

LAKELAND CRA

COMMUNITY REDEVELOPMENT AGENCY

AGENDA

Community Redevelopment Agency Advisory Board

Thursday, February 3, 2023 | 10:00 AM – 12:00 PM
City Commission Conference Room, City Hall

A. Financial Update & Project Tracker*

B. Housekeeping

- i. Upcoming Events:
 - i. Neighborhood Association Coalition Meeting – Feb. 3rd @ 6pm
City Hall Commission Chambers
 - ii. Carter Groundbreaking – Lake Wire Mixed Use – Feb. 9th @ 3pm
 - iii. Downtown West Public Workshop – Feb. 16th @ 6pm Yard on
Mass

C. Election of Officers

- i. Nomination of Chair 2023
- ii. Nomination of Vice Chair 2023

D. Action Items

- i. Old Business
 - i. Meeting Minutes December 15, 2022, and January 5, 2023
(Pg.6-13)
- ii. New Business
 - i. Oak Street Development Design Update (Pg.14-33)
 - ii. Catalyst 2.0 Phase III Task Authorization (Pg.34-40)

E. Discussion Items

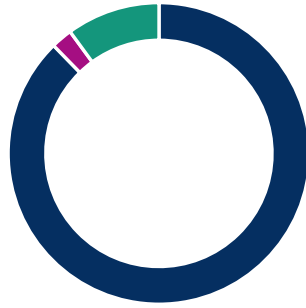
- i. Key takeaways from Retreat

F. Adjourn

* For Information

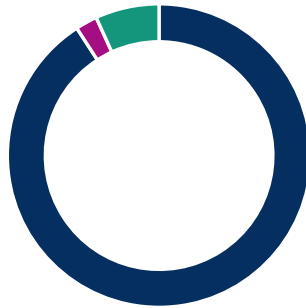
NEXT REGULAR MEETING:
Thursday, March 2, 2023, 10:00 AM

Downtown Fund



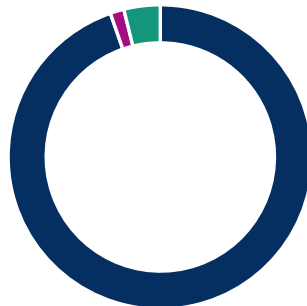
- Available
\$3,597,201
- Expenses
\$93,879
- Encumbrances
\$411,297

Dixieland Fund



- Available
\$1,569,734
- Expenses
\$40,000
- Encumbrances
\$117,475

Midtown Fund



- Available
\$10,271,675
- Expenses
\$159,059
- Encumbrances
\$419,105

LAKELAND CRA

COMMUNITY REDEVELOPMENT AGENCY

Program Progression Report

February 2023

<i>District</i>	<i>Project</i>	<i>Active Grant(s)</i>
<i>Dixieland</i>	Stone Cabin	Façade and Site & Infill Adaptive Reuse
	Sanoba Law office	Infill Adaptive Reuse
	Vanguard Room	Infill Adaptive Reuse
	Unlimited DPI	Façade and Site, Design Assistance and Infill Adaptive Reuse
	Dixieland Auto Parts and Quick print Steve Artman	Art Infusion
		Art infusion
<i>Total Amount Awarded:</i> <i>\$64,577.80</i>		
<i>Midtown</i>	Farmers Insurance	Design Assistance
	Artistic Nails	Infill Adaptive Reuse
	Richard Fox Plumbing	Infill Adaptive Reuse & Façade and Site
	Dynamic Properties	Infill Adaptive Reuse & Façade and Site
	Skate World	Infill Adaptive Reuse, EDGE & Façade and Site
	Uncle Apps	Façade and Site
	Hadley's School	Design Assistance
	Vishal Shadadpuri Laundry Reno	Infill Adaptive Reuse
	Payne Air	Design Assistance
	Labor Finders	Design Assistance & Façade and Site
	Medical Suites	Edge, Façade and Site & Infill Adaptive Reuse
<i>Total Amount Awarded:</i> <i>\$445,808.00</i>		
<i>Downtown</i>	TR Hillsborough	EDGE & Second Floor Renovations
	Cate Café	EDGE
	Gore Building	Infill Adaptive Reuse
<i>Total Amount Awarded:</i> <i>\$655,440.00</i>		

