

# AGENDA

## Community Redevelopment Area Advisory Board

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Thursday, August 4, 2016 | 3:00 PM – 5:00 PM  
City Commission Conference Room, City Hall, Third Floor

### A. Housekeeping

1. CRA Staffing
2. October Board Retreat

### B. Action Items

1. Old Business
  - 1.1 Meeting Minutes dated June 2, 2016
2. New Business
  - 2.1 Down Payment Assistance Request
  - 2.2 Infill Adaptive Reuse Grant Program

### C. Discussion Items

1. E. Main Street Gateway Sign
2. North Lake Mirror Redevelopment Site RFQ

### D. Save the Date:

1. Midtown Update Public Meeting, August 9<sup>th</sup> at Simpson Park, 6:30pm

### E. Adjourn

NEXT REGULAR MEETING:

**Thursday, September 1, 2016, 3:00 - 5:00 PM – City Commission Conference Room**

Project Status Report		
<b>Project Name</b>	Mass Market	<b>Project Summary:</b> Your Pro Kitchen Space is about 3 weeks from completion. The roofing on the warehouse was slightly delayed because of extensive termite damage.
<b>Project Manager</b>	Nicole Travis	
<b>Status Date</b>	July 28, 2016	
<b>Budget</b>	On-Track, Delayed, Off-Track	Total: \$2,654,870 Spent: \$433,898 Remaining: \$2,120,972
<b>Risk</b>	On-Track, Delayed, Off-Track	No major risks.
<b>Issues</b>	On-Track, Delayed, Off-Track	No major issues.
<b>Project Name</b>		
<b>Project Name</b>	Lincoln Square Development	<b>Project Summary:</b> The site plan was submitted for Subdivision Platt Review. An RFP for site work will be issued in August. A separate RFP or RFQ will be issued for the construction of the houses.
<b>Project Manager</b>	Nicole Travis	
<b>Status Date</b>	July 28, 2016	
<b>Budget</b>	On-Track, Delayed, Off-Track	Total: \$1,500,000 Spent: \$59,616 Remaining: \$1,440,384
<b>Risk</b>	On-Track, Delayed, Off-Track	No major risks.
<b>Issues</b>	On-Track, Delayed, Off-Track	No major issues.
<b>Project Name</b>		
<b>Project Name</b>	Nobay Development	<b>Project Summary:</b> This project is ongoing and moving quickly. The City's subsidy se funds are managed by the CRA staff. However, this is not CRA money.
<b>Project Manager</b>	Nicole Travis	
<b>Status Date</b>	July 28, 2016	
<b>Budget</b>	On-Track, Delayed, Off-Track	Total: \$400,000 Spent: \$340,041 Remaining: \$59,959
<b>Risk</b>	On-Track, Delayed, Off-Track	No major risks.
<b>Issues</b>	On-Track, Delayed, Off-Track	No major issues.
<b>Project Name</b>		
<b>Project Name</b>	Federal Building	<b>Project Summary:</b> Final approval from Federal Government has been granted. The revised lease will go to City Commission for approval August 15. Due Diligence period ends August 4.
<b>Project Manager</b>	Patricia Hendler	
<b>Status Date</b>	May 27, 2016	
<b>Budget</b>	On-Track, Delayed, Off-Track	n/a
<b>Risk</b>	On-Track, Delayed, Off-Track	No major risks.
<b>Issues</b>	On-Track, Delayed, Off-Track	No major issues.

Administrative Approvals				
1.	Down Payment Assistance	721 Magnolia-\$14,000 (appraisal came in lower than initial purchase price)	Parker Street	P Hendler
2.				
3.				
4.				
5.				
6.				

