

LAKELAND CRA

COMMUNITY REDEVELOPMENT AGENCY

ANNUAL RETREAT

Community Redevelopment Area Advisory Board

Thursday, September 7, 2017 | 2:00 PM – 5:00 PM

**Regular meeting to follow immediately after Annual Retreat*

Art/ifact, Mass Market, 820 S. Massachusetts Ave

WORKSHOP

- I. Creating Impact – Jason DeMeo

- II. 2016-2017 Successes – Nicole Travis
Dixieland, Downtown, Midtown

- III. Priority Exploration
Feedback, direction and strategy

- IV. Design Think Session
 1. Neighborhood Stabilization
 2. E. Main Street Design District

Break – 10 minutes

REGULAR MEETING

- V. Action Items
 1. Old Business
 - 1.1 Meeting Minutes dated July 20, 2017
 2. New Business
 - 2.1 Letter of Intent - iNK Screen Printing for 717 S Florida Ave
 - 2.2 Letter of Intent - Seventeen20

- VI. Discussion Items

- VII. Adjourn

NEXT REGULAR MEETING:

Thursday, October 5, 2017, 3:00 - 5:00 PM – City Commission Conference Room

LAKELAND CRA

COMMUNITY REDEVELOPMENT AGENCY

2017 PROJECTS

DIXIELAND

8% taxable property value increase
South Florida Avenue
Façade Challenges
Area Council of Businesses
Ongoing Incentive Programs

DOWNTOWN

8.6% taxable property value increase
10-Acre Site
Homeless Strategies
Parking & Mobility Management Study
Downtown Infrastructure

MIDTOWN

6.3% taxable property value increase
114 E Parker
801 N Massachusetts
LCS Urban Farm
830/848 N Kentucky Parking
Dream Center Partnership
Garden District Fix-it-Up
Down payment Assistance
Unopened Alleyway Vacating
East Main Design District
Lincoln Square and neighborhood stabilization
Lake Wire Master Plan Update
Ongoing Strategic Acquisition

ONGOING (ALL DISTRICTS)

Property Management
Neighborhood Revitalization
Economic Development
Social Media Campaign
City Process Management

**Community Redevelopment Area Advisory Board
Meeting Minutes
Thursday, July 20, 2017
3:00 – 5:00 PM
City Commission Conference Room, City Hall**

MEETING MINUTES

Board Members: Cory Petcoff (Chair), Ben Mundy (Vice-Chair), Pastor Eddie Lake, Frank Lansford, Commissioner Jim Malless and Cliff Wiley

Staff: Nicole Travis (CRA Manager), Celeste Deardorff (Assistant Director), Alis Drumgo, Patricia Hendler, D’Ariel Reed, Michael Smith and Valerie Vaught

Guests: Chad Pettinato

Packets

- Meeting Minutes dated May 4, 2017
- Memo – Tax Increment Finance Request
- Memo – TIF Policy Change
- Memo – Lincoln Square Vertical Award
- Memo – Purchase of CRA Properties

Handouts

Housekeeping

Action Items – Old Business

Meeting Minutes dated May 4, 2017

Commissioner Jim Malless moved approval of the May 4, 2017 minutes. Pastor Eddie Lake seconded the motion and it passed 6-0.

TIF Request – 107 W. Pine Street

Nicole Travis reminded the Board that an electronic vote was taken to approve the TIF request for 107 West Pine Street. The request was added to the agenda to be recorded in the minutes.

Action Items – New Business

TIF Policy Change

Valerie Vaught presented a proposed revision to the Tax Increment Financing (TIF) Policy. TIF is one of our oldest incentives and has been very successful. The requirement is that the applicant must apply for consideration prior to receiving a building permit for construction. Per the City Attorney’s Office, application for consideration occurs when the application is presented to the City Commission. Staff would like to expedite the process for applicants interested in proceeding with the redevelopment project. Staff proposed clarifying that “application for consideration” occurs when the TIF application is presented to the CRA Advisory Board with the caveat that the application will still have to receive City Commission approval and the- developer will be proceeding at their own risk in the event that the City Commission does not approve the application.

Commissioner Jim Malless moved approval of staff's recommendation. Frank Lansford seconded the motion and it passed 6-0.

Lincoln Square

Nicole Travis provided a brief update of the status of the Lincoln Square Development. Bid #6335 was previously awarded to Strickland Construction because Grade-A Way was deemed unresponsive. Grade-A Way protested the decision due to inconsistencies in the RFP. Staff added scope to the project and decided to re-bid the site work. The new bid, Bid #7150, only received submissions from Strickland Construction and Grade-A Way. Grade-A Way was deemed a responsive bidder and a Notice of Intent to Award to Grade-A Way was issued. Strickland protested the decision; however, staff plans to move forward with their intent to award to Grade-A Way.

Mike Smith informed the Board that the vertical construction bid received five responses. The bid called for a cost per house type rather than an overall project cost. After reviewing their qualifications, construction schedule and cost, staff ranked Nujak as having the best timeline, experience and prices. Staff recommended Bid #7177 be awarded to Nujak for the construction of the 21 Single-Family homes at the Lincoln Square Development site. Mr. Smith pointed out that the proposed contract includes the option to review the work after the first phase of construction and staff has the right to choose another company for the remaining phases.

Ben Mundy expressed concern with the cost of construction and recommended staff revisit the design to reduce the cost.

Commissioner Jim Malless expressed concern with awarding the vertical contract prior to resolving the protest of the site bid. Mrs. Travis confirmed that staff wouldn't sign the vertical contract until the site work protest is complete.

In response to Patricia Hendler, Mr. Mundy explained that lowering the ceiling height, installing aluminum soffit and fascia, eliminating the trellis from the back of the house and bringing the house to grade level would allow some cost breaks.

In response to Cliff Wiley, Mr. Mundy estimated that while it will be tough, we might be able to get a 10 percent savings with redesigning the houses. He also speculated that some of the redesigning could be very simple and shouldn't be too expensive.

Mrs. Travis explained that the drawings have been submitted to the Building Department to ensure that they can be permitted in order to alleviate delays; redesigning the house and having to resubmit the drawings would result in additional fees.

Commissioner Malless expressed that the City Commissioners will have a problem with the costs.

Commissioner Jim Malless moved approval of staff to issue an Intent to Award to Nujak Construction with negotiations on the final price. Pastor Eddie Lake seconded the motion and it passed 4-2.

Purchase of CRA Properties

Patricia Hendler explained that two contracts are being proposed. The first contract is for the West Lane properties purchased in the mid-2000s because Watson Clinic and Lakeland Regional Medical Center (LRMC) were working with the CRA to establish a medical district. These lots are surrounded by property owned by Watson Clinic. Mr. Pettinato previously purchases property from the CRA and has been very successful. Since we do not know Watson Clinic's intent for their surrounding property, staff feels that selling the property now is premature. The second contract is for property located on Mabel Street. Mr. Pettinato has submitted a proposal for Multi-Family Residential. After speaking with the Planners, staff concluded that Multi-Family Residential is permitted. The issue with the Mabel Avenue property is the proposed \$20,000

purchase price. The CRA can sell property for 120 percent of assessed valuation without going before the City Commission. Currently, the assessed valuation is \$61,000.

In response to Pastor Eddie Lake, Ms. Hendler explained that the CRA purchased four apartment complexes within the current 10-acre development site. The Midtown CRA paid the Downtown CRA because the property was outside of the CRA area.

The Board expressed discomfort with selling the West Lane properties without having a discussion with Watson Clinic.

Commissioner Jim Malless moved approval to recommend the sale of property located at 518 Mabel Avenue for \$20,000 to the City Commission and withhold on any action on the West Lane properties. Pastor Eddie Lake seconded the motion and it passed 6-0.

