings

Work with us to...

<p>Pick your locations</p>	
<p>Choose rider pricing</p>	<p>Rides shorter than 4 hours are FREE</p> <p>then pay \$3/hour up to \$24/ride</p>
<p>We offer co-branding opportunities on bike baskets, signs, website, and marketing materials for local sponsors willing to host a station and support the public program.</p>	
<p>Choose a website image for the City's program</p>	
<p>Identify sponsor partners</p>	<p>Work collaboratively with Zagster to grow exposure to the program and sponsorship opportunities</p>
<p>Launch stations, press, marketing</p>	<p>As soon as stations are committed to launch</p>

How do you budget?

It's easy.

Included Services

Hardware	Software	Operations
Bikes	Zagster iOS App	Complete Maintenance
Docks	Zagster Android App	Repairs and Replacements
Lockboxes	Text Reservation Support	24x7 Rider Phone Support
Locks	Custom Website	\$2M General Liability Policy
Custom Branding	Real-Time Data	Marketing Assistance
Custom Signage	Administrative Dashboard	Dedicated Account Management

Cost

Number of Bikes	Number of Parking Spaces	Annual Fee
5	10	\$9,000.00
10	20	\$18,000.00
15	30	\$27,000.00
20	40	\$36,000.00

From: [Scott McBride](#)
To: [Travis, Nicole](#)
Cc: [Reed, D'Ariel](#)
Subject: Re: Facade Improvement Matching Grant Approval
Date: Friday, September 25, 2015 2:35:42 PM
Attachments: [image005.png](#)
[image1.png](#)

Good afternoon D' Ariel,

Please except this letter as our special request for an extension for the delay in getting our permit for the facade update to the Dixieland Post Office. I am so sorry for the delay in submitting our plans for the permit to remodel the Dixieland Post Office Building but our family bought another business in June and I have been quite consumed with that the past several months. Will you please provide us an extension until January so we will have enough time to do a good job amidst our hectic schedule?

We so appreciate your consideration!

Kindly,

Scott

Scott McBride
Vice President Sales
625 W. Bridgers Avenue
Auburndale, FL 33823
(863)680-8070 office
(863)226-0355 direct
(863)680-8071 fax
scott@juicesourcellc.com



Sent from Scott McBride's iPhone.

On Sep 25, 2015, at 5:27 PM, Travis, Nicole <Nicole.Travis@lakelandgov.net> wrote:

Scott –
Did you email the letter regarding the extension request? I am getting ready to disseminate the agenda packet and would like to include your letter. Please

From: [Brian Goding](#)
To: [Travis, Nicole](#)
Subject: Hillcrest Coffee Grant Extension Request
Date: Wednesday, September 23, 2015 3:33:20 PM

Nicole,

I am excited to report that Hillcrest Coffee is closing in on completing the project at 119 Hillcrest Street in Dixieland! We are aiming to obtain the Certificate of Occupancy by the end of this Fall. The Facade Improvement Matching Grant and Food-Related Services Matching Grant expire sometime in October. I would like to request a 90-day extension (or just through the end of 2015 if that makes more sense).

I can provide an update of project progress if that would be helpful. Please advise.

Thank you!