LAKELAND CRA

COMMUNITY REDEVELOPMENT AGENCY

Project Progression Report

	Project	Status	Phase	Funding Allocated	Notes
Multi-Year Infrastructure Improvements	Five Points Roundabout	ON TRACK	Pre-Construction	\$895,000	RFP scheduled to be released January 2023
	Providence Rd	ON TRACK	Planning	\$2,500,000	Project Estimated at \$7.1 million dollars; Programmed for FY 26-27
	Robson Neighborhood Septic to Sewer Study	ON TRACK	Planning	\$50,000	Underway - Initial Study completed, in evaluation for prioritization and funding analysis
Development Agreement Commitments	N. Massachusetts Ave Development Agreement	ON TRACK	Agreement Pending	TBD	Developer Due Diligence; Contamination Monitoring Established
	Oak Street Development	ON TRACK	Design	\$1,836,000	Project design documents submitted for CRA review
	Mirrorton Substation Screening Wall	ON TRACK	Construction	\$435,000	Construction underway
	Mirrorton Bay Street Streetscape	ON TRACK	Design	\$440,000	Early concept design
Sidewalk/Trail Improvements	Central Avenue/Olive St Pedestrian Improvements	ON TRACK	Pre-Construction	\$162,500	Design complete, confirming with C&M on project schedule
	N. Scott Avenue Sidewalk Improvement	ON TRACK	Design	\$191,000	Design in progress, continued coordination needed with fencing on private properties
	Emma Street Sidewalk Improvement	ON TRACK	Design	\$140,000	Design in progress
	Chase Street Trail	ON TRACK	Design	\$175,000	Design in progress, consideration of LAP/FDOT funding partnership
Strategic Planning Efforts	South Florida Ave Master Plan	ON TRACK	Complete	\$57,700	Final Report provided
	East Main District Plan	ON TRACK	Planning	\$74,900	Initial draft provided; providing comments to consultant
	Downtown West Master Plan	ON TRACK	Planning	\$150,000	Initial discovery and due diligence completed, providing comments and guidance to consultant
	Catalyst 2.0	ON TRACK	Planning	\$100,000	Platform built for Downtown inventory; working with consultant/LEDC for initial rollout
	Mass Area Mixed Use Plan	ON TRACK	Planning	TBD	Review of parcels available, next steps RFP/RFQ



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LAKELAND, FLORIDA 33801
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Memo

To: CRA Advisory Board
 From: Valerie Ferrell, CRA Manager
 Date: February 2, 2023
 Re: **Election of Chair and Vice Chair 2023**

I. Background:

According to the CRA Advisory Board By-Laws adopted in 2015, The election of Board Officers should occur at the annual meeting held in September. This past year has been nothing short of unprecedented with both the resignation of former Chair and term limited former Vice Chair, The Advisory Board will need to select a new Chair and Vice Chair to fulfill the term February – September 2023. Officer duties include running an orderly efficient board meeting, signing minutes and letters on behalf of the Advisory Board.

Officers serve a one-year term, up to two consecutive terms. Below is the 5-year recap of CRA Advisory Board Chair and Vice Chair elections:

Year	Chair	Vice Chair
2022-23 (Present)	Brandon Eady	Frank Lansford
2021-22	Brandon Eady	Brian Goding
2020-21	Eddie Lake	Brandon Eady
2019-20	Ben Mundy	Eddie Lake
2018-19	Cory Petcoff	Ben Mundy

In September, Chair and Vice Chair will be elected at the regular annual meeting.

**Community Redevelopment Area Advisory Board
Meeting Minutes
Thursday December 15, 2022
3:00 – 5:00 PM
City Commission Conference Room, City Hall**

Attendance

Board Members: Brandon Eady (Chair), Tyler Zimmerman, Chrissanne Long, Terry Coney, Teresa O'Brien, Harry Bryant, Christine Goding and Kate Lake

Absent: Commissioner Chad McLeod

Staff: Valerie Ferrell, Shelley Guiseppi and Carlos Turner

Guests: Assistant City Attorney Jerrod Simpson, Assistant Director Jason Willey, Assistant Director Teres Maio, Mayor Bill Mutz, Mike Smith, Officer Shuttler, Officer Sanchez, Lt. Henry, Lt. Park, Dr. Sallie Brisbane, Eric Greenhow, Randy Greenhow, Mark Piburn and Sarah Walsh

Packets

- Meeting Minutes dated November 5, 2022
- Financial Update
- Project Progression Report
- Memo – Well Done Development Request
- Memo – Affordable Housing Infill Land Bank Program

Housekeeping

Action Items – Old Business

Financial Update & Project Tracker

Valerie Ferrell advised financials are doing well and projects are on track.

Housekeeping

Brandon Eady welcomed new board member Christine Goding.

Valerie advised of the CRA Officer transition. Four officers have been selected and the previous officers were thanked for their service. She discussed the 2023 Board meeting calendar dates and possible changing of the meeting time. An update was provided about S. Florida Ave and a resolution will be considered Monday 12/19.

The CRA Board training will be held January 20, 2023. Brandon Eady encouraged all members to attend.

Meeting Minutes Dated November 5, 2022

Kate Lake motioned to approve minutes.

Teresa O'Brien seconded which passed unanimously.

Action Items – New Business

Well Done Development Request

Valerie Ferrell presented the request from Well Done Development. The Well came to the City Commission and CRA requesting funding. There are acoustic issues due to the walls, windows and flooring. There is also an issue with the business not appearing on Google maps. She also provided the history of the project advised rent calculations. They are requesting rent deferment and funding for art and sound improvements.

Dr. Stone started with a detailed overview of The Well. She explained that Well Done Development is their EIN and is encompassed with three DBA's. Well Done Events is the DBA under Well Done Development. Well Done Events provides entertainment services. The Well is also a DBA.

Dr. Stone explained the main issues were the Pandemic and acoustics in the building. Catapult donated 15 sound clouds to help with the acoustics and they added curtains. She stated the business is not being profitable and all funds received are put back into the business, so a 12-month rent deferment would help and provide relief. They have been able to partner and collaborate with other small businesses but has not generated a high profit margin. But they have not been able to recover due to the pandemic and the deferment will allow the business to recover.