Discussion Items

Adjourned at 4:41 PM

Next Meeting, Thursday, September 7, 2017, 3 PM, City Commission Conference Room.

Cory Petcoff, Chairman

Date



COMMUNITY
REDEVELOPMENT
AGENCY

Memo

To: CRA Advisory Board
From: Alis Drumgo, CRA Project Manager
CC: Nicole Travis, CRA Manager
Date: September 1, 2017
Re: Ink

Justin James is a longtime Lakeland resident who operates a company that specializes in screen-printing outerwear. Currently, his business is in Dixieland, and comprises of small retail and production area. Justin would like to relocate his business to 717 N. Florida Ave. The building he intends to occupy is approximately 10,500sf. Justin is aware of Community Redevelopment Agency (CRA) objectives along the Florida Avenue corridor and within the Parker Street neighborhood stabilization program. In conjunction with operating his own business, he intends to build out the second floor and house five to eight budding businesses at a reduced rental rate.

Justin is currently under contract to purchase the building and has had walkthroughs of the building with CRA Staff, Fire Marshals, and the Building Official. He has already gotten an approval from zoning and transportation for the proposed use. He seeks financial support from the CRA that will allow for compliance with the multitude of code upgrades required to obtain occupancy for the building. The project would be eligible for the maximum \$75,000, based on the request if taking into consideration the level of grant funding currently offered at 50% reimbursement.

To proceed with the project, Justin has asked for the following funding structure:

Improvement Items	Cost	CRA Match	CRA Funds	iNK Funds
Fire Compliance	\$60,000.00	100%	\$60,000.00	\$0.00
HVAC	\$40,000.00	100%	\$40,000.00	\$0.00
ADA Compliance	\$30,000.00	100%	\$30,000.00	\$0.00
Use Electrical	\$20,000.00	75%	\$15,000.00	\$5,000.00
Use Plumbing	\$10,000.00	75%	\$7,500.00	\$2,500.00
Structural Support	\$10,000.00	75%	\$7,500.00	\$2,500.00
Asbestos Removal	\$6,000.00	0%	\$0.00	\$6,000.00
Paint	\$3,500.00	0%	\$0.00	\$3,500.00
Windows	\$2,500.00	0%	\$0.00	\$2,500.00
Roof	\$30,000.00	0%	\$0.00	\$30,000.00
Interior Build	\$10,000.00	0%	\$0.00	\$10,000.00
Parking Repave	\$5,000.00	0%	\$0.00	\$5,000.00
Total (without Interior Build & Roof)	\$182,000.00	87.9%	\$160,000.00	\$22,000.00
Total (with Interior Build & Roof)	\$227,000.00	70.5%	\$160,000.00	\$67,000.00

With CRA investments in Mass Market, the acquisition of several parcels within ¼ mile, and the proximity to 114 E. Parker St., staff recommends the investment not to exceed \$150,000, which would equate to approximately \$2.25 for every \$1 from Mr. James, in support of fire compliance, HVAC renovations, ADA compliance, electrical & plumbing upgrades and structural support. The CRA's contribution would be double the standard grant limitation and fill a potential gap that would hinder the project. These improvements would have to occur for any business to adequately upgrade the building for appropriate use. The project could be a welcome addition for the corridor that lacks businesses/storefronts and support the aforementioned objectives of the area.



August 28, 2017

1037 South Florida Ave
Lakeland FL 33803
863 606 8137

CRA Proposal for Ink Screen Printing (717 North Florida Avenue)

Ink Screen printing is an apparel printing company founded, owned, and operated as a Lakeland-based business. We provide printing services to a wide range of customers, including but not limited to businesses, schools, churches, brands, bands, families, individuals, local governments, and charity/non-profit organizations. We also have and will continue to provide a retail component through our Lakeland Shirt Club in-store and online sales. Ink has been operating full-time since 2012 and has since seen a great response from the community. We believe this is due to our core values we've held from the beginning; honesty, transparency, quality products and services, and keeping things simple. Although we've been well-received within the Lakeland community, we felt as a business there was even more we could do to give back. Our business has grown rapidly over the last few years, and we have struggled to find the perfect working space that allows us to grow without isolating ourselves from the community (specifically the downtown area we love so much).

After searching for close to three years in an attempt to find a space that did not compromise function and availability to the community, we were thrilled with what we discovered at the 717 North Florida Avenue location. The building suited practical needs regarding form and function, but also opened up a new opportunity for better serving our community. The 10,500 square foot space allows 6,000 feet for Ink to occupy and grow within for years to come; the remaining 4,500 square feet is an open top floor area that we believe would be ideal for a shared workspace.

We believe this "makers" space could potentially be leased to artisan tenants looking to further expand their practice and workspace. The ideal tenant for this space would be local artisans and craftsmen

looking for a space to operate and ultimately, create. Ink started its operation from a garage, and we understand and empathize with the importance of a functional, affordable space. Our hope is to give back to the community by supporting them in turn; we want to facilitate a space for growth and foster young businesses and fellow makers in Lakeland. The hope is to serve these entrepreneurs as needed until they're ready to go out on their own and further contribute their craft to the Lakeland community.

We've also noticed that the mid-town area is in early stages of revitalization; we feel we could help generate even more interest in this development by relocating our existing business to 717 and strengthen what other organizations like Parker Street Ministries and Haus 820 have begun. This continued expansion will bring about new interest and the general betterment/improvement of this area, giving new life to further possibilities for businesses, organizations, and individuals down the road. Once the potential has been realized, there is no doubt in our minds that other businesses will see the same value we do in the development of the midtown area of Lakeland, and believe it is only a matter of time until this area becomes a supportive hub for the growth of local businesses.

To cultivate this growth and vision, we are relying on the support and funding of the Lakeland CRA. Our project will entail exterior improvements, system upgrades (electrical, plumbing, HVAC, roofing, etc), and assistance in navigating code requirements. Our initial budget is attached to our application packet and lays out two scenarios based on the results of code requirements/compliance.

Although the midtown area of Lakeland is in developmental stages, we share the same vision and see clear opportunity for growth; with the help of the CRA, we feel that Ink could be a major contributor to midtown's further cultivation and be the cornerstone business that encourages others to follow the same path for the betterment of Lakeland and its community.

Sincerely,

A handwritten signature in blue ink, appearing to read "Justin James", with a stylized flourish at the end.

Justin James
CEO – Ink Screen Printing

Section 1: Applicant Information

Applicant Name: JUSTIN JAMES
Business Name (if applicable): INK SCREEN PRINTING
Mailing Address: 1037 S FL AVE STE 105 LAKELAND 33803
Phone: 863 604 4603 Email Address: JUSTIN@INKSCREENPRINT.COM
Project Address: 717 N FL AVE 33801
Project Budget: \$ 165,000* Requested Grant Amount: \$ 135,000*
Lease Term (if applicable): N/A * IF CODE UPGRADES NOT REQUIRED THEN BUDGET IS \$61,000 AND GRANT REQUEST \$31,500
Property Owner's Name: TBD - FORMING LLC TO PURCHASE BUILDING
Property Owner's Mailing Address: 1302 SOUTHWALK LN 33813
Phone: 863 604 4603 Email Address: JUSTIN@INKSCREENPRINT.COM

Section 2: Please select the checkbox that corresponds to each grant for which you are applying. Complete the referenced section(s).