Brian Goding
Hillcrest Coffee, LLC
863-398-9155

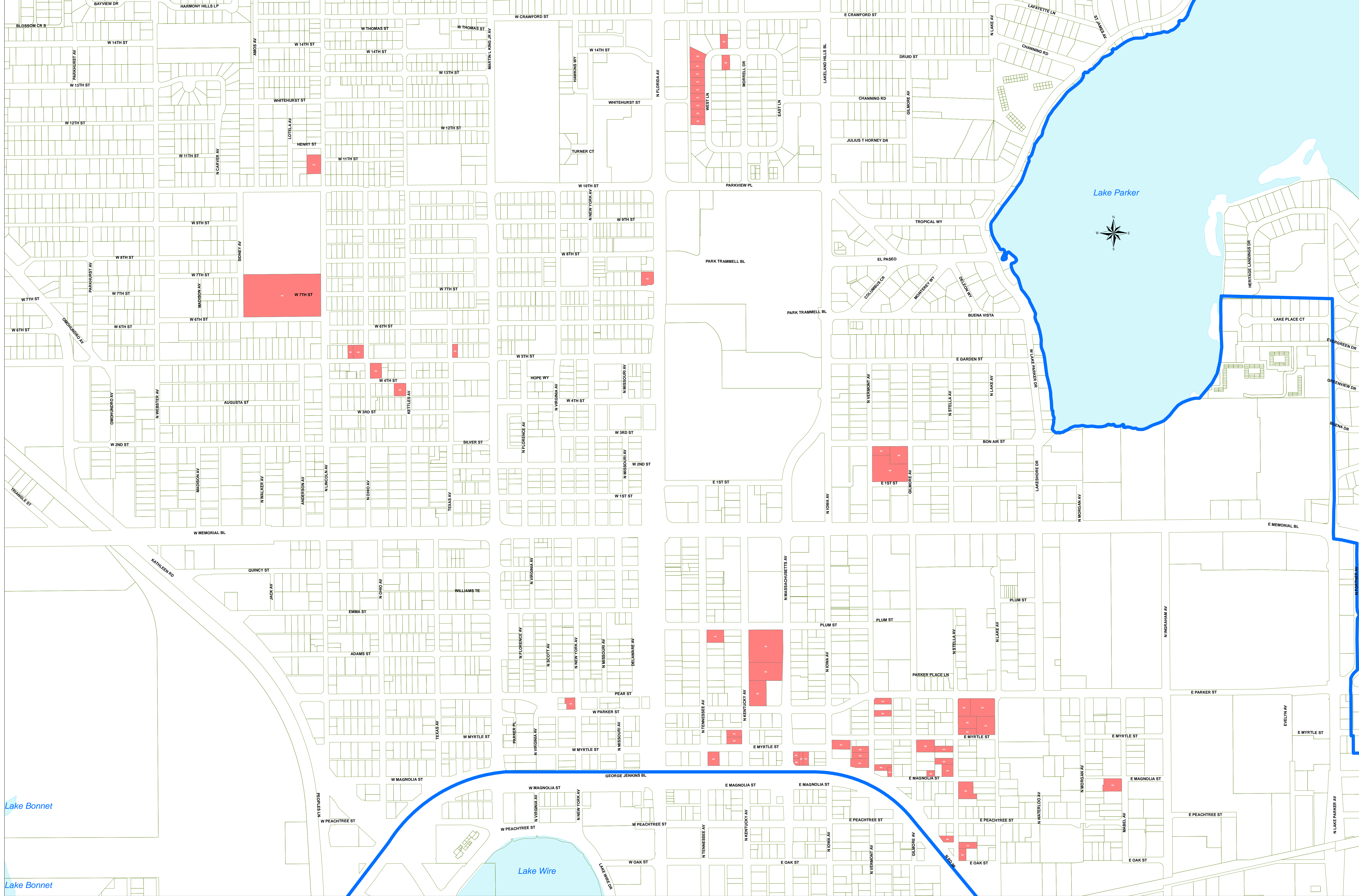
Memo

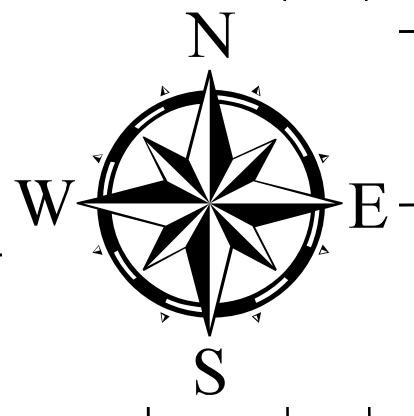
To: CRA Advisory Board
From: Patricia Hendler
CC: Nicole Travis
Date: September 27, 2015
Re: Opportunity Space

The CRA currently owns over 100 properties. These are primarily empty residential lots in Midtown and the ten acres on the northeast edge of Downtown (see attached maps). The past three years the CRA has used Loopnet.com to market properties. This effort was successful in disposing of occupied multi-family but is less so for lots intended for homesteaders, and is not proactive enough to reach a maximum of potential developers. In order to reach the most diverse group of buyers, we maintained a Premium membership allowing us one Premium listing which all users of Loopnet would see if they looked for properties for sale in Lakeland. Our annual subscription came up for renewal in August at an increased price of \$1,200+. We did not renew but instead started evaluating more economical and effective ways to market those properties we wish to sell keeping in mind those buyers whom we are most interested in reaching.

Opportunity Space (www.opportunityspace.org) is so far the most interesting option. This is a company that only lists government controlled properties. They are currently most active in the Northeast and Midwest but are expanding into the Florida market in Miami-Dade County, Lauderdale Lakes, and Gainesville. The attached presentation explains their marketing plan, and there is also an attached article from the New York Times Business Section which ran on August 2014. The only cost to the CRA would be upon sale of a property, and the quoted range is 3% to 5% of the gross sale price. The CRA can choose which properties Opportunity Space would market; there is no obligation for them to handle all of our properties.

Staff would like to have the CRA Advisory Board recommend approval for Staff to move forward with an agreement between Opportunity Space and the CRA for the marketing of CRA owned individual lots targeted for homestead ownership. Please come prepared to discuss.





N IOWA AV

E PARKER ST

PARKER PLACE LN

GILMORE AV

N VERMONT AV

E MYRTLE ST

N STELLA AV

E MAGNOLIA ST

E MAGNOLIA ST

E PEACHTREE ST

N IOWA AV

N VERMONT AV

E PEACHTREE ST

E OAK ST

N MASSACHUSETTS AV

GILMORE AV

N RD 98

N LAKE AV

E BAY ST

The New York Times | <http://nyti.ms/1oz6UJq>

COMMERCIAL REAL ESTATE

A Start-Up Helps Towns Market Their Property

By LISA PREVOST AUG. 5, 2014

Two public policy graduates at the Kennedy School at Harvard University are trying to build a business of helping municipalities with a task at which they are notoriously deficient: managing and marketing their real estate portfolios.

Called **OpportunitySpace**, the start-up works with municipal governments to put their publicly owned real estate holdings in a public online database. Specifics about each property, such as square footage, assessed value and delinquent taxes, are linked to its address. The parcels are mapped geographically.

