

**Community Redevelopment Area Advisory Board  
Meeting Minutes  
Thursday, December 3, 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

Absent: Earl Johnson

Staff: Celeste Deardorff, Judith Keller, Patricia Hendler

Guests: Christopher Guinn, Barry Friedman

**Packets**

- Meeting Minutes dated November 5, 2015
- CIP's Dixieland, Midtown, and Downtown
- Salvation Army Site – Revised Site Plan
- Tax Increment Financing Program – Proposed Revision
- Memo – Proposed Changes to CRA Incentive Programs
- TIF Application – 933 E. Lemon Street

**Handouts**

- Revised Site Plan - Lincoln Square Redevelopment

**Discussion**

- Chairman Petcoff asked Advisory Board members for feedback on the East Main Street District presentation by Tindale-Oliver at last month's meeting. Todd Baylis suggested that there be investment in streetscape/lighting/branding of area that would identify and set the area apart and enhance pride of ownership for those businesses already in the district while also drawing new business/ownership. Cory Petcoff suggested that the CRA should seek out a catalyst artisan/maker to relocate into the area and provide significant incentives to bring such a business. Several possible artisans already in the Polk County/Lakeland area were mentioned. The relocation of KrapArt to 938 E. Main Street was identified as a good beginning of the type of businesses the CRA is interested in bringing to the area. Commissioner Malless suggested that Staff look into the benefits of streetscape in terms of increasing pedestrian safety and what infrastructure improvements bring the most value when branding a district. All agreed that a sign identifying the entryway into the area coming across Main Street from Downtown be a focus. The Dixieland sign was identified as an example of the kind of signature piece being sought. Celeste Deardorff suggested that there be a contest to design the sign and Advisory Board members agreed that would be a good idea and that a local artisan be engaged to build the sign. Staff will begin this project. The comments from today's discussion will be given to Tindale Oliver to include in the final written report which is expected to be delivered by mid December.

**Old Business**

**Meeting Minutes dated November 5, 2015**

Minutes were approved as submitted.

**Update Oak Street Parking Lot**

Staff reported that work is scheduled to begin within the next week and the additional spaces should be finished by end of January. The project has gone smoothly and that is due in great part to lots of help from City Departments which touch the construction such as Lakeland Electric, Water Utilities, Public Works, etc.

### **Update Former Salvation Army Site**

Staff reported that the Your Pro Kitchen and the apartment building leases have both been signed. The revised site plan was reviewed and discussed. Advisory Board members agreed that the additional parking for the apartments upon demolition of the Halo Building was a good idea for the present ability to lease the apartments, that future value of the apartment building would also be enhanced, and the additional greenspace would be a positive outcome upon demolition of the building. Staff has provided purchasing with a package for putting the abatement/demo of the Halo Building out to bid. Cliff Wiley suggested that parking lot lighting would be very important for the project which met with full Advisory Board support. He also suggested that the property owner on the southeast corner of the block be approached regarding a right of first refusal or option to purchase. The owner has been approached in years past but was uninterested in selling at a market price. Staff will approach the owner to see if there is any interest in selling the property or giving a right of first refusal. Dean Boring suggested that the Advisory Board have a tour of the buildings at a future meeting. Staff will work on arranging for a tour during a future Advisory Board meeting. Staff reviewed the time line for the entire construction project which is to put the job out to sealed bid as soon as December 18 and award no later than late January with construction to start in February. Sealed Bid will be awarded based on contractor experience and ability to get the job done in a timely manner. Low price will not necessarily be the deciding factor.

### **Update Lincoln Square Development**

Staff reviewed the new site plan which came about as a result of meeting with the Planning Department Staff who suggested that the previous plan was suburban in feel. The new site plan preserves the street grid with no interior facing houses. Dean Boring made a motion to approve the revised site plan and authorize Staff to move forward with the project. Commissioner Malless seconded the motion which passed unanimously. A SWFMD pre-application will be submitted prior to December 31 which is the deadline for this site to keep credits from the previous use which had much more non-permeable surface than the new sub-division plan. Staff has prepared a City initiated zoning change for the property to RA4 (Single Family) which is also necessary to move forward with the redevelopment as proposed.

