

LAKELAND CRA

COMMUNITY REDEVELOPMENT AGENCY

AGENDA

Community Redevelopment Agency Advisory Board

Thursday, October 6, 2022 | 3:00 PM – 5:00 PM
City Commission Conference Room, City Hall

A. Financial Update & Project Tracker*

B. Housekeeping

C. Action Items

- i. Old Business
 - i. Meeting Minutes August 4, 2022 (Pg.4)
- ii. New Business
 - i. Lake Wire Apartments/Peachtree Flats TIF Request (Pg.7)
 - ii. S. Florida Ave Master Plan Update (Pg. 19)

D. Discussion Items

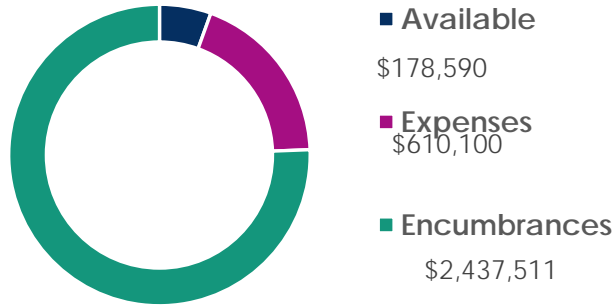
E. Adjourn

* For Information

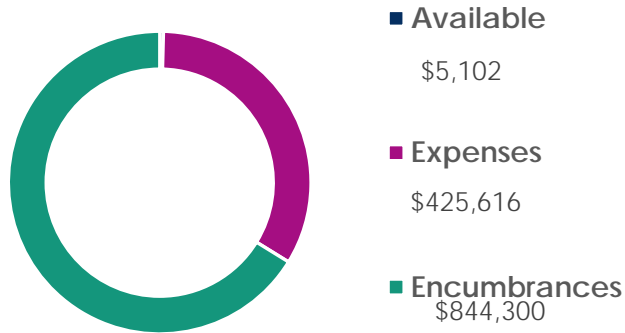
NEXT REGULAR MEETING:

Thursday, November 3, 2022, 3:00 - 5:00 PM

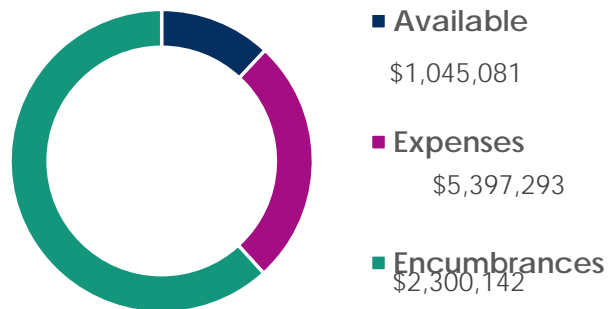
Downtown Fund



Dixieland Fund



Midtown Fund



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

**Community Redevelopment Area Advisory Board
Meeting Minutes
Thursday August 4, 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, Tyler Zimmerman and Kate Lake

Absent:

Staff: Brian Rewis, Shelley Guiseppi and Carlos Turner

Guests: Assistant City Attorney Jerrod Simpson, Assistant Director Jason Willey, Brian Goding, Chief Ruben Garcia, Assistant Chief Steven Pacheco and Julie Townsend

Packets

- Meeting Minutes dated July 7, 2022
- Financial Update
- Project Progression Report
- Memo – Proposed Expanded Community Policing Innovation Partnership with the Lakeland Police Department

Housekeeping

Action Items – Old Business

Financial Update & Project Tracker

Brian Rewis advised financials are doing very well and projects are on track.

Housekeeping

Brian Rewis thanked Brian Goding for his time and service on the CRA Board.

Meeting Minutes Dated July 7, 2022

Tyler Zimmerman requested to amend minutes to correct the attendance.

Commissioner McLeod motioned to approve amended minutes.

Frank Lansford seconded which passed unanimously

Action Items – New Business

Proposed Expanded Community Policing Innovation Partnership with the Lakeland Police

Brian Rewis presented the Proposed Expanded Community Policing Innovation Partnership with the Lakeland Police Department. In 2016, the CRA entered into an agreement with LPD to fund two police officer positions to work within the CRA districts. The officers work a twelve (12) hour shift seven days a

week. There is also a remote camera installed on Tennessee Ave. to assist with surveillance. The current two officers have had success with patrolling and securing the area since the start. There is a fair amount of resources being used in the CRA districts but there are plans to expand and provide more direct coverage.