The developers, Cristina Garmendia and Alexander Kapur, say their 2013 master's thesis spawned the business, which is nearing the end of its incubation phase at the Harvard Innovation Lab. The mission of **OpportunitySpace**, they say, is threefold.

A public database can help governments better leverage what has often been "a lazy asset," Mr. Kapur said. It can give developers an easy way to find upfront information about available properties, and it can provide

transparency around publicly owned buildings and land, that way generating more creative thinking around development possibilities.

“It just seems like the knowledge set for how to invest and develop is limited to such a select group of people that there’s an opportunity to use technology and data to open up access to this market,” Mr. Kapur said. “More competition, more ideas, more visibility, more market transparency will create better outcomes.”

Though many of its features are still in development, OpportunitySpace just completed a pilot program with four Rhode Island municipalities, including Providence. The city’s inventory — 1,363 publicly owned parcels, including parks and recreational areas — is now posted online. Mayor Angel Taveras said he hoped to eventually make the site accessible from a smartphone.

“We’re trying to remove barriers to redevelopment, making it easier for anyone to find properties available,” the mayor said. “We’re using technology to provide critical information.”

Developers tend to want to do a lot of “quiet research” before opening a conversation with a municipality about a particular property, said Lawrence J. Platt, a commercial real estate broker, developer and consultant in Providence. They typically use online listing services like LoopNet and CoStar to search for opportunities, but the fees can be prohibitively expensive for municipalities, he said.

For that reason, he described OpportunitySpace as “a very logistical starting place” for municipalities trying to market their properties. “It’s a chance for communities to get into the game in a more cost-effective way,” he said.

Most cities are “fairly disorganized” when it comes to keeping track of their real estate holdings, said Ted Smith, the chief of civic innovation for the

Louisville Metro Government, in Kentucky, which was the host city when Mr. Kapur and Ms. Garmendia began developing OpportunitySpace. And, he added, the geographic information systems that municipalities do use, such as Esri, are not public.

Louisville is using OpportunitySpace to showcase an old, vacant armory downtown that is ripe for redevelopment. “Our aim was to raise the visibility of that armory before some savvy developer that was clearly pro-forma-driven grabbed it up and pursued whatever vision that they had,” Mr. Kapur said. “There has been a lot of community engagement and discussion around this property.”

The database also supported a Louisville-sponsored contest seeking suggestions for creative uses for publicly owned vacant lots. Louis Johnson, an urban designer, worked with a winning team that he said used OpportunitySpace to pinpoint lots in a postindustrial neighborhood they knew to be experiencing a resurgence. In partnership with a nonprofit group, Anchal, Mr. Johnson is building a demonstration garden to introduce people to plants that can be used to make natural dyes.

Mr. Kapur and Ms. Garmendia said they were working on layering in additional property information. Other features in the works include maps showing where public investments, subsidies or abatements are focused, master plan details and zoning maps.

Users can also register to receive alerts about certain properties, Ms. Garmendia said. “Say you specialize in redeveloping lighthouses or schools,” she said. “You can register to receive an alert when and if those properties go up for sale.”

The OpportunitySpace plan calls for charging cities a manageable subscription fee, but will generate much of its revenue by selling more sophisticated levels of data to the private sector.

“The success of the venture will depend a lot on how much demand there is for this information and whether it will really make things better,” said Archon Fung, the academic dean of the Kennedy School and the adviser on the students’ thesis. While the Kennedy School is not known as a start-up generator, Mr. Fung said that students were becoming more hands-on in their approach to public policy problems.

“More and more you’re seeing projects like these where they’re trying to solve a public problem like voting, education, real estate development,” he said, “not by advising but by developing a bottom-up, start-up solution.”

A version of this article appears in print on August 6, 2014, on page B8 of the New York edition with the headline: A Start-Up Helps Towns Market Their Property.

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Lakeland, Florida

September 22, 2015

CONFIDENTIAL

Every piece of real estate has value...