Commercial

- Design Assistance –Sections 3 & 7
(Dixieland and Midtown Only)
- Façade & Site Improvement –Sections 3 & 7
(Dixieland and Midtown Only)
- Food-Related Services –Sections 3, 4 & 7
(Dixieland and Midtown Only)
- Infill Adaptive Reuse –Sections 3 & 7
(Midtown Only)
- Infrastructure Improvement –Sections 3 & 7
(Midtown Only)
- TIF – Complete Sections 3, 6 & 7
(Downtown and Midtown Only)

Residential

- Fix-It-Up –Sections 3 & 7
(Midtown and Downtown Target Areas only)
- Homeowner's Down Payment Assistance
Sections 5 & 7
(Midtown Only)
- Job Creation – Contact the CRA Office
(Midtown Only)

Section 3: Project Description

Building's existing use(s): VACANT - PAST RETAIL

Building's new use(s): RETAIL, SCREEN PRINTING, ~~MAKERS~~ SPACE
MAKERS

General description of proposed improvements:

- New Construction Rehabilitation Other _____
- Façade Awnings/Canopies Signs Walls/Fencing/Landscaping
- Electric HVAC Plumbing Fire Suppression

Please provide a brief description of the work to be performed, materials to be used, color and material samples (if applicable).

BASIC BUILDING UPGRADES AND RENOVATION = EXTERIOR PAINT, WINDOW
REPAIR, HVAC UPGRADES, PARKING AREA RESURFACE, GENERAL AND SPECIFIC
USE ELECTRICAL/PLUMBING

IF CODE REQUIRES: FIRE SUPPRESSION AND ADA COMPLIANCE
IF NOT ↑, MAJOR REDUCTION IN PROJECT SPEND AND GRANT REQUEST AMOUNTS

Section 4: Business Information

What is the expected opening date? 1/1/18

What type of food-related business is being proposed? N/A

What will be the business' hours of operation? M-F / 10AM - 6PM

Is the proposed business a franchise? No Yes _____

Will entertainment be offered? No Yes POSSIBLE COMMUNITY EVENTS

Will there be outdoor seating at this establishment? No Yes

What is the proposed seating capacity of the restaurant, if applicable? N/A

Is this the business' 1st location, 2nd location or a relocation? RELOCATION

Section 5: Purchase Information

Address of Home/Lot being Purchased: _____

General Description: _____

Mailing Address: _____

Seller: _____ Contractor (if applicable): _____

Do you currently own a home? Yes No (if yes, list below)

Have you previously owned a home? Yes No

Bank/Agency issuing the Mortgage: _____

Home Purchase Price: _____ Your Cash Contribution: _____

Estimated Closing Date: _____

Are you currently Employed? Yes No If yes, length of employment: _____

Employer: _____

Section 6: Required Documentation

- Project Schedule
- Proposed site plan
- Three cost estimates
- Permit ready drawings
- Notarized letter from property owner
- Food-related services resume(s) – If applicable
- Certificate of Review from the Historic Preservation Board
- Photographs of the existing building and the proposed project area
- Schematic drawings illustrating proposed work, or pictures with project description outlines

For TIF Applications Only

- Letter of request
- Project plans
- Current Assessed Value
- Project Budget

Section 7: Signature

Applicant's Signature: JAS

Date: 8/27/17

Property Owner's Signature: JAS

Date: 8/27/17

FOR STAFF USE ONLY

Date of initial contact: _____ Electronic submission In person

Staff representative: _____

Design Professional: _____

Pre-Application Meeting

Post-Application Meeting

Three estimates submitted? Yes No

Taxes current? Yes No

Staff Decision: Approved Denied Board Appealed

Property Site File Number: _____

Proposed Budget (including Fire Suppression and ADA Upgrades)

Improvement Items	Cost	CRA Match	CRA Funds	iNK Funds
Fire Suppression	\$75,000.00	100%	\$75,000.00	\$0.00
ADA Compliance	\$30,000.00	100%	\$30,000.00	\$0.00
HVAC	\$20,000.00	50%	\$10,000.00	\$10,000.00
Use Electrical	\$15,000.00	50%	\$7,500.00	\$7,500.00
Use Plumbing	\$10,000.00	50%	\$5,000.00	\$5,000.00
Parking Repave	\$5,000.00	50%	\$2,500.00	\$2,500.00
Paint	\$4,000.00	50%	\$2,000.00	\$2,000.00
Garage Door	\$3,500.00	50%	\$1,750.00	\$1,750.00
Windows	\$2,500.00	50%	\$1,250.00	\$1,250.00
Interior Build	\$15,000.00	N/A	N/A	\$15,000.00
Total (minus Interior Build)	\$165,000.00	82%	\$135,000.00	\$30,000.00
Total (with Interior Build)	\$180,000.00	75%	\$135,000.00	\$45,000.00

Proposed Budget (not including Fire Suppression and ADA Upgrades)

Improvement Items	Cost	CRA Match	CRA Funds	iNK Funds
HVAC	\$20,000.00	50%	\$10,000.00	\$10,000.00
Use Electrical	\$15,000.00	50%	\$7,500.00	\$7,500.00
Use Plumbing	\$10,000.00	50%	\$5,000.00	\$5,000.00
Parking Repave	\$5,000.00	50%	\$2,500.00	\$2,500.00
Paint	\$4,000.00	50%	\$2,000.00	\$2,000.00
Garage Door	\$3,500.00	50%	\$1,750.00	\$1,750.00
Windows	\$2,500.00	50%	\$1,250.00	\$1,250.00
Fire Suppression				
ADA Compliance				
Interior Build	\$15,000.00	N/A	N/A	\$15,000.00
Total (minus Interior Build)	\$60,000.00	50%	\$30,000.00	\$30,000.00
Total (with Interior Build)	\$75,000.00	40%	\$30,000.00	\$45,000.00



COMMUNITY
REDEVELOPMENT
AGENCY

Memo

To: CRA Advisory Board
From: Alis Drumgo, CRA Project Manager
CC: Nicole Travis, CRA Manager
Date: September 1, 2017
Re: Seventeen20

Sarah & Jon Bucklew are longtime Lakeland residents who operate a company that specializes in handcrafted, industrial modern furniture design. Currently, much of their business derives from online sales, and is located outside of the city limits. Jon & Sarah would like to bring Seventeen20 into the City's East Main District. In addition to expanding their own manufacturing space and showroom, they seek a partnership with the Community Redevelopment Agency (CRA) that will bring a community marketplace of artisans, makers, and designers, much like those identified in the East Main District Plan. The ultimate goal for them is to secure a long-term ownership agreement and lease remaining space to compatible entrepreneurs.

To proceed with the project, the Bucklews are requesting assistance with acquisition and development of a property with the following criteria:

- 12,000-20,000sf of usable floor area
- Highly visible gateway/location within an area being developed for designers/artisans
- Outside of historic preservation boundaries
- Mixed-use or PUD Zoning
- Ample, well-lit parking
- Freight and delivery truck access

Without any CRA real estate holdings in the East Main District or greater Midtown CRA to offer that can accommodate the scale of businesses and uses, staff requests the ability to partner with Seventeen20 on a real estate purchase and assist with design and development with the mindset of this project being a catalyst for the District. This project will lead to additional vehicular and pedestrian traffic and investment in the East Main District.



East Main/Midtown Project Proposal

Prepared for: Lakeland CRA Advisory Board
Prepared by: Jonathan & Sarah Bucklew, Seventeen20
August 28, 2017

OUR STORY



Jon and I are longtime Lakelanders—Jon moved from Minneapolis with his family in 1987, and I moved from El Paso with my family in 1996. I graduated from Lakeland Senior High School and Southeastern University and worked first in the Registrar’s Office at SEU, and then as a middle-school reading teacher at Mulberry Middle School. For the last 11 years, I’ve worked as a software consultant, training ERP software for higher education institutions (technical and community colleges and universities), traveling Monday-Friday every week for the first six and last one of those 11 years. Jon started one and joined another of Lakeland’s most influential indie-rock bands—Denison Marris and Copeland—both of which experienced national and even international success. After Jon acquired his real estate license, we bought our current residence and began remodeling. It is this home-renovation process, as well as a fervent desire to live debt-free, that propelled us to launch our furniture design and manufacturing business, Seventeen20.