Kate Lake questioned the names of the officers.

Assistant Chief Pacheco provided the names.

Brandon Eady asked what a neighbor liaison officer is versus a standard police officer.

Chief Garcia explained a standard officer handles any issue that come into the station whereas a neighbor liaison officer handles specific issues more in detail to help prevent the same issue going forward.

Terry Coney questioned the change in statistics from 2018 to 2020.

Chief Garcia advised Covid-19 was the reason for the change.

Commissioner McLeod asked what the reason is for adding two more officers.

Chief Garcia advised the needs of the area have increased and two more officers can help with the increase. Assistant Chief Pacheco added that adding two more officers will allow for 24-hour coverage in the CRA districts.

Brandon Eady asked how success of this addition will be determined.

Chief Garcia advised success will be based on the fact the business owners and residents will feel safer and not necessarily statistics. Assistant Chief Pacheco added that is it also hard to determine the success based on statistics due to the community feedback is generally not regarding the good encounters but more so complaints.

Tyler Zimmerman suggested the CRA Officers should have direct links and contacts with business owners.

Terry Coney stated the additional officers should help with the amount of people in the area that gather after normal business hours in the CRA districts. The discussion ensued.

Brian Rewis presented the proposal which consists of a total of four CRA-Funded officer positions. The officers will be reassigned to patrol for twenty-four-hour coverage. The CRA Manager is to be a member of the Lateral Transfer Board and the CRAO will also be present for the CRA Advisory Board meetings when available. The term will be through 2031. The projected cost for all four officers over the next nine (9) years would be approximately \$4.9 million dollars.

Kate Lake asked what percentage of the cost regarding the CRA budget.

Brian Rewis advised it is about five (5) percent of the CRA budget.

Kate Lake questioned how each officer will be informed of what is happening in the area.

Chief Garcia advised there is an activity report that is published every twelve (12) hours that is read by each officer before their shift that discusses what occurred that day. There is also a briefing that takes place before each shift to inform the officers. The discussion ensued.

Terry Coney motioned to approve.
Chrissanne Long seconded the motion.
Teresa O'Brien then questioned the proposal by suggesting a shorter term and the discussion ensued.

Brandon Eady suggested to move to vote.
The motion passed unanimously.

Discussion Items

Brandon Eady advised the 2022 FRA Annual conference date and encouraged all Board members to attend.

Adjourned at 4:33 PM

Next Meeting, Thursday, September 1, 2022 3:00 PM.

Brandon Eady, Chairman

Date



228 S MASSACHUSETTS AVE
LAKELAND, FLORIDA 33801
863.834.6011

Memo

To: CRA Advisory Board
From: Shelley Guiseppi, CRA Project Manager
Through: Valerie Ferrell, CRA Manager
CC: W. Greg Wilkerson
Date: October 6, 2022
Re: Tax Increment Financing Request - Lake Wire Apartments, LLC (Peachtree Flats)