Cerner Trails campus, Kansas City



Shuttered public school, Detroit



Blighted property, St. Louis

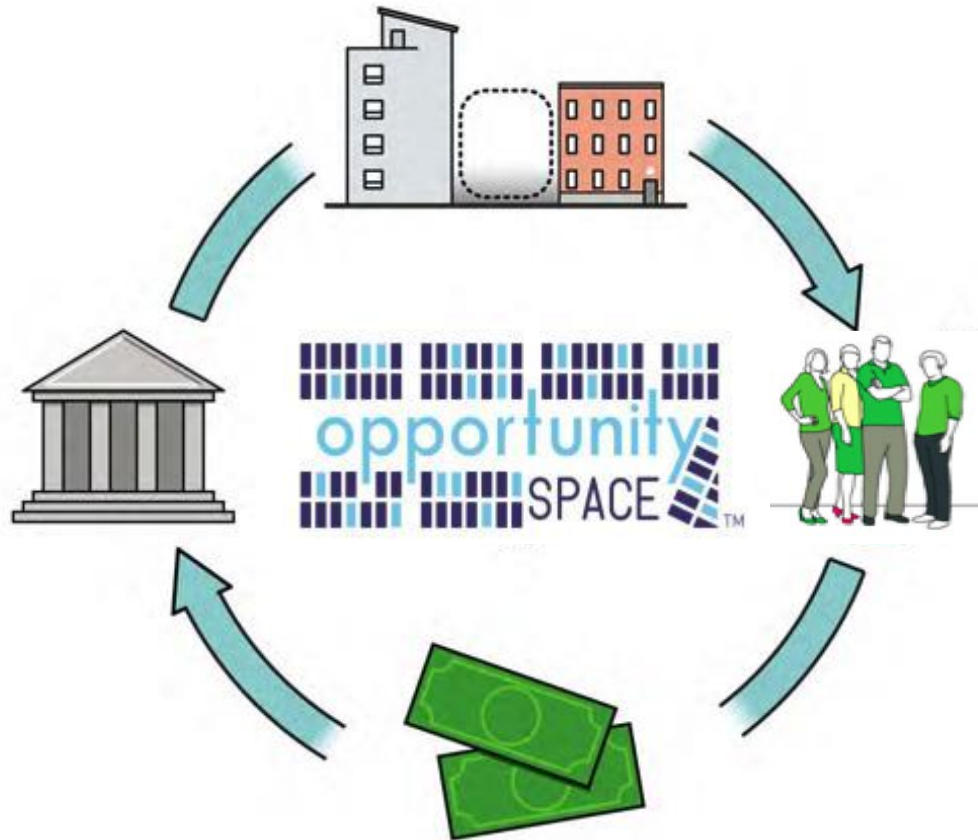


Vacant lot, Philadelphia

...depending on who you ask



OpportunitySpace is a marketplace to drive urban real estate development



We connect under-utilized government-held property with developers, investors, and the community to catalyze creative, sustainable development in cities and towns.

The very real costs of idle property

OPPORTUNITY COSTS

**\$9
TRILLION**

Estimated value of all saleable government-owned property



DECLINING PROPERTY VALUE

\$7,627

Average decline in property value for homes with 150 feet of an abandoned property

**\$3.6
BILLION**

Estimated lost property value in the city of Philadelphia due to underutilized real estate assets

MAINTENANCE & NUISANCE

**\$1.7
BILLION**

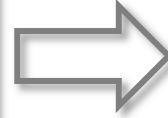
Annual cost to maintain underutilized Federal property

**\$20
MILLION**

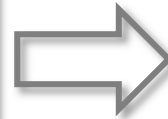
Annual cost to maintain vacant lots in the city of Philadelphia