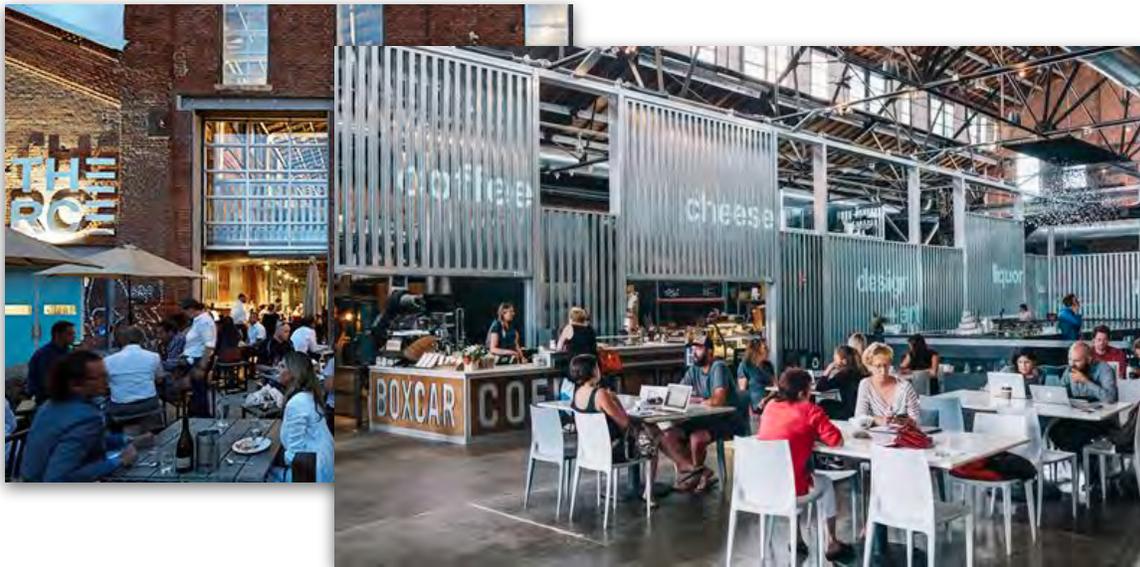
Seventeen20 (our current residence’s address, spelled out) specializes in handcrafted, industrial-modern, super-minimal furniture design. We handcraft our pieces (tables, stools, benches, bed) out of steel and solid hardwoods, rather than plywood and veneer, and use finishes that deliver a natural, textural warmth to balance out the clean lines and industrial edge.

We sell primarily online to major urban markets: Seattle, San Francisco, Los Angeles, Chicago, Washington D.C., New York, etc., but as the industrial modern design aesthetic moves into the mainstream, we are experiencing significant sales growth in the southeast U.S., the state of Florida, and locally in Lakeland. We want to further that growth by moving our manufacturing facility into an area of Lakeland where the artisan/maker/design community is being intentionally developed, as well as create a showroom and lifestyle retail space to showcase our collection and other home goods that match our aesthetic.



OUR VISION

Our vision is to expand on our initial concept for Seventeen20 (manufacturing space and showroom) and broaden that to include the Lakeland artisan/maker/design community. We'd like to create a modern, artisanal community-marketplace—much like The Shed in Healdsburg, California, or The Source in Denver, Colorado—a space which allows artisans/makers to both create and sell their wares in a building that is specifically designed to showcase and inspire, and eventually incorporates industrial loft-style living space.



For Seventeen20

We envision a building that is strategically located as a flagship for, or gateway to the artisan/maker community in Lakeland, designed with modern architecture that competes with similar structures across the U.S., and provides us ample manufacturing and retail space.

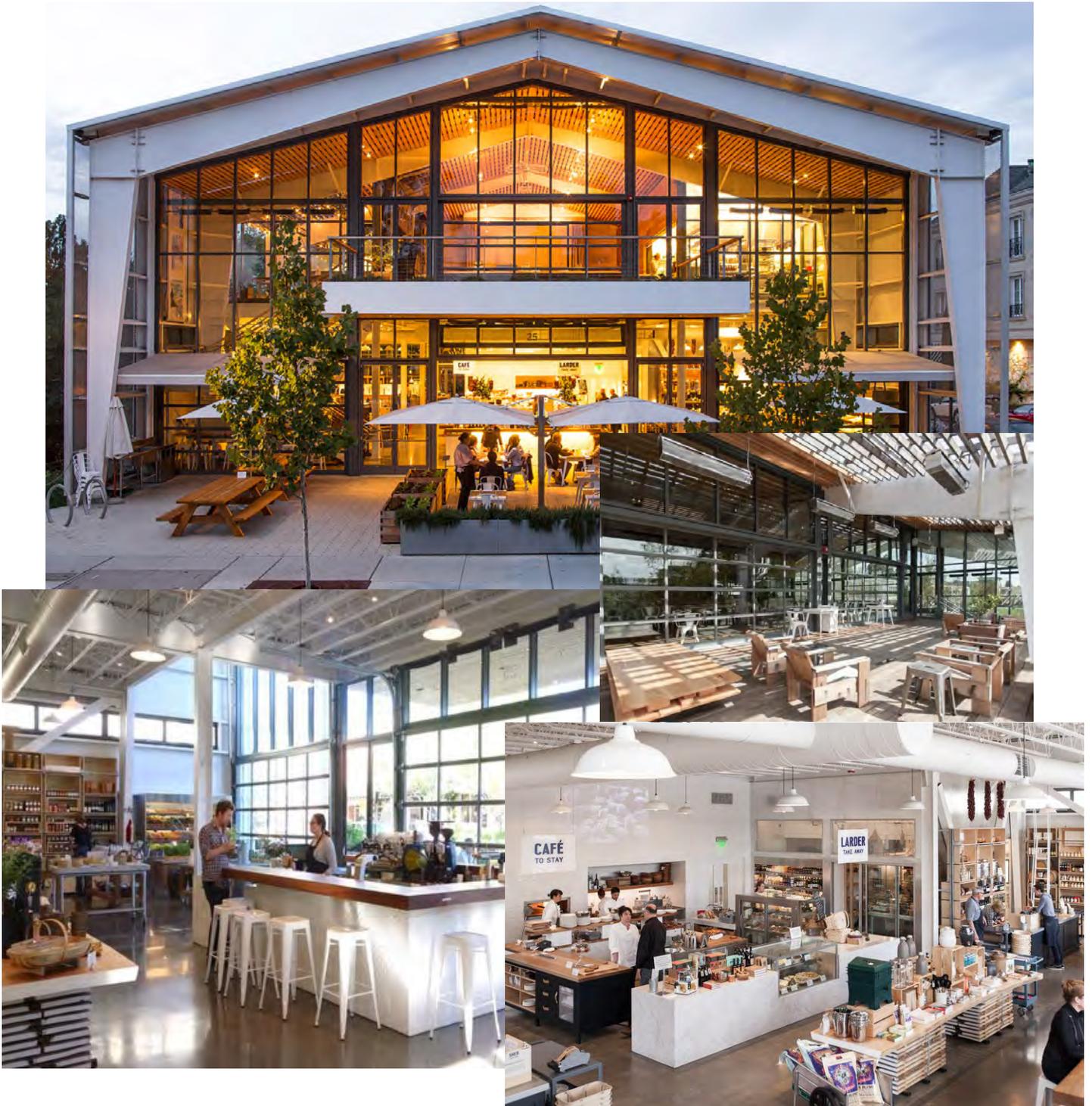
For Lakeland's Artisan/Maker Community

We want to provide a cutting-edge, architecturally-inspiring location in which the growing artisan/maker community can establish their businesses. With Catapult and soon-to-launch Catapult 2.0 cultivating so many new, hip, modern businesses, Lakeland needs a hip, modern location for them to thrive in.