I. Background:

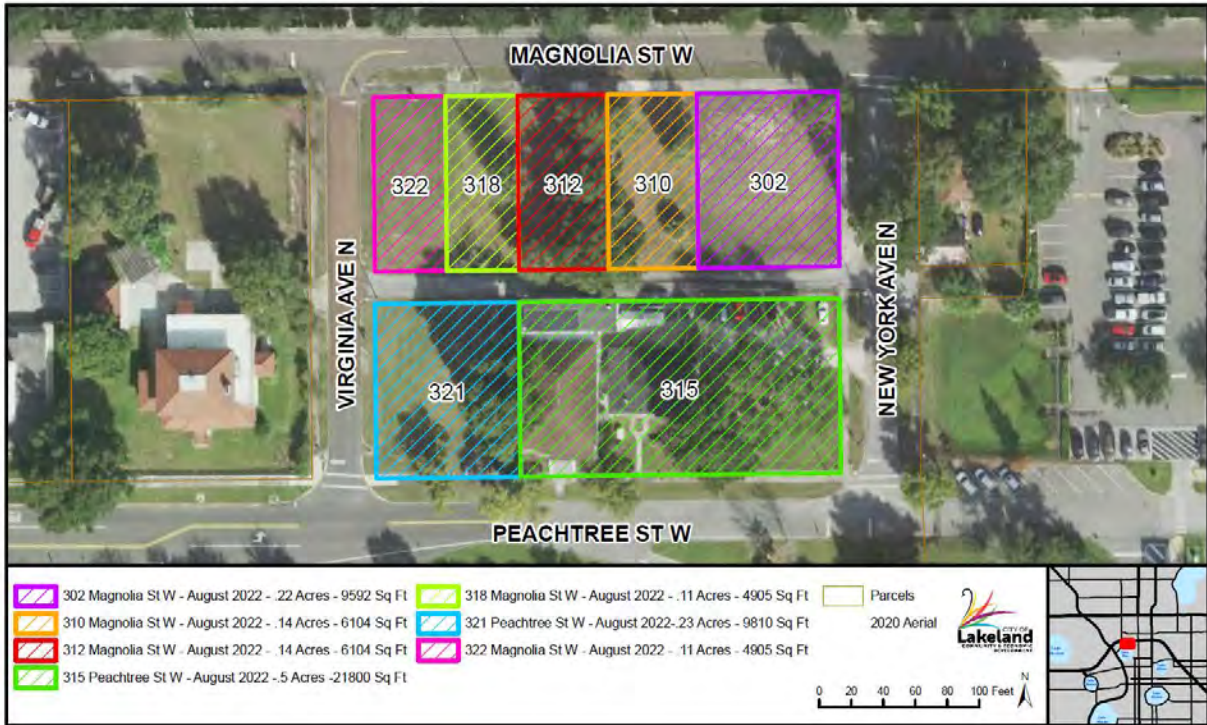
Lake Wire Apartments, LLC has submitted a request for Tax Increment Financing (TIF). Peachtree Flats, an 84-unit high amenities urban infill project consisting of one, 4-story, closed corridor building with one- and two-bedroom units averaging 864 square feet, many of which will directly overlook Lake Wire. Included on the site is a two-tier parking deck and secondary structure adjacent to the resort style pool.

II. Site

The existing site consists of 7 vacant parcels totaling 69,696 square feet (1.6 acres) of land

23-28-13-063000-014050
23-28-13-063000-014060
23-28-13-063000-014070
23-28-13-063000-014100

23-28-13-063000-014081
23-28-13-063000-014090
23-28-13-063000-014082



III. Project Description

Peachtree is situated on 1.6-acres, seven parcel assemblage located on Peachtree St., directly south of George Jenkins Blvd. and directly north of Lake Wire. Within walking distance of the site, residents will have access to Freedom Park, a large greenspace overlooking Lake Wire, as well as a track-like sidewalk surrounding Lake Wire which stretches nearly a mile. 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 Developers hard costs are projected at \$18,000,000, with an additional \$1,858,875 in soft costs and \$1,275,000 in land acquisition costs, bringing the total development cost to approximately \$21,133,875. Renderings and proposed plans are attached.

IV. Project Evaluation

The Tax Increment Financing program allows qualified developers to receive a reimbursement of tax increment funds collected by the Lakeland Community Redevelopment Agency (CRA). The reimbursement is based on incremental revenue collected due to increases in the property's taxable value resulting from the investment made in the real estate. The standard term of the

reimbursement is five (5) years, beginning in the year following the project's receipt of a Certificate of Occupancy. Under the standard TIF, the developer will receive a reimbursement of 50% of the tax increment generated in the first year and that same dollar amount will be reimbursed upon proof of payment of property taxes each of the next four years for a total of five years. Once awarded, this program is not transferrable and will expire upon any sale or transfer of the property from the applicant.

There are two primary criteria which must be met to qualify for this program:

- 1) *The renovation/improvement must be at least 50% of the then current assessed value of the property and must bring the property up to meet all building codes.*
- 2) *The applicant must apply for consideration prior to receiving a building permit for construction.*

The current calculated assessed value of the properties is \$743,268 and improvements are estimated to be \$18,000,000. Based on this information, the improvements clearly exceed the required 50% investment above the current assessed value.

In January 2008, the Lakeland Downtown Development Authority (then the review and approval authority for this program) adopted several additional Selection Considerations for the Tax Increment Financing Program. These Selection Considerations were based on the physical characteristics of different parts of Downtown.

To be considered for incentives, a project must be consistent with the following Downtown CRA goals:

- Be consistent with the Redevelopment Plan
- Maintain and enhance the historic and pedestrian character of Downtown
- Provide a catalyst for economic development
- Promote infrastructure improvements including bike/pedestrian connections that allow for connectivity between all areas of Downtown
- Promote infill development

The Project aligns with goals of the CRA's Redevelopment Plan by providing:

- 1). Expansion of the residential community Downtown; and
- 2). Redevelopment of north Lake Wire District of Downtown.
- 3). Provides infill development

The Developer is estimating completion in the Fall of 2024.