Chrissanne Long questioned the google maps issue.

Dr. Stone stated it has not been resolved and explained what Google advised.

Chrissanne Long then questioned the relationship between other businesses.

Dr. Stone advised relationships are good and collaborating is the number one solution to helping them. They have applied for many different types of funding to help as well.

Brandon Eady questioned the business model and revenue.

Dr. Stone advised one of the projected revenues was \$199 a month membership fee for approximately 90 customers. The membership fee was then reduced to \$50 a month in attempt to attract more memberships.

Brandon Eady questioned the number of current memberships.

Dr. Stone advised there are about 20 current memberships.

Brandon Eady expressed his concern with the deferment. He stated if the revenue does not increase, they business may continue to see challenges with revenue.

Dr Sallie advised adjustments are being made to increase the revenue. Discussion ensued.

Kate Lake asked how will The Well make more revenue in year 2023.

Dr. Stone advised by hosting events.

Chrissanne Long stated there does not appear to be a plan to generate revenue to be sustainable and does not feel comfortable agreeing to the request. She suggested a 3-month deferment and for Dr. Stone to provide a plan to show how they will be able to succeed.

Dr. Stone stated she does not understand why her business model is being dissected when she is asking for help.

Brandon Eady explained this is about her business and the information she provided is not clear on the success of the business for the next 12 months. Discussion Ensued.

Kate Lake offered to table the request to allow Dr. Stone to obtain financials and come back to discuss.

Assist Attorney Jerrod Simpson advised the details of the lease agreement stating there is a late payment fee associated. So, tabling the request will create additional fees unless an addendum is added to the lease.

Kate Lake motioned to recommend an addendum to the lease with a 3-month waiver through March and revisit the topic during the February meeting with financials and business plan.

Chrissanne long seconded motion which passed unanimously.

Chrissanne Long motioned to approve the sound and art improvements up to \$5,000.00.

Terry Coney seconded motion which passed unanimously.

Affordable Housing Infill Land Bank Program

Valerie Ferrell introduced the Affordable Housing Infill Land Bank Program presented by Mike Smith.

Mike Smith advised the Infill Land Bank program is seeking to launch the second round of the program. During the first round, there were fifty lots awarded to eighteen developers. There have some challenges and changes since the start with mortgage rates and material costs. Adjustments have been made to the plan to offset the changes in costs. This will consist of adding more lots and changing the fee to developers from \$1,000 to \$1,500 to help with the closing costs. The request is for the Board to approve additional CRA properties to be added to the land bank.

Eric Greenhow advised Greenhow Development obtained 10 approved permits in the first round of the program. He stated of those ten, six have been sold and two are currently under contract to be sold. The homes built are approximately 1300 sq. ft. with three bedrooms and two baths for \$259,900.00. But with the increase of material costs and mortgage rates, future homes may need to be made smaller.

Mike Smith added that at the beginning of the project, interest rates were at 3% and have increased to about 6.5%. This created an increase of about \$400-\$500 for the monthly payments causing a lot of applicants to not be able to qualify.

Christine questioned the “conflict” verbiage used in the presentation describing certain lots in the program.

Mike Smith advised that indicates there were issues with the lot(s) that were discovered after first round was released. These were items like storm drain structures, or the size of the lot being too small.

Brandon Eady asked to clarify the request.

Valerie Ferrell clarified the request and advised there are four items to vote on.

Kate Lake motioned to approve the four items.

Teresa O’Brien seconded the motioned and it passed 8-1.

Christine Goding apposed the motion.

Discussion Items

Lt. Parker questioned if there is a plan to help with future repairs of the affordable houses.

Mike Smith added there is a renovation program to help with those issues. Discussion ensued.

Adjourned at 4:54 PM

Next Meeting, Thursday, January 5, 2022 at 9:00 AM.

Terry Coney, Chairman

Date

**Community Redevelopment Area Advisory Board
Meeting Minutes
Thursday January 5, 2023
9:00 AM – 4:00 PM
Lake Crago Recreational Center**

Attendance

Board Members: Tyler Zimmerman, Harry Bryant, Terry Coney, Christine Goding, Chrissanne Long, Commissioner Chad McLeod, Kate Lake and Teresa O’Brien

Absent: Brandon Eady

Staff: Valerie Ferrell, Shelley Guiseppi, Carlos Turner, Jason Willey, and Brian Rewis

Guest Speakers: Katie Worthington Decker (LEDC)
Maggie Briggs (Apiary)
Jon Kirk (Straughn Trout)
Blake Drury and Wes Schaffer (GAI)
Jonathan Rodriguez (CED Neighborhood Senior Planner)
Lt. Joe Parker and Captain Ed Cain (LPD)

Morning Sessions

2022 CRA Overview, Board Training Basics and Redevelopment Plan Overviews

Valerie Ferrell welcomed everyone. Prior to starting the Retreat presentations, she indicated she received an email from Brandon Eady indicating his resignation from the CRA Advisory Board due to a recent position he has taken. She read his note for the record and shared appreciation for Brandon’s leadership and service to the CRA.