We transform these liabilities into assets

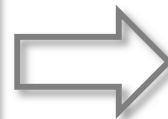
**MassDOT Infraspaces,
Boston, MA**



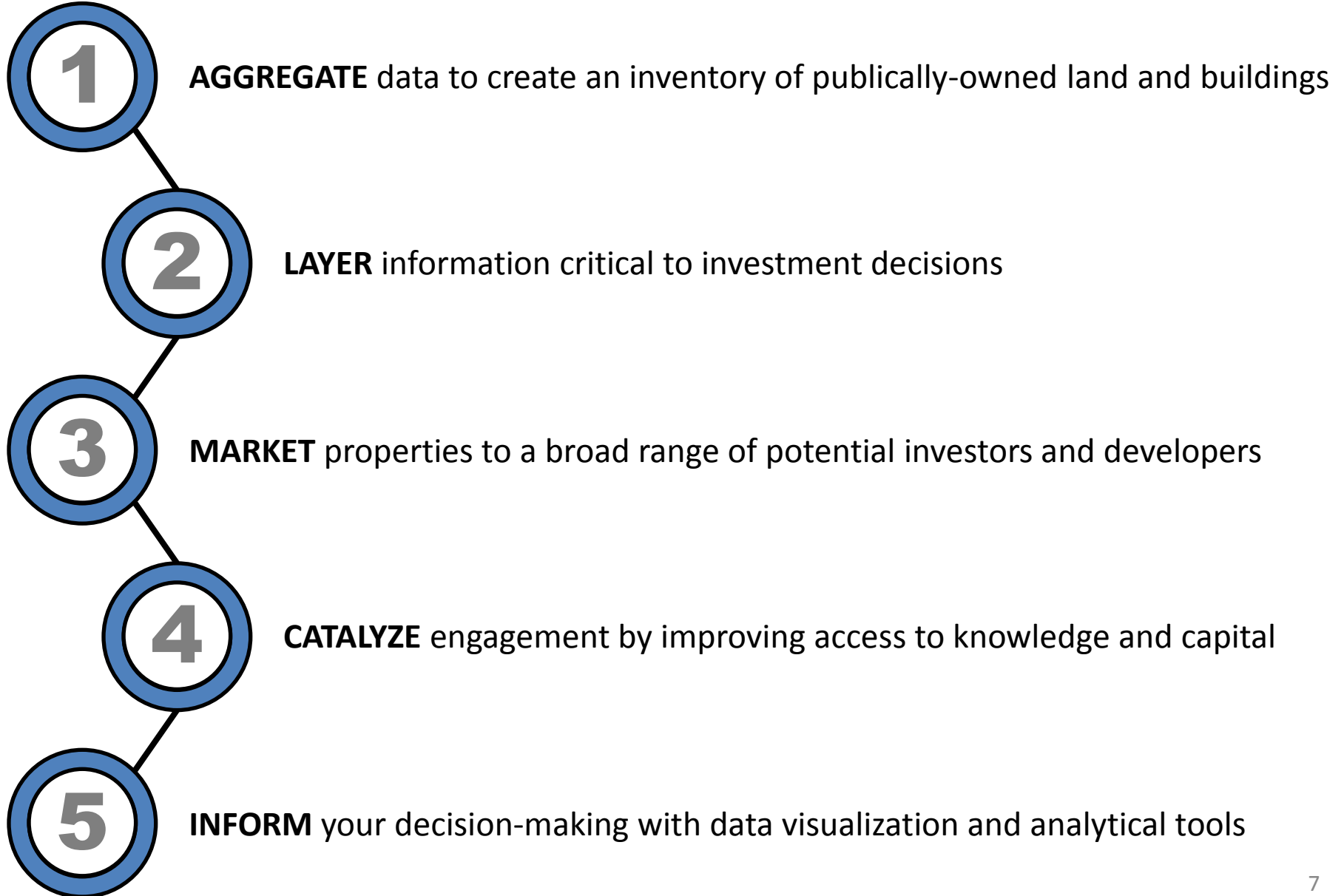
**ReSurfaced
Louisville, KY**



**RISD DESINE Lab
Central Falls, RI**



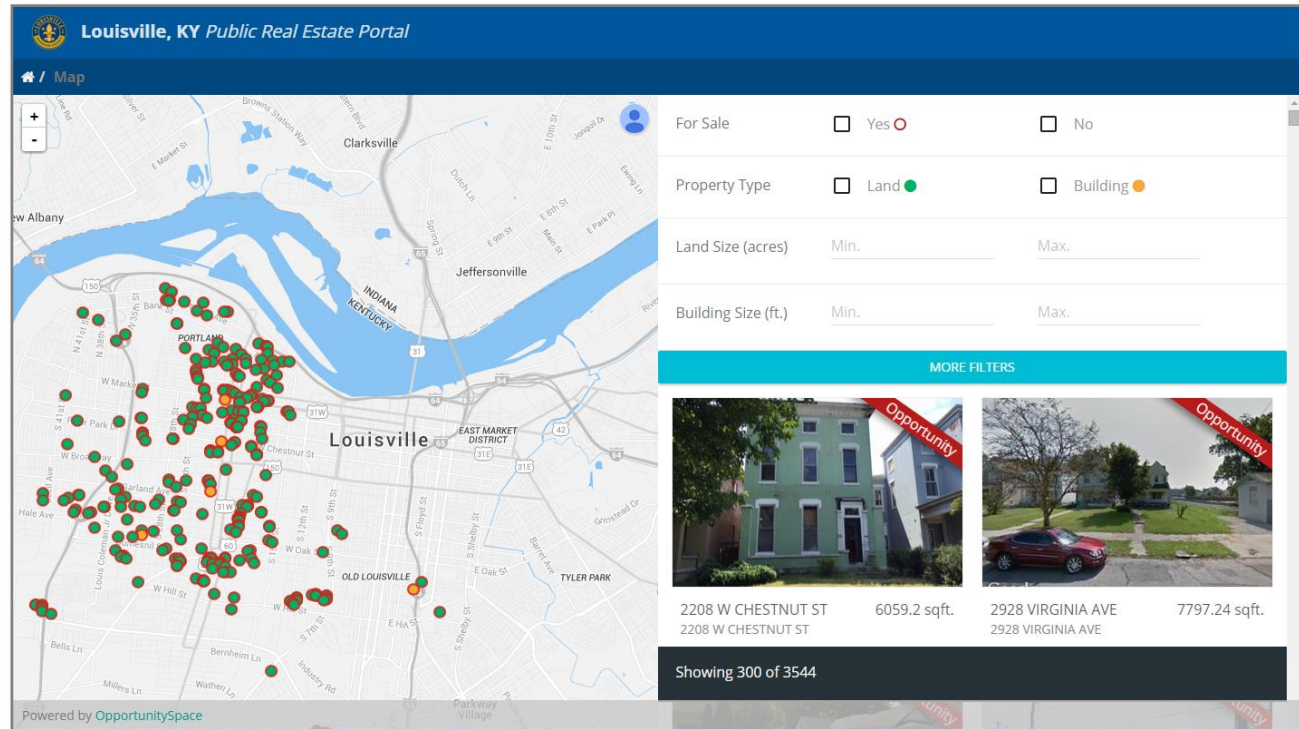
How do we enable development?



We convert messy data into an interactive, map-based inventory of public property

1

AGGREGATE



Louisville, KY Public Real Estate Portal

Map

For Sale Yes No

Property Type Land Building

Land Size (acres) Min. Max.

Building Size (ft.) Min. Max.