**Community Redevelopment Area Advisory Board  
Meeting Minutes  
Thursday, June 2, 2016  
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, Zelda Abram, Todd Baylis, Dean Boring

Staff: Nicole Travis, Judith Keller, Celeste Deardorff, Patricia Hendler, Charles Barmby

Guests: Grant Miller, Brooke Agnini, Chris Guinn, Gregory Fancelli, Tim Mitchell, Barry Friedman

**Packets**

- Projects Status Report
- Working Budgets and CIPs Dixieland, Midtown, and Downtown
- Meeting Minutes dated May 5, 2016
- Email to Board members with Downtown CIP Budget Option 2
- Memo Re: Draft CRA Budgets for 2017-2026
- Letter of Intent from Prestige Worldwide Group
- Job Creation Incentive Pilot Program - revised

**Housekeeping**

The Board was asked to decide if there will be a meeting on July 7, 2017. Nicole Travis stated that she did not anticipate activity that would require a vote. Commissioner Malless moved to cancel the July meeting and the motion was seconded by Pastor Lake. The motion was passed. Nicole Travis added that if something did arise she could circulate the information and hold an electronic vote.

**Presentation**

City of Lakeland Transportation Planner, Charles Barmby, presented studies being conducted about Memorial Drive. Topics being evaluated include crosswalks at Lincoln, pedestrian lighting at Kettles, a pedestrian refuge island between Florida and Massachusetts. The largest focus is on the area between Massachusetts and Ingraham because of the large number of mid-block crossings. The DOT is working with the city to reduce the bike and pedestrian safety issues on this corridor that have plagued the city for years. He told the board that aesthetic enhancements might be a CRA opportunity, but that the study is at an early stage right now. Nicole pointed out to the Board that funds have already been set aside in the existing budget for Memorial Boulevard enhancements if the Board chooses to do that in the future.

**Action Items – Old Business**

**Meeting Minutes dated May 5, 2016**

Commissioner Malless moved to approve the minutes from May 5, 2016 and Dean Boring seconded. The minutes were approved without corrections.

**Peachtree Extension**

Nicole Travis explained to the Board that this item is old business that was not on the agenda. The board had instructed her to ask the Public Works department to participate in the project to re-establish the grid at Peachtree if the CRA purchased the real estate. She went back to Public Works twice and was turned down both times. After hearing Nicole Travis' report, the board decided to not act towards purchasing the property at this time.

## **Action Items – New Business**

### **Budgets**

Nicole Travis explained that the city budget process spans out in 10 year periods. Downtown revenues increased 5.5% on taxable values; Dixieland increased 3%; and Midtown increased 9.5% on taxable values. The Downtown CRA has been burdened with debt service and has not been contributing its fair share to personnel and operating costs. She went on to say that in the proposed 2017 budget, a shift can be seen in operating expenses and that each CRA is contributing its share of operating expense based on acreage. Downtown would contribute to cover 11% of operating expenses, Dixieland 1.4 % of operating expenses and Midtown would cover 87.6 %. The newest expense placed into the budget is community policing expenses which also will be a shared cost based on acreage. The policing program was approved for three years to be evaluated before budgeting beyond that time.

Mrs. Travis went on to explain that after the recent strategic planning for the city, the city priority to develop downtown and a meeting with the city finance director that occurred after the meeting packet went out, there is a revised Downtown budget on the table. The debt for the Downtown CRA can be re-structured so the CRA debt service can go from \$802,000 annually to \$400,000 by extending the debt out to 2033 from 2023. This will free up about \$350,000 a year for infrastructure projects in the Downtown CRA and \$50,000 for other projects or programs. The Board was given the choice of refinancing the debt service or not. Mr. Petcoff commented that if the Downtown CRA doesn't have that many projects there is nothing preventing the board from taking funds and using them to retire the debt before 2033. Commissioner Malless moved to approve the Downtown budget option 2 that restructures the debt, and that the LDDA be asked to participate in the funding of infrastructure for Downtown. Dean Boring seconded the motion, and it was passed.