According to By-laws the Advisory Board should elect its Chair and Vice Chair at its annual meeting held in September. With the recent news of Brandon’s resignation and Frank Lansford’s term expiration, the Board will need to select new Officers. This can be done at the February meeting, and the appointed Officers will serve until the next annual meeting in September 2023.

Valerie proceeded to review the outline for the Retreat agenda. The meeting today is a workshop, not requiring any action to be taken, and is intended to provide information and updates on the previous year as well as several initiatives underway. The morning session will focus on Lakeland CRA governance, Redevelopment Plans and 2022 activities.

The Lakeland Community Redevelopment Agency has a CRA Board, which is the City Commission which is responsible for implementing the Redevelopment Plan for each district, as well as adopting ordinances/resolutions and approving contracts. Lakeland has one CRA Advisory Board with a total of eleven members making up representatives from each district. The Advisory Board reviews, refines, and makes recommendations for project approvals to the Commission. CRA staff implements action items and policy, while keeping projects in motion. The CRA is part of the Community and Economic Development Department, which conducts much business that touches several parts of a development project.

Redevelopment Areas and Plan Goals:

MIDTOWN is the largest district, anchored by the medical district, Joker Marchant Stadium and the redeveloped Mass Market assemblage by the CRA. This district includes 21 active and engaged registered residential neighborhoods. Midtown was established in 2001, with its sunset in 2031.

Midtown Redevelopment Plan Goals:

- Preserve & enhance neighborhoods
- Strengthen mixed-use activity centers
- Identify and beautify development corridors
- Improve open space and infrastructure

DOWNTOWN is the oldest district in Lakeland with its history closely linked with the Lakeland Downtown Development Authority established in 1977 where the CRA was formally established in 1979. Boundaries have expanded 4 times and an extension of the CRA was granted in 2005, with its sunset in 2035.

Downtown Redevelopment Plan Goals:

- Develop vision for land use and district design
- Market area and recruit partners
- Coordinate efforts of downtown groups and streamline processes
- Improve infrastructure for parking, pedestrians and traffic

DIXIELAND is the South Florida Avenue commercial corridor, focused on its unique collection of retail shops that serves as a gateway to Downtown. Dixieland was established in 2001, with its sunset it 2031.

Dixieland Redevelopment Plan Goals:

- Redevelopment administration
- Prevention of future blight
- Economic development
- Public Facilities and services
- Strategic land use activities
- Housing in redevelopment area
- Historic Preservation

Valerie reviewed CRA activities from 2022:

- 52 incentives awarded totaling \$2,229,807
- Public enhancements totaled \$1,298,126
- The CRA Advisory Board reviewed 4 Tax Increment Financing (TIF) Agreement requests, 3 strategic acquisitions, 3 CRA tenant lease requests, 4 incentive requests (above administrative limits) and 9 other business items.
- Property Value growth for each district in comparison to building permits issued, as well as property tax revenues
- TIF Agreement reimbursements are estimated to be \$907,000 in FY 23

Valerie then reviewed the impact of TIF Agreements. There are 17 active agreements within Downtown CRA. Although Midtown CRA offers the incentive as well, there are no active agreements at this time. The TIF impacts of projects yet to be completed are estimated to significantly hinder the ability of Downtown's budget to incentivize other projects. She reminded the board of the Redevelopment Plan goals for Downtown, and how the CRA can set a standard for TIF Agreements as well as be creative with how it incentivizes projects with infrastructure assistance (i.e. utilities, roads and sidewalk enhancements, etc).

There was Board discussion regarding the ability to set a standard for TIF Agreements, receiving project background information prior to hearing the request, as well as understanding the infrastructure assistance component for each project. It was noted that staff can provide further detail to the Advisory Board in an effort to assist with future TIF requests.

Catalyst 2.0

Valerie introduced Katie Worthington Decker, Vice President of Lakeland Economic Development Council (LEDC) and Maggie Briggs, President of the Apiary. To inform development opportunities and market the City of Lakeland to potential partners, the CRA partnered with the Lakeland Economic Development Council (“LEDC”) to build a system that would layer strategic planning outputs into an interactive digital modeling system. The LEDC initiated the platform by procuring the services of the Apiary, a Lakeland-based design firm that specializes in photorealistic architectural visualization. The first phase of the web-based digital twin will show the downtown core. Allowing for interactive engagement from the user, the platform is expected to launch for public use late January 2023. Future phases will include the deliverables consistent with strategic planning consultant timelines associated with the work currently underway in the East Main District, Downtown West, and the recently completed South Florida Avenue Master Plan.

Katie provided a live demonstration of the CatalystLakeland.com, walking through the tools and information provided in the platform. The CRA/City can add 6 additional sites to the existing platform and there is anticipation for its expansion beyond the Downtown urban core. She indicated there will be a presentation to the City Commission on January 17th revealing the platform and a request to expand the contract with the Apiary to ensure the background services are continuously optimized. She further elaborated this will constantly evolve as the Lakeland community evolves, allowing for new projects to be added at the cost of the owner/architect for an approximate estimate of \$5,000 per project.