MORE FILTERS

2208 W CHESTNUT ST 6059.2 sqft. **Opportunity**

2928 VIRGINIA AVE 7797.24 sqft. **Opportunity**

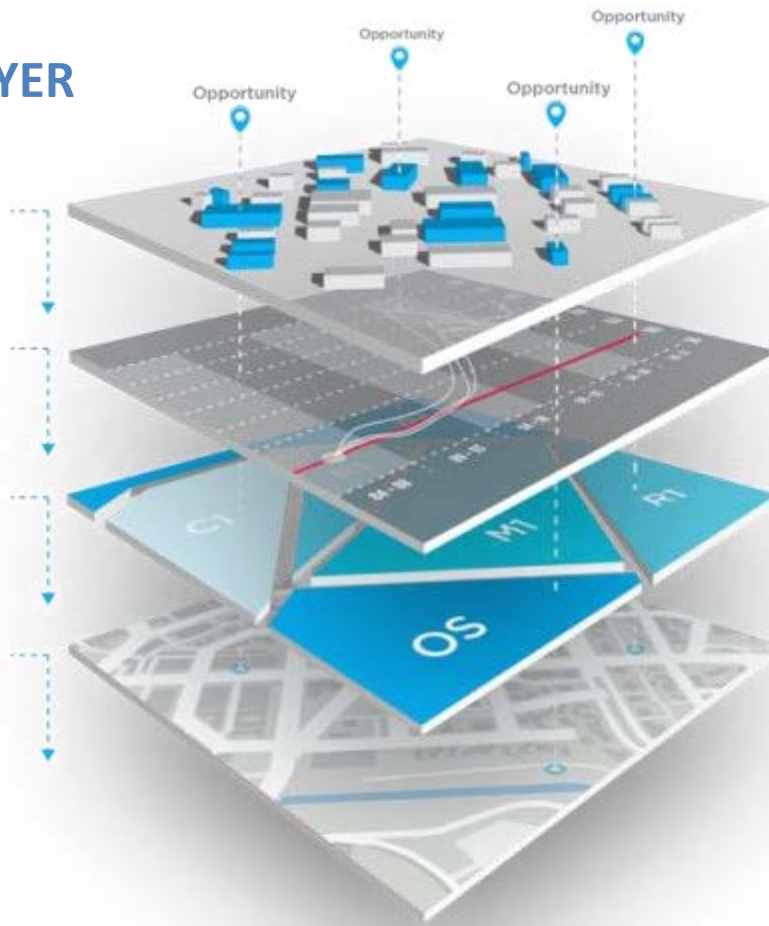
Showing 300 of 3544

Powered by OpportunitySpace

We enhance the listing with consolidated information on key investment factors

2

LAYER



Property tracking

Market analytics

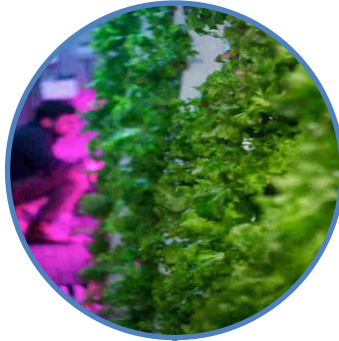
Zoning, tax incentives, master plans

Interactive mapping

We target the underserved “long tail” of real estate development

3

MARKET



We are a site-selection tool for entrepreneurs looking to experiment, innovate, and reshape the urban landscape around sustainable growth



We empower individuals and small-scale, urban infill developers to drive “green shoots” revitalization from within their communities

Traditional developers



Transaction value

Number of addressable properties

We simplify & support the process to make it easier to redevelop properties

4

CATALYZE

\$1,000.00 min. asking price ⓘ

\$125.00 if side lot ⓘ

First Last

E-mail Phone (optional)

I am interested in 1522 W St. CATHERINE ST, Louisville, KY.

JFMLNP

Submit Inquiry

or fill out an application

Connect buyer and seller with one click

Application To Purchase Property

LOUISVILLE METRO GOVERNMENT, THE URBAN RENEWAL COMMISSION AND THE LOUISVILLE/JEFFERSON COUNTY LANDBANK AUTHORITY

To purchase a property from the Metro property sales inventory AS IS, with or without a structure, complete this form and return it to the Department of Community Services & Revitalization. Please use a separate application for each property you wish to purchase.

I am filling out this application as a(n): *

Individual

Corporation

Name of applicant *

First Last

Name of corporation or other entity

First Last

Applicant Address *

Street Address

Address Line 2

City State / Province / Region

Postal / Zip Code Country

Email

Phone Number *

- -

####

Accept digital applications and qualifying documents

Programs

Respond to the range of development initiatives that the city is actively promoting, including open requests for proposal, tax sales, vacant lot competitions, and more!