For the Lakeland Community

We want to create an architecturally and visually-inspiring location for the public to experience daily—where they can get their morning coffee and pastry, grab lunch or dinner, meet for creative cocktails and craft brews, shop for clothes, unique gifts, stationary, plants/flowers, and other home goods, attend an event, listen to live music, or just hang out.

OUR VISION (CONTINUED)



OUR INVESTMENT

Financial

As we close in on the completion of our home renovation, we plan to sell it this fall. Leaving retirement savings and personal emergency funds in-place, we anticipate having \$150,000-\$180,000 to invest in our new venture while remaining debt-free both personally and professionally. With our available funds, we'll need to cover the expenses of moving our production facility as well as the build-out of our showroom and retail space, and ultimately secure a long-term ownership agreement (lease option, purchase money mortgage, etc...).

Personal

We've considered purchasing acreage outside of town on which to build our residence as well as our manufacturing/showroom, or relocating to communities which are similar in size to Lakeland (Boise, ID, Boulder, CO, Lawrence, KS, Franklin, TN, or Asheville, NC) but have a more vibrant and modern artisan/design community, but we feel like Lakeland is special and can be every bit as design-conscious/forward-thinking as anywhere else in the U.S. It just needs someone to be the first to take the leap. We want to take that leap.

OUR NEED

We need...

- * A building between 12,000 and 20,000 square feet, located in
- * A highly-visible/gateway location in an area being developed for the design/artisan community, that is
- * Not subject to historic preservation restrictions, and allows for
- * Mixed-use zoning, or PUD, as well as provides
- * Ample, well-lit parking (parking lot, on-street, city lots, etc.), and
- * Freight and delivery truck access

OUR REQUIREMENTS & EXPECTATIONS

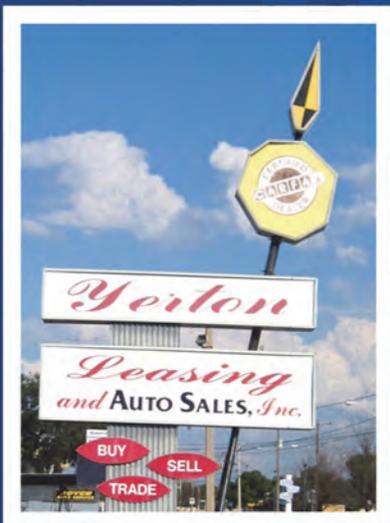
We require and expect to...

- * Direct all aspects of the building's interior and exterior design and landscaping
- * Work with an architect who articulates a clear understanding of industrial modern design with knowledge of modern architecture on a national and international scale
- * Handle property maintenance
- * Curate the space by selecting the artisan/makers and managing their leases
- * Ultimately own the property after fulfilling a graduated lease



An Economic
Development Strategy

EAST MAIN STREET



LAKELAND CRA



GROWING BUSINESSES / REBUILDING NEIGHBORHOODS

WHY EAST MAIN STREET?

The East Main Street District (East Main) is primed for redevelopment to create a unique and definable place within the urban core of Lakeland. East Main is adjacent to Downtown Lakeland and close to both the Tampa-St. Petersburg-Clearwater and Orlando-Kissimmee-Sanford metropolitan areas along Interstate 4. Lakeland is the largest city in Polk County and is loaded with charm, historic heritage, and internationally recognized architecture. Its strategic location is served by some of the best highway/rail networks in Florida, which results in a dynamic and diverse economy within the city and surrounding areas, with great potential for growth.

EAST MAIN STREET VISION

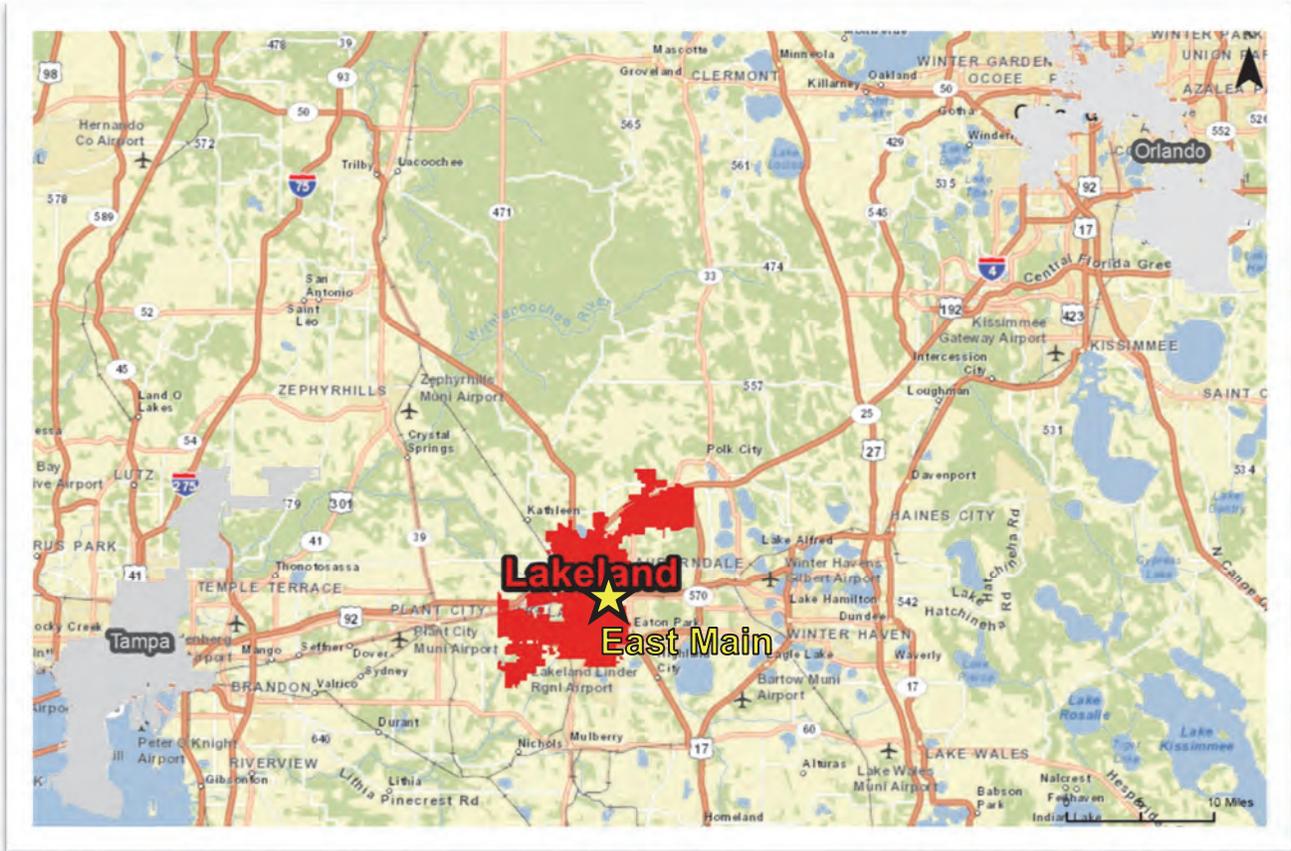
East Main is an attractive, vibrant, and safe destination with a positive business environment that supports local businesses focused on building construction and design and seeks to attract innovative entrepreneurs who wish to take advantage of the amenities of Downtown Lakeland in a more affordable, unique, and flexible setting.