Nicole Travis explained to the board that there was nothing new in the Dixieland Budget but for the addition of the community policing initiative and the operating expenses were adjusted to reflect the new increment. She also placed \$40,000 in budget year 2024-2025 for a study to see if the life of the CRA should be extended. The only encumbrance is an alley improvement behind the Tudor house. Commissioner Malless moved to approve the Dixieland budget and Todd Baylis seconded the motion. The motion was passed.

Nicole Travis presented the Midtown budget. She also made the distinction about how the community policing costs were allocated in 2016 for hotspot policing and a license plate reader and the future expenses are for capital costs and police salaries. Commissioner Malless moved to approve the Midtown budget as presented and Pastor Lake seconded the motion and the motion was passed.

### **Prestige Worldwide/Parker Street Ministries**

Nicole Travis told the Board about a meeting held with Gregory Fancelli and about the investment he wants to make with Parker Street Ministries to build infill housing and the interest in building on CRA owned lots. Gregory Fancelli also spoke and described how he envisioned the efforts of the partnership would work. After a discussion about how to proceed, a motion was made by Brian Goding to lease the lots to Parker Street Ministries for \$1.00 per year for 18 months, so that the homes could be built; when the home is sold to a homesteader using the CRA down payment assistance program, the lot would be paid for out the proceeds of the sale and the amount the CRA would accept as payment is 120% of the assessed value of the lot. The motion was seconded by Dean Boring and passed.

## **Discussion Items**

### **Jobs Creation Program**

Patricia Hendler informed the board that the changes that were requested for the program going forward were now incorporated into the program document.

**Mass Market Update**

Nicole Travis reported that demolition is about 95% complete and there were a lot of discoveries. Everything is moving forward. She also was pleased to report that there is a lot of desirable activity by the tenants of lofts and there are no problems with respect to the timeline or risks to the project.

**Adjourned at 4:45 PM**

**Next Meeting, Thursday, August 4, 2016, 3 PM, City Commission Conference Room.**

\_\_\_\_\_  
Cory Petcoff, Chairman

\_\_\_\_\_  
Date

DRAFT

DIXIELAND COMMUNITY REDEVELOPMENT AREA						
FY 2016 - WORKING BUDGET						
last updated:		AS APPROVED	WITH APPROVED CARRY OVERS`			
		FY '16 CIP Budget	FY '16 CIP Budget	EXPENDITURES	ENCUMBRANCES	AVAILABLE
<b>REVENUES</b>						
Tax Increment~		\$ 179,445	\$ 179,445			
Interest Income		\$ 15,800	\$ 15,800			
Unappropriated Surplus		\$ 82,059	\$ 82,059			
<b>CARRYOVER FROM FY 2015*</b>						
<b>Total Revenues</b>		<b>\$ 277,304</b>	<b>\$ 277,304</b>			
<b>Operating</b>		\$ 97,102	\$ 97,102	\$ 236	\$ -	\$ 96,866
<b>Misc. Projects</b>		\$ 80,500	\$ 80,500	\$ 98,976	\$ 58,260	\$ (76,736)
<b>Annual Report</b>		\$ 72,000	\$ 72,000	\$ 47,130	\$ 29,130	\$ (4,260)
		\$ 5,000	\$ 5,000	\$ 1,908	\$ -	\$ 3,092
		\$ 2,500	\$ 2,500	\$ 450	\$ -	\$ 2,050
		\$ 1,000	\$ 1,000	\$ -	\$ -	\$ 1,000
<b>Corridor Enhancements</b>		\$ 81,702	\$ 81,702	\$ -	\$ -	\$ 81,702
<b>SFLA Corridor Improvements</b>		\$ 80,000	\$ 80,000	\$ -	\$ -	\$ 80,000
<b>Alley Improvement Projects</b>		\$ -	\$ -	\$ -	\$ -	\$ -
<b>Alley Maintenance</b>		\$ 1,702	\$ 1,702	\$ -	\$ -	\$ 1,702
<b>Dixieland CRA Fund Total</b>		<b>259,304.00</b>				
<b>Approved Budgeted Expenses</b>		<b>277,304.00</b>				