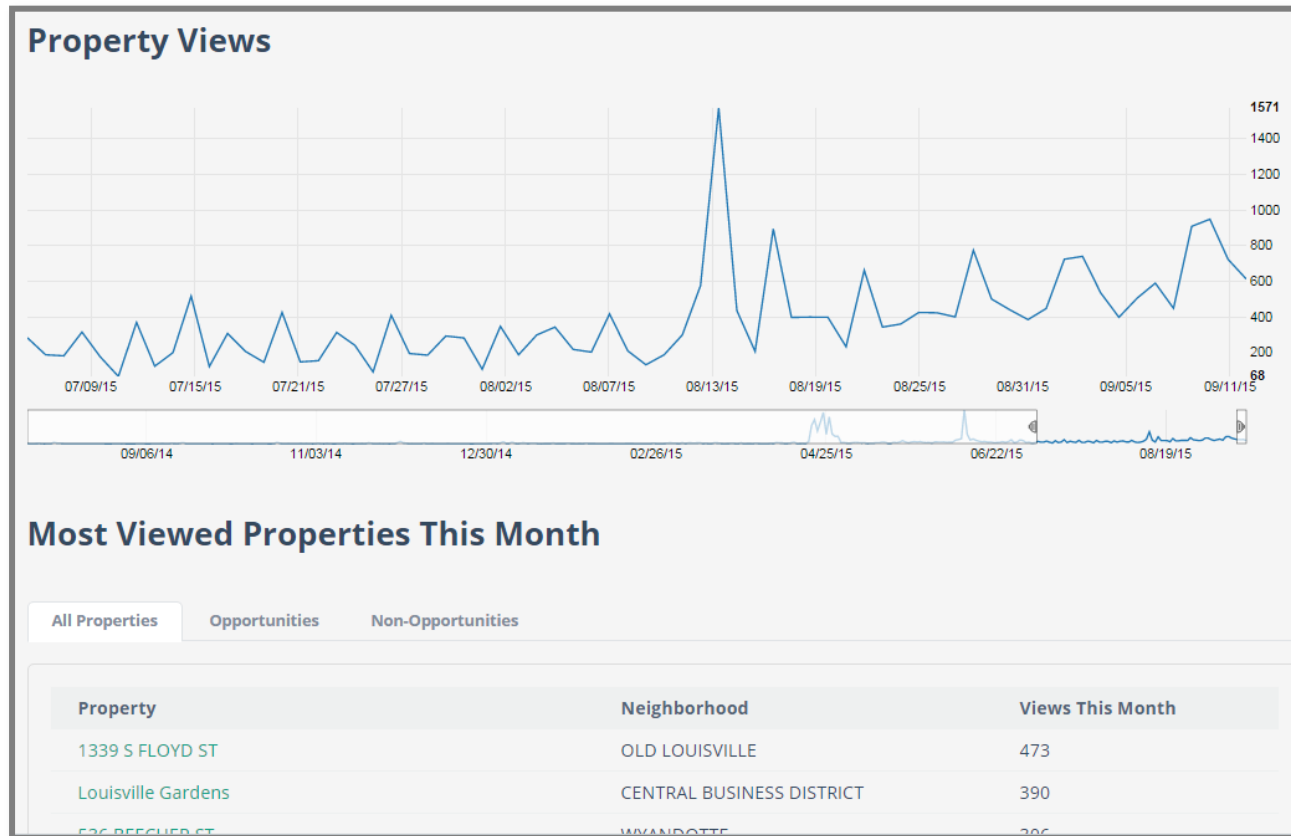
<p>Land Bank Pricing Policy</p> <p>\$1-\$1000 for vacant lots</p>	<p>Rsquared 40212</p> <p>An exciting, collaborative initiative to Reuse and Revitalize a target area in the Portland and Russell neighborhoods</p>	<p>Request for Proposals - Sept. 2015</p> <p>Apply to purchase a home from Louisville Metro!</p>
<p>Homebuyer Assistance Program</p> <p>Provides qualified homebuyers with a loan to assist with purchasing a home which will be their primary residence.</p>	<p>Shawnee and Portland Homeownership Incentive Program</p> <p>Offering home repair funding to individuals purchasing homes in certain areas of the Shawnee and Portland neighborhoods.</p>	<p>Agribusiness Loan Program</p> <p>Encouraging farming, food production, and local food sourcing within the urban neighborhood of Portland</p>

Make available incentives easily discoverable

We provide actionable intelligence on portfolio performance in real-time...