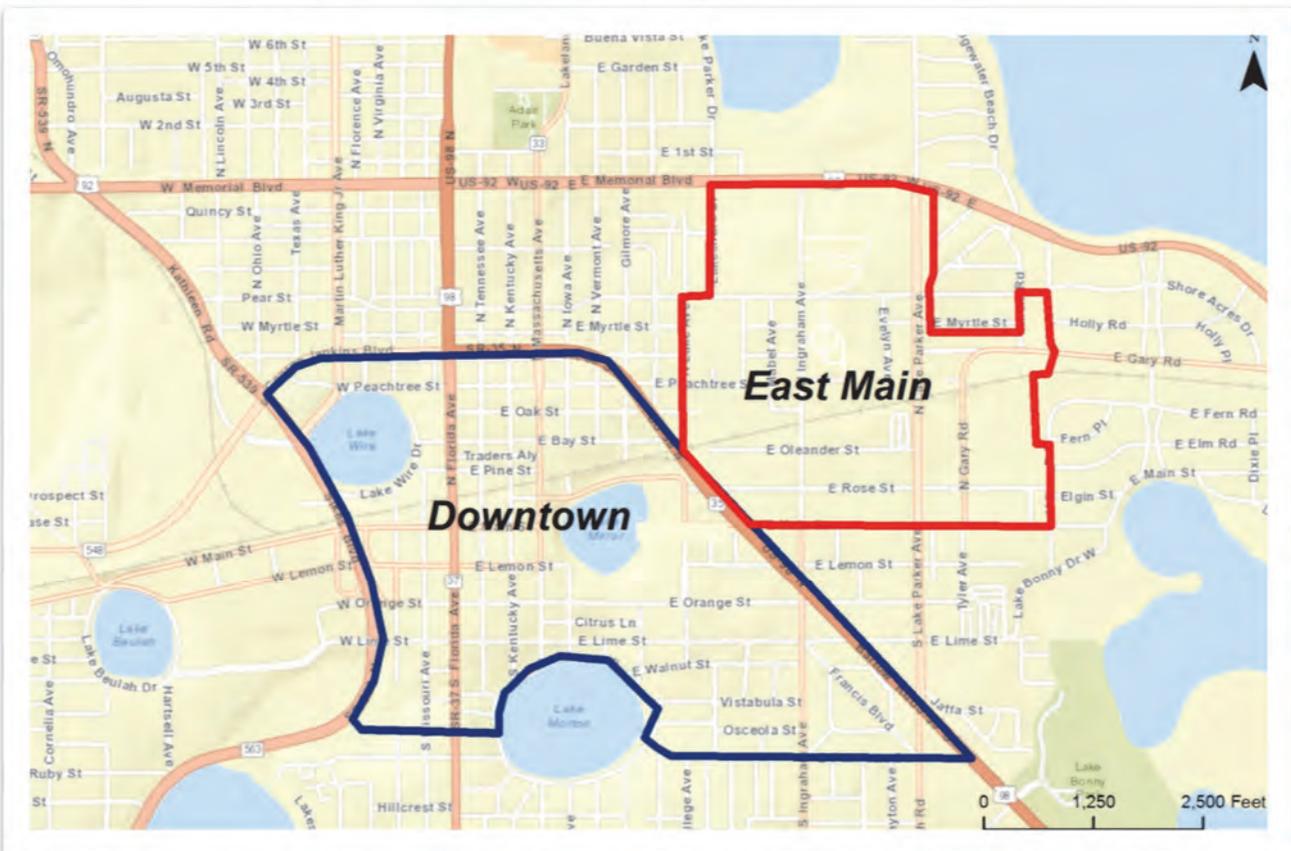
Existing East Main businesses and organizations are essential to the success of the Development Strategy.



Revitalization of East Main will include infill, redevelopment, and placemaking.



East Main is regionally accessible.



East Main has easy access to Downtown Lakeland amenities.

UNIQUELY EAST MAIN

The Economic Development Strategy (Development Strategy) described in this document includes projects and initiatives that will strengthen identity, increase business activity, improve aesthetics, and create a sense of place that is authentic, vibrant, and uniquely East Main. The core elements of the Development Strategy are as follows.

Strengthen Local Businesses

There is a diverse mix of local businesses in East Main many of which have been household names for decades. East Main contains a cluster of over 15 existing building design/home improvement businesses as well as automotive dealers, restaurants, and a number of local/national retail establishments. These business owners are community leaders and their continued success is important to the success of the Development Strategy.

Enhance Unique Character

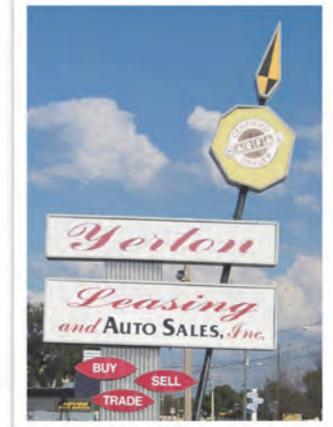
East Main is different and proudly so. Its unique buildings, signage, and treatments define a design theme that is industrial, bohemian, and “shabby-chic”. This unique character will be protected and enhanced throughout East Main.

Develop Urban Open Spaces

A number of opportunities exist for passive green spaces in East Main including the City-owned cemeteries and the new centrally located stormwater pond. These spaces will become places of gathering and relaxation.

Improve the Public Realm

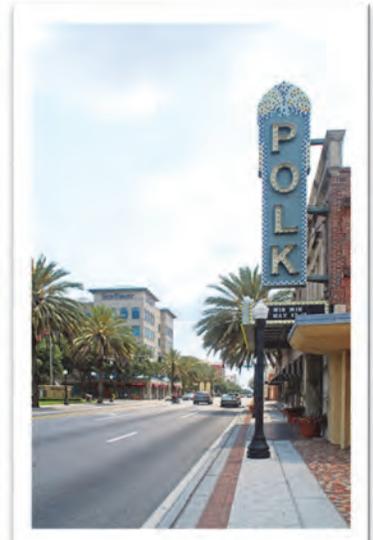
Additional aesthetic and functional improvements will be made to the streets in East Main increasing connectivity, enhancing the bicycle/pedestrian network, and improving aesthetics and safety. These improvements will help visually unify East Main with common design elements.



Support unique elements and businesses of East Main.

Nearby Downtown Amenities

- Lake Mirror Park and Promenade/Munn Park
- Polk Theatre/The Lakeland Center/Polk Museum of Art
- Great local restaurants—Lakeland Brewing Company, Poor Porker, Texas Cattle Company, and more!



East Main is adjacent to many Downtown amenities.

A MULTIFACETED APPROACH

The Development Strategy is designed to strengthen East Main's employment base, encourage diversification of businesses, and provide opportunities for new retail services.

This multifaceted approach involves supporting desired land uses, economic initiatives, and transportation improvements to accomplish the vision. These strategies are generally described below and in more detail on the following pages.

Land Development Strategies

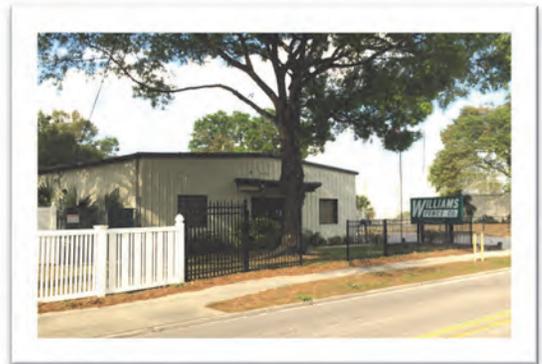
The goal of these strategies is to encourage a greater mix of uses with a primary focus on light industrial, retail, and other employment uses. Adaptive reuse of existing industrial, office, and commercial properties alongside infill and redevelopment in key locations is encouraged. The Land Development Strategies address the importance of community design as a vital component to create an inviting and aesthetically pleasing environment.