Afternoon Sessions

East Main

Valerie introduced Jon Kirk with Straughn Trout Architects to review the planning efforts in East Main. East Main is prime for redevelopment, with its proximity to Downtown and many established local businesses focused on building construction and design. It offers opportunities for infill and placemaking, which is identified in the East Main Street Master Plan prepared in 2016. This plan identified land development strategies, including urban design standards for the entire area and a potential design district on Rose Street. With significant development along Lake Mirror as well as addition of Mirrorton Apartments, the connection at Rose Street under Bartow Road/US Hwy 98 is imperative to bring pedestrian accessibility into East Main. The strategic plan includes design language, public right-of-way streetscape elements, as well as district brand identity for this significant gateway connecting downtown to this new district.

Downtown West

Valerie introduced Blake Drury and Wes Schafer with GAI Consultants to review planning efforts for Downtown West. Downtown West is not an official geography within the City, however it is made up of multiple neighborhoods, three CRAs, four Sector Plan Areas and other official constructs. The City Commission requested staff develop a master plan for areas including North Lake Wire, Lake Beulah, and more generally downtown west of Florida Avenue during 2021 strategic planning sessions. This was largely in part due to the development of Bonnet Springs Park, and spurred interest in the former Florida Tile Site which will soon become Lake Wire Apartments, the redevelopment of The Ledger site, and other

redevelopment opportunities in the area. The City is now viewing Downtown West with a unified approach. The strategic master plan will include a targeted 5-year plan, with other guiding ideas that can extend beyond the 5-year horizon such as infrastructure, infill opportunities, etc. The project will also deliver an interactive website to market and track public/private investments in the Downtown West boundaries. As planning efforts continue, the final plan will include an overview of key issues and themes within the study boundaries, as well as an ArcGIS Urban model identifying potential projects planned or visioned for the areas.

Neighborhood Programs (CED)

Valerie introduced Jonathan Rodriguez with the Community Economic Development team. Jonathan reviewed many services provided within the Neighborhood outreach program, including assisting neighborhood associations organize and join the Neighborhood Association Coalition. The Neighborhood associations service as a civic leadership pipeline, directly leading to volunteerism on numerous municipal boards and committees. Grants are available for events as well as neighborhood signage, in addition to the advocacy built with monthly neighborhood meetings and connecting resources from City departments to service providers in response to community needs.

Neighborhood Programs (LPD)

Valerie introduced Lieutenant Joe Parker, as well as the new CRA officers recently recruited including Officers Mike Hammersla, Cody Vaughn, Nick Buttrey, and Ed Sanchez. She thanked former CRA officers Brent Halstead and Kevin Schuttler for their services within the CRA districts. In 2016 the CRA entered into a partnership with the Lakeland Police Department (LPD) for “Community Policing Innovation” that saw two (2) sworn members of the Department’s Neighborhood Liaison Unit funded by the CRA and assigned to the three CRA Districts for enhanced community policing consistent with the goals outlined in the respective Redevelopment Plans. Lt. Parker reviewed other initiatives the LPD and Neighborhood Services Units engage with the communities as partners and advocates to focus on crime prevention which include youth engagement and leadership.

Retreat Closing and Key Takeaways

The City Commission Strategic Planning Session kicks off budget season in February. This is an opportunity to prepare ideas and goals for the FY 24 budget. Based on discussions and presentations from the retreat sessions held today, staff will gather Advisory Board input on key insights and themes for CRA consideration and continued conversation.

The next Board Retreat will be held in September.

Adjourned at 4:15 PM

Next Meeting, Thursday, February 2, 2023 at 10:00 AM.

Chair

Date

Memo

To: CRA Advisory Board
From: Valerie Ferrell, CRA Manager
Date: February 2, 2023
Re: **Oak Street Development Design Update**

I. Background:

In May 2022, The CRA entered into an Acquisition and Redevelopment Agreement with Onicx Investments II, LLC for development of multi-family and retail/office mixed-use development with associated parking garage, on a 1.49-acre CRA-owned property located north of E. Oak Street, east of Tennessee Avenue, south of E. Peachtree Street and west of N. Kentucky Avenue. The property is currently being utilized as a 150-space surface parking lot and is commonly referred to as the “Oak Street Parking Lot.”

In 2018, the site had been previously negotiated with other developers for the same type of mixed-use project, which were unsuccessful and prompted the re-issuance of an RFP in 2021. The previous developer cited withdrawal of their proposal due to COVID impacts and investor trepidation to provide the product requested. The material needs for the CRA/City were to provide replacement of publicly accessible parking spaces and some portion of residential units to be affordable within the Downtown market.

II. Agreement Terms

The Agreement terms were a result of understanding market conditions and site restrictions to yield a product that could deliver the parking space replacement, as well as manage new residential space needs and infuse retail space at the ground floor. The following material terms were laid out in the Agreement:

- Onicx will construct no less than 200 multi-family residential units, with approximately 2,000 square feet of retail or office space, 424 structured parking spaces and approximately 16 on-street parking spaces
- Purchase price for the property is \$1,836,000
- The CRA will contribute \$1,100,000 toward construction of the parking garage, to be paid upon issuance of certificate of occupancy, and will receive exclusive use of 134 parking spaces in the garage for public use

- The City and/or CRA will pay, waive or otherwise satisfy fees related to site plan reviews, building permits, inspections, impact fees and off-site utility improvements up to an amount not to exceed \$736,000.
- The CRA will provide tax increment financing (TIF) to ONICX in the amount of 80% of the tax increment generated by the Property in years 1-5 and 60% in years 6-10.
- The Agreement establishes a total incentives cap of \$1,836,000, including the CRA's contribution to construction of the parking garage and the payment or waiver of City fees and costs. This cap does not include TIF or electric utilities.
- ONICX will lease at least 15 units to tenants whose income does not exceed 80% of Polk County's Area Median Income (AMI). Rents for these units will not exceed 30% of AMI. The obligation to provide affordable housing units will expire 15 years after issuance of the certificate of occupancy for the project.