DOWNTOWN COMMUNITY REDEVELOPMENT AREA					
FY 2016 - WORKING BUDGET					
last updated:					
		AS APPROVED	WITH APPROVED		
		FY '16 CIP Budget	FY '16 CIP Budget	EXPENDITURES	ENCUMBRANCES
		AVAILABLE			
<b>REVENUES</b>					
Tax Increment Revenues~		\$ 985,252	\$ 985,252		
City Subsidy		\$ -	\$ -		
Investment Income		\$ 10,048	\$ 10,048		
Misc. Revenues (Land Sales)		\$ -	\$ 30,000		
Unappropriated Surplus		\$ 48,214	\$ 48,214		
Oak Street Parking Lot Revenues		\$ 14,280	\$ 14,280		
CARRYOVER FROM FY 2015*		\$ -	\$ 74,154		
<b>Total Revenues</b>		<b>\$ 1,057,794</b>	<b>\$ 1,161,948</b>		
Debt Service		\$ 802,228	\$ 802,228	\$ 802,228	\$ - \$ (0)
Misc. Projects		\$ 140,100	\$ 204,055	\$ 91,638	\$ 5,200 \$ 107,217
CRA					
		\$ 4,800	\$ 4,800	\$ 2,799	\$ - \$ 2,001
		\$ 10,300	\$ 19,218	\$ 3,594	\$ - \$ 15,624
		\$ 10,000	\$ 11,903	\$ -	\$ - \$ 11,903
		\$ -	\$ 40,000	\$ -	\$ 5,200 \$ 34,800
<b>Operating</b>		<b>\$ 115,466</b>	<b>\$ 168,799</b>	<b>\$ -</b>	<b>\$ - \$ 168,799</b>
<b>Downtown CRA Fund Total</b>		<b>1,057,794</b>	<b>\$1,175,082</b>		<b>\$ 1,175,082</b>
<b>Approved Budgeted Expenses</b>		<b>1,057,794</b>	<b>\$ 1,161,948</b>		