Economic Development Strategies

The vision for East Main supports growing diverse types of creative businesses in an eclectic and aesthetically interesting environment. The Development Strategy supports this vision in two distinct ways. First, building upon the existing cluster of design and construction related professionals, a Lakeland Home Design District will be developed by incentivizing the establishment or relocation of related businesses to the area. The second approach will be focused on creating opportunities for entrepreneurs and small business owners to start and build their businesses within East Main.

Transportation Strategies

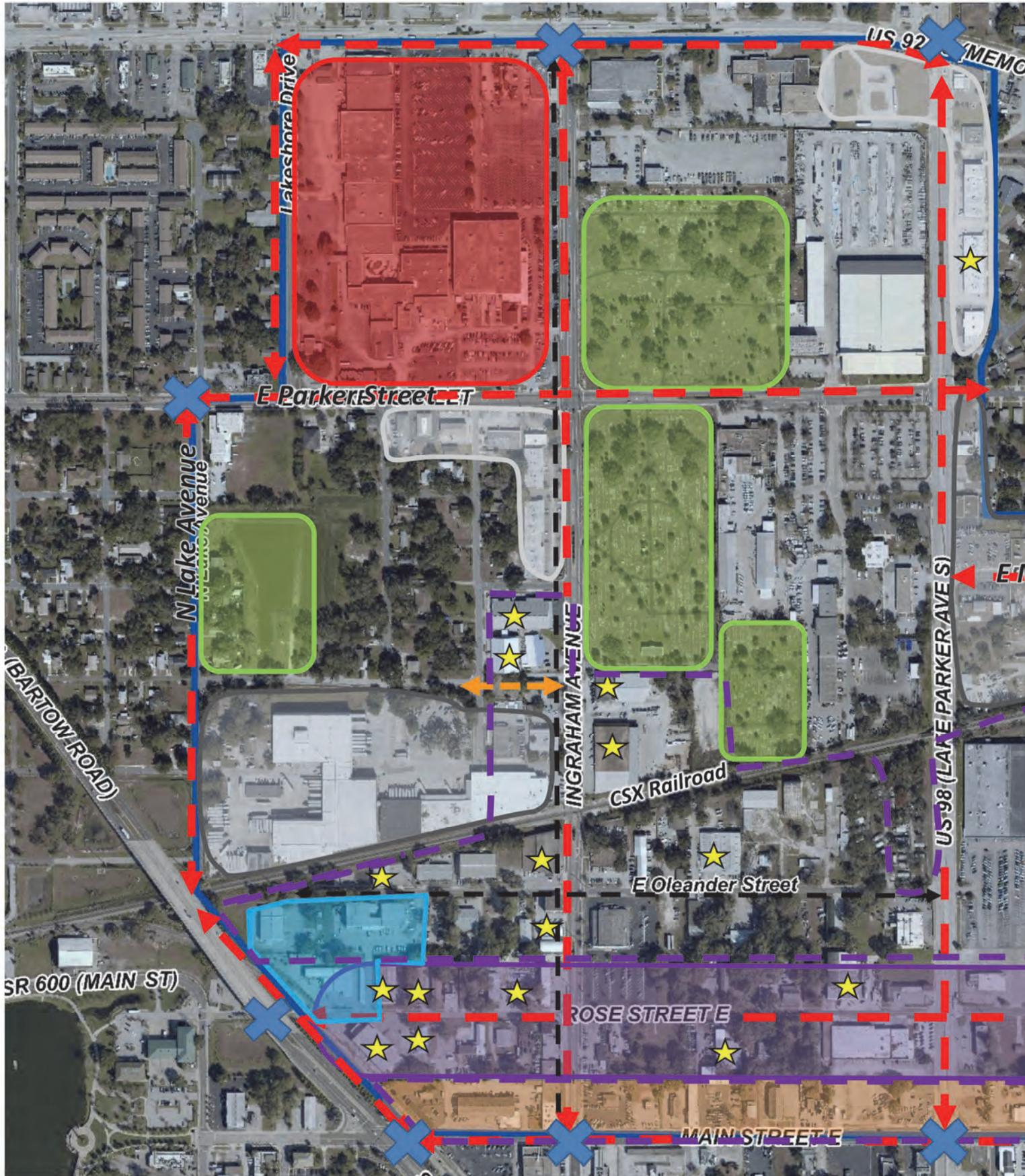
The Transportation Strategies are designed to improve connectivity in East Main by creating multimodal streets to ensure safe pedestrian and bicycle access to local destinations, direct truck access to delivery zones, ensure adequate parking to accommodate business growth, and enhance public transit service as an alternative mode of travel.



Encourage desired business types.



Develop passive park opportunities.





DEVELOPMENT CONCEPT

LEGEND



Existing Streetscape/Bicycle Lanes



Improve Truck Conflicts



Potential Roadway Connection



Potential Gateways



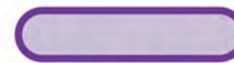
Businesses in Building Trades



Passive Open Spaces



Potential Mixed-Use Areas



Potential Lakeland Design District



Existing Retail Core



Potential Relocation of City Facilities



Commercial/Light Industrial



Lakeland Design District Expansion Area

LAND DEVELOPMENT STRATEGIES

Zoning Amendments

Where vertical mixed-use is desired in East Main (e.g. along East Main Street) amend existing zoning to an office or commercial category such as O-1, O-2, O-3, C-1, or C-2, which supports this mix.

Development Incentives

Incorporate specific principal building requirements based on development incentives to encourage the creation of a more pedestrian-friendly environment and promote mixed-uses. Incentives could be focused on a number of areas including: expedited permitting review, shared parking allowances, density/height bonuses, etc.

Land Use Opportunities

Provide rehabilitation/redevelopment opportunities, such as:

- Continue to explore the potential relocation of the current Lakeland Traffic Operations facility.
- Consolidate non-profit and City-owned properties.
- Construct recreational elements (sidewalks, street furniture, etc.) within existing cemeteries and adjacent to stormwater ponds to create passive parks.