The Developer is requesting consideration for a modified 10-year TIF of 75% for 10 years. Based upon estimated project costs, TIF payments under the modified TIF are projected to total \$1,302,639 over the 10 years. Based upon estimated project costs, TIF payments under the standard TIF (50% for 5 years) are projected to total \$434,213.

V. Board Consideration:

At the Board's discretion to consider Lake Wire Owner, LLC's request for Tax Increment Financing described herein, for a reimbursement of 75% of the tax increment for 10 years. However, staff recommends award of the standard TIF, 50% for five years.

Attachments:

- Application
- Payment Projector
- Renderings
- Letter of Request

TIF Calculation Spreadsheet

0.0124569

	Projected Costs per Developer	Assessed Valuation at Time of TIF Application	Projected Assessed Valuation (80% of projected cost)	Increment Produced by Redevelopment	Projected Increment Generated Property Tax using 2022 millage (.0124569)*	Projected Reimbursement to Developer
Total Project Analysis						
Land	\$1,275,000	\$743,268	\$1,020,000.0	\$276,732.0	\$3,447.2228508	
Improvement	\$18,000,000	\$0	\$14,400,000.0	\$14,400,000.0	\$179,379.3600000	
Total	\$19,275,000	\$743,268	\$15,420,000.0	\$14,676,732.0	\$182,826.58	\$86,842.63

*The CRA reimburses taxes paid into the CRA Trust Fund by Polk County (6.899) and City of Lakeland (5.4323) These are the 2022 millage rates. If any of these entities cease to pay into the Fund, they will not be eligible for reimbursement. State Statute only allows reimbursement of 95% of the increment.

TIF Reimbursement over 5 years		Modified TIF @ 75% for 10 years	
50%	\$86,842.63	75%	\$130,263.94
50%	\$86,842.63	75%	\$130,263.94
50%	\$86,842.63	75%	\$130,263.94
50%	\$86,842.63	75%	\$130,263.94
50%	\$86,842.63	75%	\$130,263.94
Total	\$434,213.13	75%	\$130,263.94
		75%	\$130,263.94
		75%	\$130,263.94
		75%	\$130,263.94
		75%	\$130,263.94
		75%	\$130,263.94
		Total	\$1,302,639.40

TIF Application Letter of Request



Jason Willey
Community Redevelopment Agency
228 South Massachusetts Ave.
Lakeland, FL 33801

Dear Jason,

Lake Wire Apartments, LLC is proud to introduce Peachtree Flats, an 84 unit high amenitized urban infill project consisting of one 4-story, closed corridor building with one- and two-bedroom units averaging 864 square feet, many of which will directly overlook Lake Wire. Included on the site is a two tier parking deck and secondary structure adjacent to the resort style pool.

Peachtree is situated on a 1.6-acre, seven parcel assemblage located on Peachtree St., directly south of George Jenkins Blvd. and directly north of Lake Wire. Within walking distance of the site, residents will have access to Freedom Park, a large greenspace overlooking Lake Wire, as well as a track-like sidewalk surrounding Lake Wire which stretches nearly a mile. In addition, residents will be within walking distance of the new Bonnet Springs Park development. This mixed-use development totals 180 acres and includes plans for a children's museum, botanical gardens, anchor center with restaurant and numerous additional attractions.

Plans for Peachtree include the development of roughly 72,000 net rentable residential square feet and 18,000 square feet of common area space, including significant resident amenities. The Project has been designed to include a total of 84 units comprised of one- and two-bedroom units. The finished product will include a highly amenitized four story closed corridor building with elevator, which will be superior to other projects in the submarket.

Finishes at the Property will be "Class A" and are expected to include quartz countertops, stainless steel appliances, wood-style plank flooring in the bedroom and living areas, keyless entry and a resort-style pool.

The site will enhance the walkability of the immediate surrounding area by improving sidewalks surrounding the site. First floor units will also have direct access to the exterior, which will allow tenants immediate access to Lake Wire and the surrounding downtown attractions. We also intend to work with the City of Lakeland to enhance the landscaping located on the north side of Lake Wire. This will invite additional pedestrian traffic as well as create additional connectivity between downtown and Bonnet Springs Park.