MIDTOWN COMMUNITY REDEVELOPMENT AREA										
FY 2016 - WORKING BUDGET										
last updated: 7/29/2016										
						AS APPROVED	WITH APPROVED			
						CARRY OVERS*				
REVENUES						FY '16 CIP Budget	FY '16 CIP Budget	EXPENDITURES	ENCUMBRANCES	AVAILABLE
Tax Increment~						\$ 2,174,949	\$ 2,174,949			
Investment Income						\$ 138,000	\$ 138,000			
Surplus Land Sale Proceeds										
Misc. Revenues							\$ 92			
Residential Redevelopment - Rental Income						\$ 20,000	\$ 20,000			
Unappropriated Surplus						\$ 2,880,687	\$ 2,880,687			
<b>CARRYOVER FROM FY 2015*</b>							<b>\$ 5,135,567</b>			
<b>Total Revenues</b>						<b>\$ 5,213,636</b>	<b>\$ 10,349,295</b>			
Operating						\$ 295,036	\$ 295,036	\$ 20,748	\$ 2,021	\$ 272,267
Neighborhoods						\$ 1,390,000	\$ 2,530,586		\$ 25,351	\$ 2,505,235
Northeast Neighborhood						\$ 400,000	\$ 1,007,649	\$ 9,080	\$ 9,200	\$ 989,369
Northwest Neighborhood						\$ 990,000	\$ 1,522,937	\$ 109,436	\$ 16,151	\$ 1,397,350
Misc. Project						\$ 495,800	\$ 1,051,717	\$ 41,053	\$ 276,962	\$ 177,785
Property Management						\$ 51,000	\$ 51,000	\$ 36,195	\$ 87	\$ 14,718
Annual Report						\$ 4,800	\$ 4,800	\$ 2,358	\$ -	\$ 2,442
Affordable Housing						\$ 5,000	\$ 5,000	\$ -	\$ -	\$ 5,000
Small Project Assistance						\$ 435,000	\$ 990,917	\$ 2,500	\$ 276,875	\$ 711,542
Redevelopment Plan MUAC						\$ 500,000	\$ 511,772	\$ 10,131	\$ 10,000	\$ 491,641
East Main Street Master Plan (currently 642)						\$ 500,000	\$ 511,772	\$ 10,131	\$ 10,000	\$ 491,641
Corridor Enhancements						\$ 2,532,300	\$ 5,501,128			
Citrus Connection Services						155,000	155,000	\$ 189,763		\$ (34,763)
Community Policing Innovation										
Redevelop Mass Ave Properties (Salvation Army Properties)						\$ 750,000	\$ 1,183,115	\$ 662,033	\$ 2,120,972	\$ (1,599,890)
Memorial Blvd						\$ 800,000	\$ 2,060,000	\$ 150,000	\$ -	\$ 1,910,000
Landscape - Ingraham Avenue						\$ 8,400	\$ 8,400	\$ -	\$ -	\$ 8,400
Brunnell Parkway (W. Parker Street to Memorial Blvd)						\$ -	\$ 37,903			\$ 37,903
Brunnell Parkway (Memorial Blvd to 10th Street)						\$ 50,000	\$ 75,000	\$ 25,000	\$ -	\$ 50,000
Landscape - US 98- Memorial to 10th Street						\$15,600	\$15,600		0	15,600
Landscape - US 98 - Griffin to 10th Street						\$15,600	\$ 15,600		0	15,600
Landscape - Parker Street						\$ 8,400	\$ 8,400			\$ 8,400
Providence Rd - W 10th St to Griffin Rd						\$ 350,000	\$ 700,000	\$ -		\$ 700,000
E. Main Street Landscape & Maintenance						\$ 12,500	\$ 12,500		\$ -	12,500
MLK - Memorial to 10th Street						\$8,400	\$8,400			\$ 8,400
Landscape Intown Bypass						\$8,400	\$8,400			
Rose Street Enhancements						\$ -	\$ 40,000	\$ -	\$ -	\$ 40,000
West Lake Parker/Lakeshore Trail Improvements						\$ 350,000	\$ 664,307	\$ 15,000	\$ -	\$ 649,307
Garden Street ( Lakeland Hills to W. Lake Parker)						\$ -	\$ 562			
Bella Vista Trail						\$ -	\$ 545,844	\$ -	\$ -	\$ 545,844
<b>Total</b>						<b>\$ 5,213,136.00</b>				
<b>Approved Budgeted Expenses</b>						<b>\$ 5,213,636.00</b>				



# Memo

To: CRA Advisory Board  
From: Bissi DiCenso, Project Manager  
Date: July 29, 2016  
Re: Down Payment Assistance Grant Request

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Staff received a request for Down Payment Assistance for new construction of a home in the Parker Street Neighborhood Stabilization Target Area of the Midtown Redevelopment District. The proposed home is estimated to cost \$180,000 to build.

The Down Payment Assistance Grant requires that application is approved prior to closing. The existing program states that any request over the Median Home Price must be presented to the CRA Advisory Board for approval.

Staff recommends:

- 1) Adoption of a policy capping the Down Payment Assistance amount at 20% of the Median Home Price, whatever that may be, at the time of application.

As this is new construction, we seek to establish policy that new construction must purchase a one-year Home Warranty, which most likely is already included as a Builder's Warranty.

Staff recommends:

- 2) All new construction must purchase or include in the build price a one-year Home Warranty.

To protect the CRA's investment in the Down Payments Assistance Program, we recommend a first right of refusal to purchase the property if sold within the first five years.