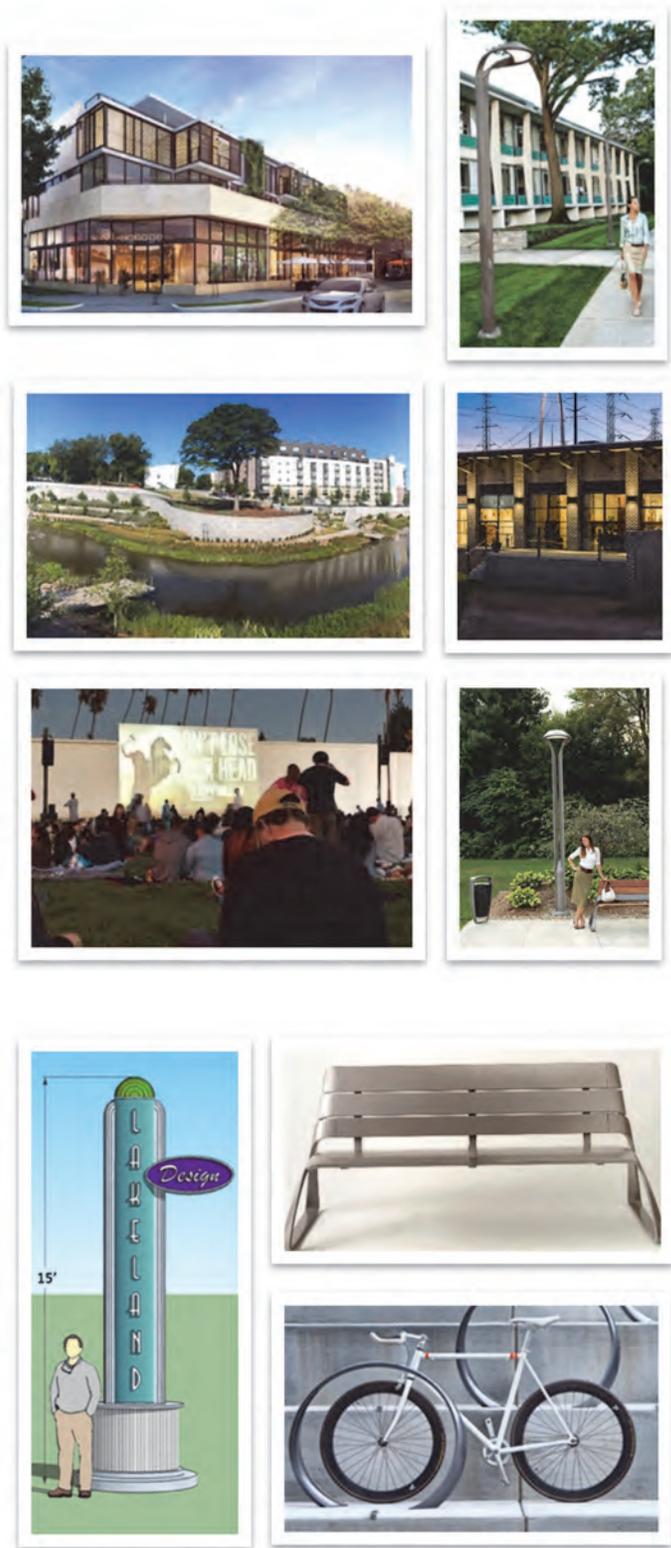
Parcel Assembly

When feasible, encourage acquisition and subsequent redevelopment and/or improvements by the private market. If needed, develop a Property Acquisition Plan to explore the acquisition of critical properties in East Main.

Urban Design Standards

Foster physical continuity by establishing design expectations for East Main, such as:

- Public urban design standards will be developed to focus on the design theme and enhance pedestrian safety by visually unifying the streetscape elements such as crosswalks/intersection treatments, decorative paving, traffic signals, lighting, landscaping, site furnishings, transit facilities, public signage, and gateways. Local artisans should be engaged in the design and construction of gateway features.
- Private urban design standards will comply with Article 3: Urban Form Standards and the Urban Special Purpose sub-district classification as well as all other development standards of the City Land Development Code.



Implement public realm enhancements.

ECONOMIC DEVELOPMENT STRATEGIES

Economic Development strategies for East Main include creating a Home Design District to showcase the unique manufacturing industries and an Innovation Hot Spot to provide opportunities for entrepreneurs and small business owners.

Lakeland Home Design District

Strengthen Businesses

- Create a one-stop destination of home improvement and/or light manufacturing businesses combined with a showcase element intermingled with live/work spaces, businesses, retail services and restaurants.
- Rehabilitate/redevelop existing properties/businesses that can contribute to the concept.
- Consider acquiring properties and initiate a Request for Proposals for any acquired redevelopment sites.



Business Support/Collaboration

- Assemble a few development sites or provide site acquisition assistance.
- Provide public investment in infrastructure/streetscape improvements.
- Collaborate with existing home improvement/building design establishments to join the development effort and aggressively solicit complementary businesses.
- Attract desired retail/office uses to provide services to existing/future workforce and visitors. Targets include restaurants/cafes, home décor, hair salons/barbershops, personal care, medical office, banks/credit unions, etc.
- Promote awareness of federal, State, County, and City/CRA benefits available in East Main.

Innovation Hot Spot

Attract Entrepreneurs

- Provide facilities for graduates and other startup businesses through shared space opportunities.
- Identify potential retail start-up locations —Town Center or along Ingraham Avenue, Lake Parker Avenue, or Main Street.
- Develop a shared-use kitchen with attached retail to serve as outlet for the food products and ancillary services, such as: restaurants/cafes, catering services, food trucks, and cookware retailers, etc.
- Attract new businesses to occupy underused spaces through marketing, development incentives, and business assistance.
- Consider acquiring properties and selling the cleared land as a development site.



Create opportunities for shared kitchens to serve restaurants and caterers.

Entrepreneurial Support/Collaboration

- Assemble a few development sites or provide site acquisition assistance.
- Collaborate with the Lakeland Economic Development Council (LEDC), business owners, restaurateurs, university officials, and property owners/leasing managers.
- Identify corporate sponsors to assist with funding for tenant improvements and rent payments.
- Secure business/institutional participation (such as Publix Aprons Cooking School, Keiser University, Florida Technical College, and Travis Career Center, etc.).
- Attract catalyst artisans/makers/businesses by offering a significant incentive to relocate to the area.

Economic Incentives

- Encourage exterior and interior improvements through grants, short-term property tax reductions/reimbursements, short-term low/no-interest inventory loans, or a combination thereof.
- Share construction costs, limited to the cost of building components, through construction grants, short-term property tax reductions/reimbursements, or a combination thereof.
- Share the cost of showroom displays through Furnishings, Fixtures, and Equipment (FF&E) grants, short-term, low/no-interest showroom/display loans, or a combination thereof.
- Reimburse City sales tax for retail businesses for a defined period of time (3–5 years) or offer a longer-term subsidy with a stepdown share structure.



Encourage unique storefronts.

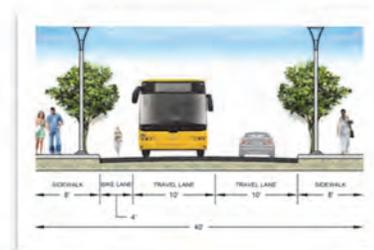
Funding Sources

- Tax Increment Financing (TIF)
- Economic Development Administration Grant – Public Works (EDA)
- New Market Tax Credits (NMTC)
- Economic Development and Growth Enhancement Programs (EDGE)
- Urban Job Tax Credit
- Machinery and Equipment Sales Tax Exemption
- Electricity Tax Exemption
- Brownfields Incentives
- Enterprise Zone
- Core Improvement Area
- Design Assistance Grant
- Facade Improvement Matching Grant
- Food-Related Services Incentive Program
- Midtown Gateway Incentive Pilot Program
- Model Block Homebuyer Down Payment Assistance
- Small Project Assistance (Infrastructure Improvement Assistance)

TRANSPORTATION STRATEGIES

Roadway Improvements

- Create safe multimodal streets for all users by implementing signalization, traffic calming devices, crosswalks, bike lanes, sidewalk connections, streetscape, transit facilities, and truck access routes.
- Create a new east/west roadway connection from Ingraham Avenue to Peachtree Street.
- Develop a gateway/wayfinding signage program to direct visitors to local destinations and truck drivers to access delivery entrances.



Enhance streets with multimodal features.

Parking

- As redevelopment occurs, conduct a parking study to determine current and future parking needs.
- Review strategic street locations for on-street parking, particularly where retail revitalization may occur.
- Encourage shared parking between uses.
- Adjust parking standards to accommodate mixed-use developments and standalone parking structures.

Public Transit System

- As redevelopment occurs, coordinate with the Lakeland Area Mass Transit District (LAMTD) to improve headways, develop an internal bus circulator system, and improve bus stop facilities.

EAST MAIN IS...

Strong Local Businesses and Organizations



Unique Design Elements and Open Spaces



Available Space for Design and Innovation



A large, stylized blue swan graphic is the central focus of the page. The swan is composed of various shades of blue, with its neck curved upwards and its tail feathers fanning out. The background is a solid dark blue.

For more information, visit www.lakelandcra.net

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LAKELAND CRA



GROWING BUSINESSES / REBUILDING NEIGHBORHOODS