III. Development Design

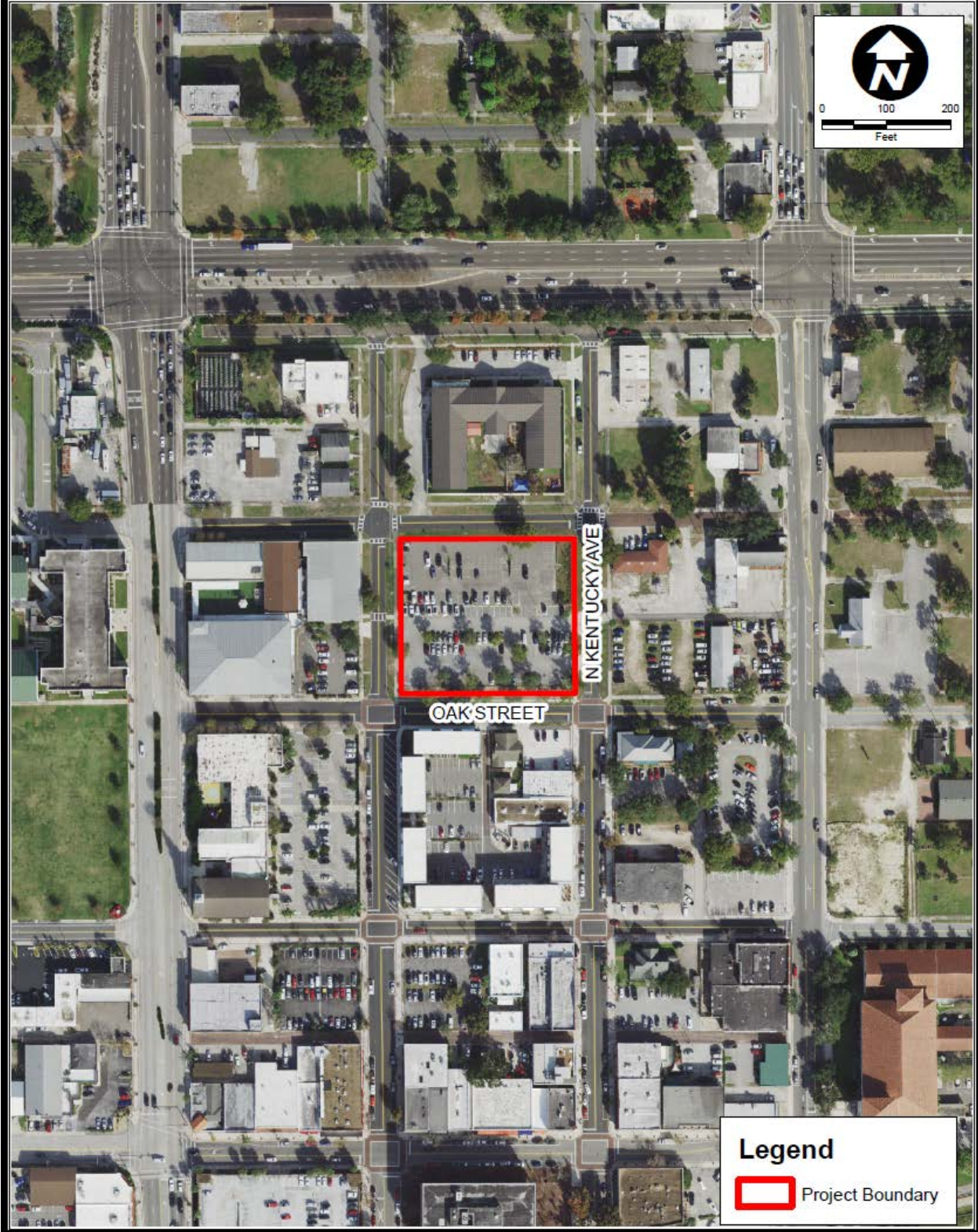
Onicx Investments has engaged design architect firm The Lunz Group to prepare construction documents for the projects. In December 2022, the initial renderings and design package went to the Lakeland Downtown Development Authority (LDDA) for conceptual review and received approval. This is a requirement of all new construction within downtown and is needed in order for the project to move forward with the site plan review process. CRA staff also provided input on ground floor façade transparency and pedestrian elements in order to improve cohesiveness to the urban downtown experience. The Lunz Group has diligently worked with the Onicx team to provide updated renderings to ensure a successful downtown development providing a walkable environment, and visual interest with the building's articulation, with a public arcade for the retail spaces and separate distinct brick patterns for the townhome entrances at the ground floor. Overall, the development will be a great addition to the Downtown Lakeland community.