INFORM

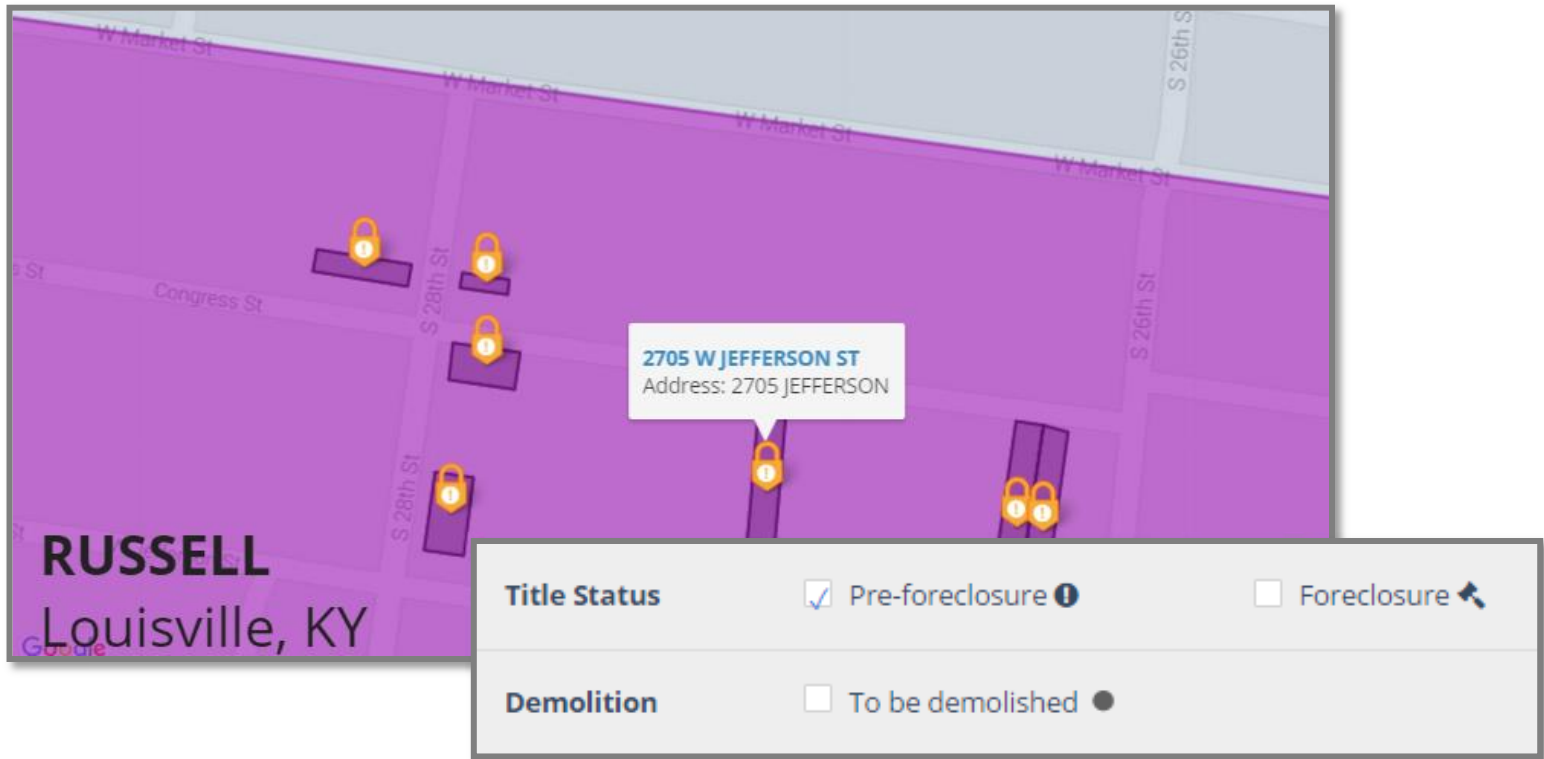


Track buy-side engagement on a property-by-property basis

...and enable strategic decisions on “problem” properties

5

INFORM



Visualize “problem” property indicators—such as tax delinquency and code violations—in an admin-only secured view

Where are we today?

Louisville, KY



Central Falls, RI



Kansas City, KS



Chicago, IL



Boston, MA



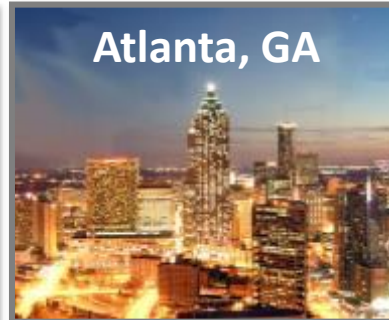
Cambridge, MA



Lauderdale, FL



Atlanta, GA



Swampscott, MA



Providence, RI



Kansas City, MO



Pittsburg, TX



20,000 +

PROPERTIES

...and **12** more markets

What kinds of assets are we listing?



Foreclosed homes



Mill buildings



Vacant lots



Riverwalk retail space

\$2 billion WORTH OF ASSETS

Who are our users?

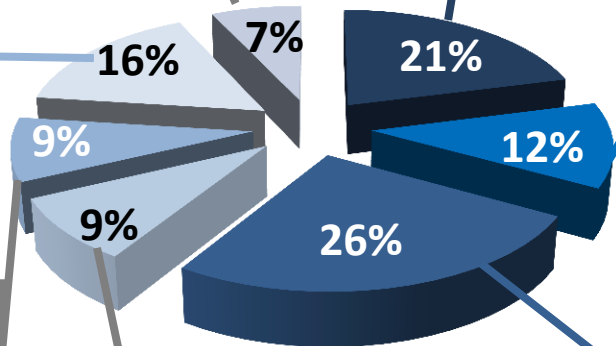
Brokers

Developers

Government

Community members

Corporate




Architects & designers

Investors

15,000 + UNIQUE USERS

What is a typical engagement with O/S?

STAGE				
DURATION	<ul style="list-style-type: none"> • One to two weeks 	<ul style="list-style-type: none"> • One to two weeks 	<ul style="list-style-type: none"> • One to two weeks 	<ul style="list-style-type: none"> • Ongoing
ACTIVITIES	<ul style="list-style-type: none"> • Data integration • Parcel information • Zoning • Incentives • Master plan 	<ul style="list-style-type: none"> • Quality assurance • Review & feedback • Approval • User training • Marketing ramp-up 	<ul style="list-style-type: none"> • Press release • Website linking • Social presence • Targeted user outreach 	<ul style="list-style-type: none"> • Ongoing promotion • Inquiry support • Reuse case studies • Local broker engagement • Ongoing data updates • Performance metrics

Recognition



Press

The
New York
Times

The Atlantic
CITIES

Inc.

WIRED

GOVERNMENT TECHNOLOGY



Awards



HARVARD
UNIVERSITY

CRE™
THE COUNSELORS
OF REAL ESTATE®



SUNLIGHT
FOUNDATION



Partnerships

 Microsoft

Google



Questions?

Thank you!

Please contact Andrew Kieve

andrew@opportunityspace.org

857-366-1666