Staff recommends:

- 3) Adding language to the deed on property sold by the CRA which would provide the CRA with the first right of refusal to purchase the home, should the buyer sell during their first five years of ownership.

# Memo

To: CRA Advisory Board  
From: Bissi DiCenso, Project Manager  
Date: July 29, 2016  
Re: Approval of the Infill Adaptive Reuse Grant Program

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Staff requests approval for the Infill Adaptive Reuse Grant program in the Midtown CRA area.

The Infill Adaptive Reuse Grant program intends to assist Midtown commercial building owners with the necessary leasehold improvements to their properties for Electrical, Plumbing, HVAC, Fire Suppression/Fire Sprinklers. The purpose of the program is to retain, expand and attract tenants underperforming or underutilized in the Midtown CRA. This program also applies to new construction or expansion of an existing structure.

The CRA is offering a 50% matching grant to qualifying entities for leasehold improvements with a maximum grant amount of \$75,000.

The building owner must fund 100% of improvement costs prior to grant pay out. Grant funding is paid once the project is completed, lien wavers and paid receipts are submitted along with a copy of the Certificate of Occupancy.

# Memo

To: CRA Advisory Board  
From: Bissi DiCenso, Project Manager  
Date: July 29, 2016  
Re: Update on East Main Street Design District

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The LCRA has engaged Elizabeth Hultz with Elizabethmakes, to design the poster announcing the competition, manage the kick-off and coordinate entries with our community partners to create interest in the Community-wide Sign Design Competition. Elizabethmakes will announce the competition with the following schedule:

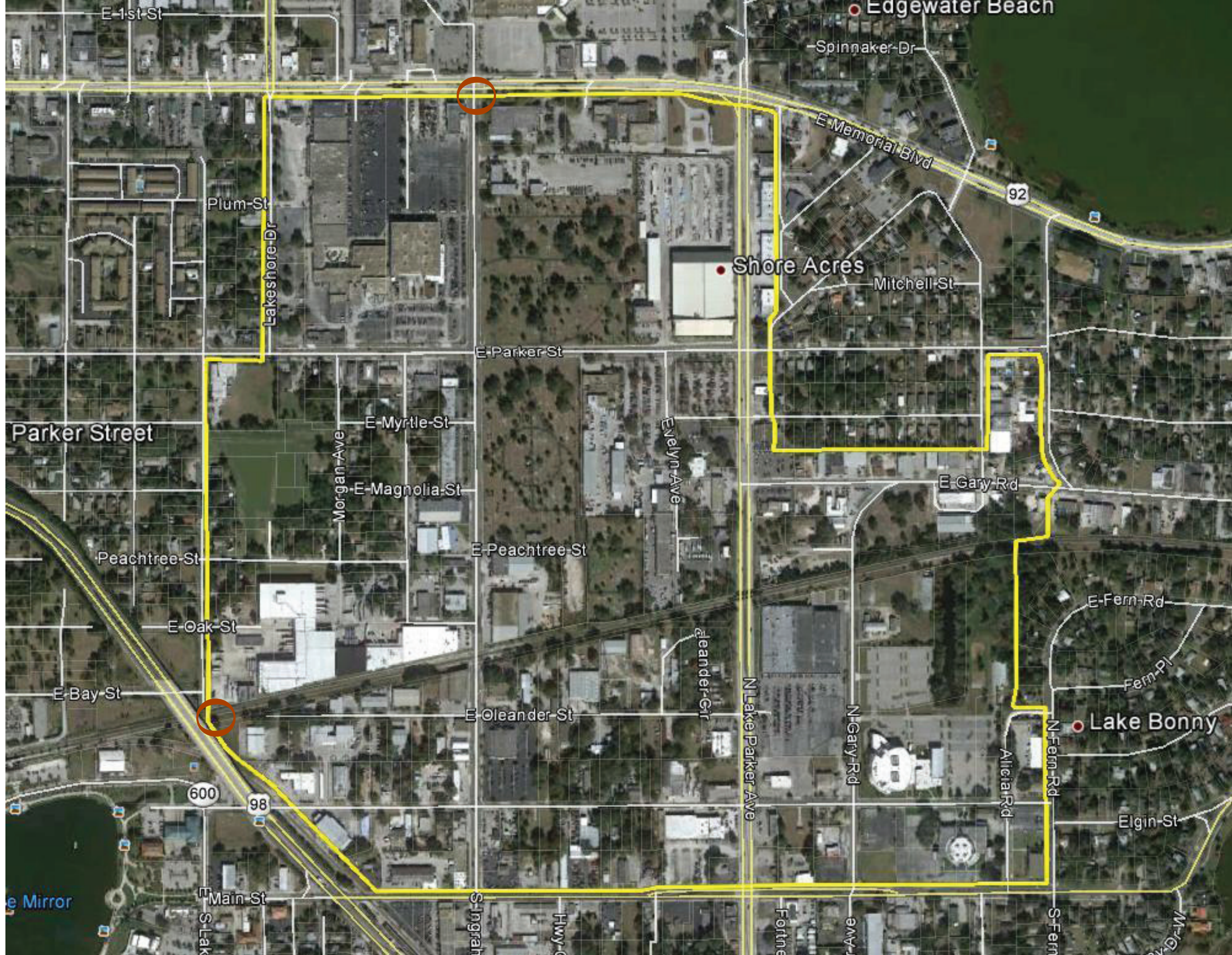
Aug 11 - First day of School for Polk County  
Aug 22 - Florida Poly + Polk State in session  
Aug 23 - FSC fall semester begins  
Aug 24 - SEU fall semester begins  
Aug 29 - Sept 2 - Competition goes LIVE  
October 1 - Submission opens  
November 1 at 5pm - Submission closed  
Winner(s) announced no later than December 15, 2016