IV. Board Consideration

Staff recommends approval of the Oak Street Development Design Package, submitted by The Lunz Group on behalf of Onicx Investments.

Attachments:

- Aerial View of current surface parking lot
- Former LDDA Design Package 11-18-22 for reference
- Updated Oak Street Development Design Package (to be provided before meeting)



MEMBERS OF THE CRA BOARD, STAFF AND PUBLIC

UPDATED NARRATIVE 02.02.2023

Thank you for taking the time to review our revised design for this multi-family project in downtown Lakeland. We have provided responses to address your comments from the initial meeting, and are detailed below.

As a reminder, we would note that this is the first residential project at this density to incorporate structured parking not only in Lakeland, but in Polk County as well.

It is also being put forward under a time of unprecedented difficulty in stabilizing construction pricing and financing. In response to your comments provided at the December meeting, we have re-evaluated several key components of the project to better provide for a more walkable, pedestrian-activated space.

The comments below are descriptive in relation to the main takeaways from the December LDDA meeting:

1. Overall Exterior Design
2. Proximity to Historic District
3. Transportation

In the latest iteration of the project, we have increased the number of units to 202 apartments and townhomes. We have also increased the number of parking provided to approximately 413 structured parking spaces, of which 130 are open to public on the ground level and approximately 23 on-street parallel spaces. Additionally, the retail/cafe space has increased by 400sf for an approximately overall 2100sf retail space that will act as a corner anchor for the building and engage with the heavily activated retail street along Kentucky Avenue.

OVERALL EXTERIOR DESIGN

COMMENT:

We would like to see some improvement to the design of the ground floor facades for the east (N. Kentucky Ave) and west (N. Tennessee Ave) sides of the building where the liner dwelling units will be located. As currently designed, the facades do not meet the transparency requirement specified by the LDC. There's also a lack of differentiation between units, as the same basic façade treatment is replicated for each unit with very little visual interest provided at the pedestrian level. The ground floor façade also lacks a sense of verticality in that the proportions of the windows and doors do not help visually distinguish the base of the building from the upper floors. For the N. Kentucky Ave side, there's also a pair of what appear to be steel emergency egress door which will exit directly onto the sidewalk without any sort of screening or recess that would minimize the visual impact at the street level. Can there be some effort made to improve the visual experience at the pedestrian level on both of these elevations? As far as the north side, this seems appropriate since it will essentially function as the service side of the building which provides access to parking, solid waste collection, mechanical equipment and storage areas.

RESPONSE:

Following the latest comments from the CRA and LDDA, we have made several design changes that focus on improving the aesthetic, articulation of facade, and engagement between the public and private realm.

1. In effort to further articulate and highlight the townhomes, the brickwork is concentrated to highlight the entrances of the townhomes and create a unique identity for the ground level residences. Window openings for the townhomes have been evaluated to provide for both articulation along the streetfront as well as privacy for the residents. As a reminder, please note that on page 30 this area is noted as a potential residential enclave area and therefore we think the requirement for retail on all sides inappropriate. The third level band serves as a datum break that allows the differences between the lower and upper level rhythm of openings to co-exist.
2. The northern edges of the east facade also begin to transition from a residential to service use of the building. A dual-entry service elevator with exterior roll-up door was added for move-in/out logistics and sequencing, and the exterior-facing roll-up door would be of the same family as used for the trash/compactor space.
3. In response to the request for more ground floor transparency, the interior exit stairwell previously at the south-west corner has been relocated inbound to allow the leasing office more storefront along the corner of Oak St and further north on Tennessee Ave. The retail/cafe space has also been relocated out to the corner of Oak St and further north on Kentucky Ave. These moves better engage the public along the more retail-heavy zone along Oak Street, and provides storefronts that exceed 50% of the publically engaged spaces. An opportunity for large-format artwork or murals is presented for the interior of the arcade as a feature wall.

PROXIMITY TO HISTORIC DISTRICT

COMMENT:

The subject property is currently vacant and located outside of the Munn Park Historic District. It's actually a block north from the northern boundary of this Historic District, so there is not a concern to adversely impact any nearby historic buildings. Urban design-wise, the LDDA narrative speaks to pedestrian scale and focus, engaging interaction at the street level, appropriate siting, and articulation of building facades for visual interest, which lends to the comments above. The actual design proposed could be further articulated and employ more architectural elements that relate to Lakeland's architectural heritage due to its proximity of the Munn Park Historic District. Overall, the design and overall form seems consistent with what many cities are building in terms of mid/high rise residential units. The interior parking is appropriate.

RESPONSE:

1. As mentioned above, the interior exit stairwell previously at the south-west corner has been relocated inbound to allow the leasing office more storefront along the corner of Oak St and further north on Tennessee Ave. The retail/cafe space has also been relocated out to the corner of Oak St and further north on Kentucky Ave. These moves better engage the public along the more retail-heavy zone along Oak Street, and provides storefronts that exceed 50% of the publically engaged spaces. An opportunity for large-format artwork or murals is presented for the interior of the arcade as a feature wall.
2. Brick detail around the storefront as well as the townhome entrances draw upon influences seen around the downtown historic district, and will continue to be refined throughout the design process.
3. We shifted the building footprint north 32" and extended the arcade south an additional 1' to increase the width of the arcade and provide a more sufficient urban space. The north facade is more utilitarian in nature, and this shift gives back more space to the public realm.
4. The residential mail and package room has been relocated adjacent to the residential guest lobby - this move creates an efficient cluster of program for residents and their guests, as well as provides a more appropriate extent of casual, public seating that would be supplemented with sufficient lighting and potential for a public feature art backdrop.
5. We have also activated a second level of the arcade by relocating the residential co-working amenity space with an outdoor patio.