### **Update Bay Street Development**

Bay Street construction has begun. Construction fencing has gone up, the site has been cleared, and a groundbreaking ceremony is scheduled for December 9 at 5 PM. Advisory Board members are encouraged to attend.

## **New Business**

### **TIF Incentive Program Revision**

Staff reviewed the memo outlining the revised TIF Incentive Program. Changes include new goals for Downtown and the inclusion of Midtown area with newly established goals for eligible properties there. The major change is that the reimbursable increase in increment produced by a project will be limited to 50% of the first year's increment and that same amount once calculated will be paid out each year for five years total. There was discussion about the confusing definition of the "base year" which is used to calculate the increase in increment produced by the property redevelopment. Commissioner Malless suggested that the base year be the year in which the TIF Incentive application is made and that the first year of TIF reimbursement be the year in which the property has been reassessed based on the completed improvement. Staff will bring an example of that calculation with a comparison to the previous method of calculation to the next Advisory Board Meeting. Pastor Lake moved approval of the revised TIF Program including additional program goals for both Downtown and Midtown and with the changed definition of base year to the year of TIF Incentive Application. Brian Goding seconded the motion. Approval was unanimous.

### **Façade Improvement Programs Revision**

Staff reviewed the proposed revision to the Façade Improvement Grant disallowing transfer of property to nonprofit (non-taxable) ownership after a grant has been awarded. The City Attorney's office proposed two ways in which this could be handled: 1) making the grant in the form of a loan which would become a lien due and payable upon such sale or 2) reimbursing the amount of the grant over time provided no sale to a non-profit has occurred. After some discussion it was agreed that both of these options were too onerous

for property owners and difficult to administer. Commissioner Malless suggested that the Grant program material state that in the event of a sale to a non-profit occurring within five years of the grant award, the unamortized amount of the grant would be subject to reimbursement by the Grantee. Although this would not be a lien, it would be in the program information. Advisory Board directed Staff to bring proposed language for the Grant materials to the next Advisory Board meeting.

**TIF Incentive Request 933 E. Lemon Street**

Staff reviewed the TIF Incentive application submitted by Todd Baylis, President, Qgiv, Inc. and recommended approval of the application. There was discussion regarding this project being an excellent link between the Downtown Garden District and the East Main District in Midtown. The creation of over 10,000 SF of office using previously vacant retail space and eventually bringing as many as 80-100 employees into the area were also cited as reasons for approval. Commissioner Malless made a motion to approve the TIF Incentive application for 933 E. Lemon Street. The motion was seconded by Dean Boring. Todd Baylis abstained from the vote. The motion passed unanimously. Staff will prepare a Developer Agreement - Tax Increment Benefits for approval by the City Commission.

**801 N. Massachusetts Avenue**

Staff reported that Mary Raines, owner of 801 N. Massachusetts Avenue, had called to ask if the CRA would be interested in purchasing her property at the corner of Parker Street and Massachusetts Avenue. The building housed her reupholstering business, but this is no longer active. The site comprises the entire block front on Parker Street between Massachusetts and Iowa Avenues. Staff has explained to Ms. Raines that the CRA would pay no more than the value as established by an appraisal. Based on the assumption that the current Assessed Valuation of \$71,846 is in the neighborhood of 80% of market value, Ms. Raines said she would be willing to sell for a number in that range. Commissioner Malless made a motion to authorize Staff to order an appraisal of the property. Pastor Lake seconded the motion which passed unanimously.

**Other**

Staff displayed the Florida Redevelopment Association Outstanding Rehabilitation, Renovation, or Reuse Project Award received by the LCRA for their participation in the renovation of the Tax Collector's Office at 916 N. Massachusetts Avenue. The Award Ceremony took place at the 2015 FRA Annual Conference which was also attended by Joe G. Tedder, Polk County Tax Collector. Staff played the video produced by the City's Communications Department for the conference.

**Adjourned at 4:20 PM.**

**Next Meeting, Thursday, January 7, 2015, 3 PM, City Commission Conference Room.**

  
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Cory Petcoff, Chairman

4-6-2017  
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Date