Two signs will be placed at entrances into the MidTown Design District, announcing the visitor's arrival into the area. Each sign will measure 32 square feet with a minimum height of 10 feet and a maximum height of 16 feet. Signs will be placed at the intersections of East Memorial Drive and Ingraham and Main Street and the Overpass. The winning design will be chosen by the CRA.

The Professional Services Contract with Elizabethmakes is \$3,000.00.

Competition posters will be placed strategically announcing the sign competition through community partners Florida Southern College, Harrison School for the Arts, Keiser University, Southeastern University, Platform Art, Polk Museum of Art, Polk Arts Alliance and Florida Polytechnic University.







# Memo

To: CRA Advisory Board  
From: Patricia Hendler  
Date: July 29, 2016  
Re: North Lake Mirror Redevelopment Site

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Staff continues working on a draft of the RFQ for the North Lake Mirror Redevelopment Site and has met with the City Manager to discuss final edits to the draft and timing of the release. Comments from City Manager and Planning Staff have been incorporated into the document and the following dates are proposed:

- Issue Date – August 30, 2016
- Due Date for Submission – October 11, 2016
- Final Recommendation from Selection Committee – November 7, 2016

The Selection Committee which will include members from both the public and private sector will be formed in September.

The RFQ includes both the Kimley Horn North Lake Mirror CRA Redevelopment Site Vision and Guidelines and projected costs for necessary infrastructure as provided to CRA Staff by Water and Wastewater, Public Works, and Lakeland Electric. The document clearly states that qualified developers of attached single family, multi-family, mixed use, or office/commercial use only will be ranked separately for the development of one or more blocks within the development site and respondents are asked to make clear the scope of their development interests. Not for profit entities wishing to develop properties that would not generate property tax will not be considered.

Over the next month Staff will be working on a marketing plan to insure that the RFQ gets to as many potential developers as possible including direct emails from Purchasing Department, advertising in regional industry publications, and any other avenues which we can utilize.