The project has been designed by Charlan Brock Architects in partnership with Fensalir Real Estate Services, Inc. and Impact Development Management. An overview of the project's team is included with this letter.

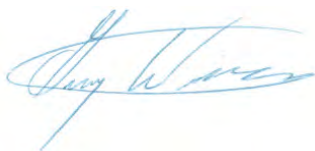
The tax revenue generated from the assemblage in 2021 was \$5,804.86. The total purchase price for the land was \$1,275,000. The construction budget for the project has increased by over \$5,000,000 and is now approximately \$18,000,000. While a portion of this increase is due to inflationary economic pressure, it is also due to the additional costs which are unique to the site but required in order to maximize density and create a true Class A product. This includes the construction of a two tier parking garage, underground retention and the repositioning and updating of utility service lines currently located in the alley which runs through the assemblage. In addition, the project will require three phase power, which must be brought in from the north side of George Jenkins Blvd. Given the recent increase in our construction budget due to site specific factors, we are requesting a 75% tax abatement for 10 years to help further this exceptional urban infill project which will further expand Lakeland's downtown corridor.

In addition to this letter request, we have also included the following items:

- CRA Grant Application
- Team Overview
- Project Schedule and Contractor Estimate
- Renderings
- Amenity Selections
- Unit Selections
- Construction Plans
- Photographs of Vacant Property
- Lake Wire Apartments, LLC W-9
- Current Tax Assessments

We are extremely excited about the Lake Wire project and look forward to working with the City of Lakeland and Community Redevelopment Agency to create a premier development in the heart of downtown.

Sincerely,



W. Greg Wilkerson
Co-Founder
Fensalir Real Estate Services, Inc.

Renderings











Memo

To: CRA Advisory Board
From: Valerie Ferrell, CRA Manager
CC: Brian Rewis, Director of Community & Economic Development
Jason Willey, Assistant Director of Economic Development
Date: October 6, 2022
Re: Update from Ayres Associates, Inc. for Professional Services
Associated with the South Florida Avenue Strategic Master Plan

I. Background:

The City of Lakeland, in collaboration with the Florida Department of Transportation (FDOT), has implemented a lane reduction study on a portion of South Florida Avenue between Ariana Street and Lime Street. The project is currently in the test phase, having been established and initiated in October of 2020. At an August 2, 2021 workshop, the City Commission extended the data collection period to better inform decision-making.

To leverage this public investment and to inform decisions regarding the future of the South Florida Avenue Corridor and Dixieland CRA, the CRA proposed a strategic master plan that will provide a vision and roadmap for success along the corridor upon completion of the data collection period. Ayres and Associates, Inc. was selected to perform the scope of services generally described below:

- Research and assess the opportunities and challenges for the area based on data and field study.
- Develop strategies regarding land use, development, use of parklets and open spaces, transportation and infrastructure, as well as housing and economic development.
- Develop an implementation plan, including scenario planning and consideration of available funding via grants or private-sector partnerships.

- Final presentation to the City Commission.

Total project costs under this Task Authorization are in the not-to-exceed amount of \$57,700. The project will be funded by the Dixieland CRA Trust Fund (\$28,850) and the Downtown CRA Trust Fund (\$28,850). Ayres commenced work March 1, 2022 and provided was substantially complete by September 1, 2022.

II. Project Description:

The purpose of the project is to prepare a strategic plan that will provide a vision and roadmap for parcels along South Florida Avenue between Ariana Street and Lime Street. Specific objectives include:

- Assess the impact of the roadway restructuring along the corridor and adjacent neighborhoods and leverage its benefits.
- Positively propose and promote development to enhance resilience and quality of life along the corridor.
- Outline a clear roadmap of what needs to happen to ensure the corridor is a success in years to come while providing certainty to those living around and investing in the area.

There is a great foundation in the Dixieland Redevelopment Plan and the Corridor Study & Master Plan that ultimately led to the road diet test. However, the goal of this plan is to take it a step further and propose some creative, tactically urban approaches of what the corridor could realistically be over the short, medium, and long term.

III. Board Consideration:

Ayres Associates will provide a presentation of the South Florida Avenue Strategic Master Plan: Roadmap and Assessment for the Board's review. City Planning & Transportation Staff will be present to supplement the presentation.

Attachments (Files Are too Large to Include in Agenda Packet, and will be provided via separate link to download):

- South Florida Avenue Strategic Master Plan Vol 1: Roadmap
- South Florida Avenue Strategic Master Plan Vol 2: Assessment