TRANSPORTATION

COMMENT:

In terms of transportation circulation, we will also need to address how the parking and access layout will impact drop-off and pick-up operations for the adjacent McKeel Academy. They've expressed concerns about the project's impacts both during construction and after completion. City Traffic Operations are also working on the continued school-related queuing and associated safety concerns on the Downtown street network. Close coordination will be needed throughout the project's advancement.

RESPONSE:

During construction, an MOT plan will be submitted for review and approval. It is agreed that close coordination will be required to ensure all parties are aware of changes and all emergency vehicles maintain necessary access to sites.

OAK STREET DESIGN UPDATE

01.25.2023

PREPARED FOR

Onicx

LAKE
LAND
CRA



DOWNTOWN
LAKELAND™

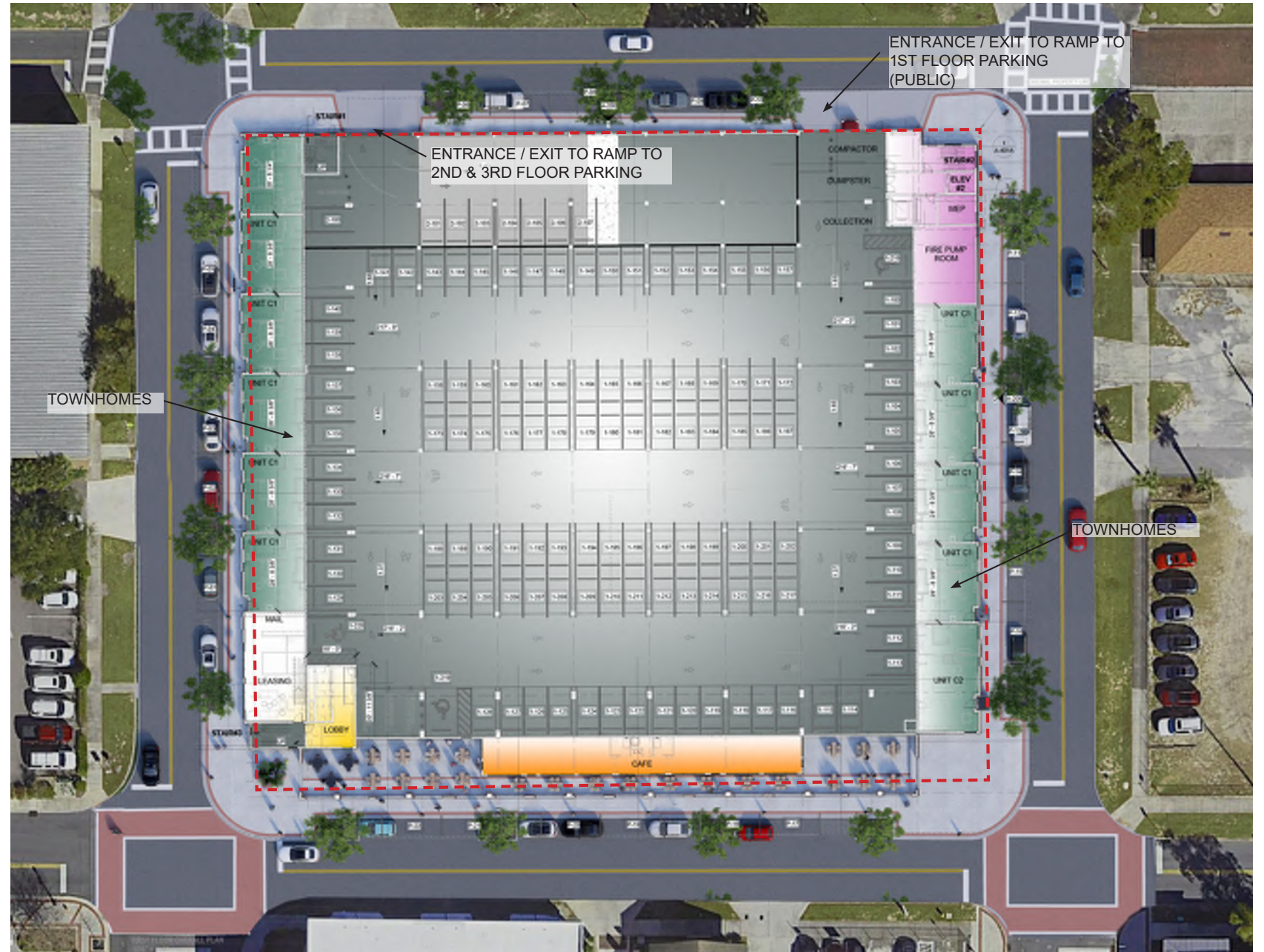
PREPARED BY

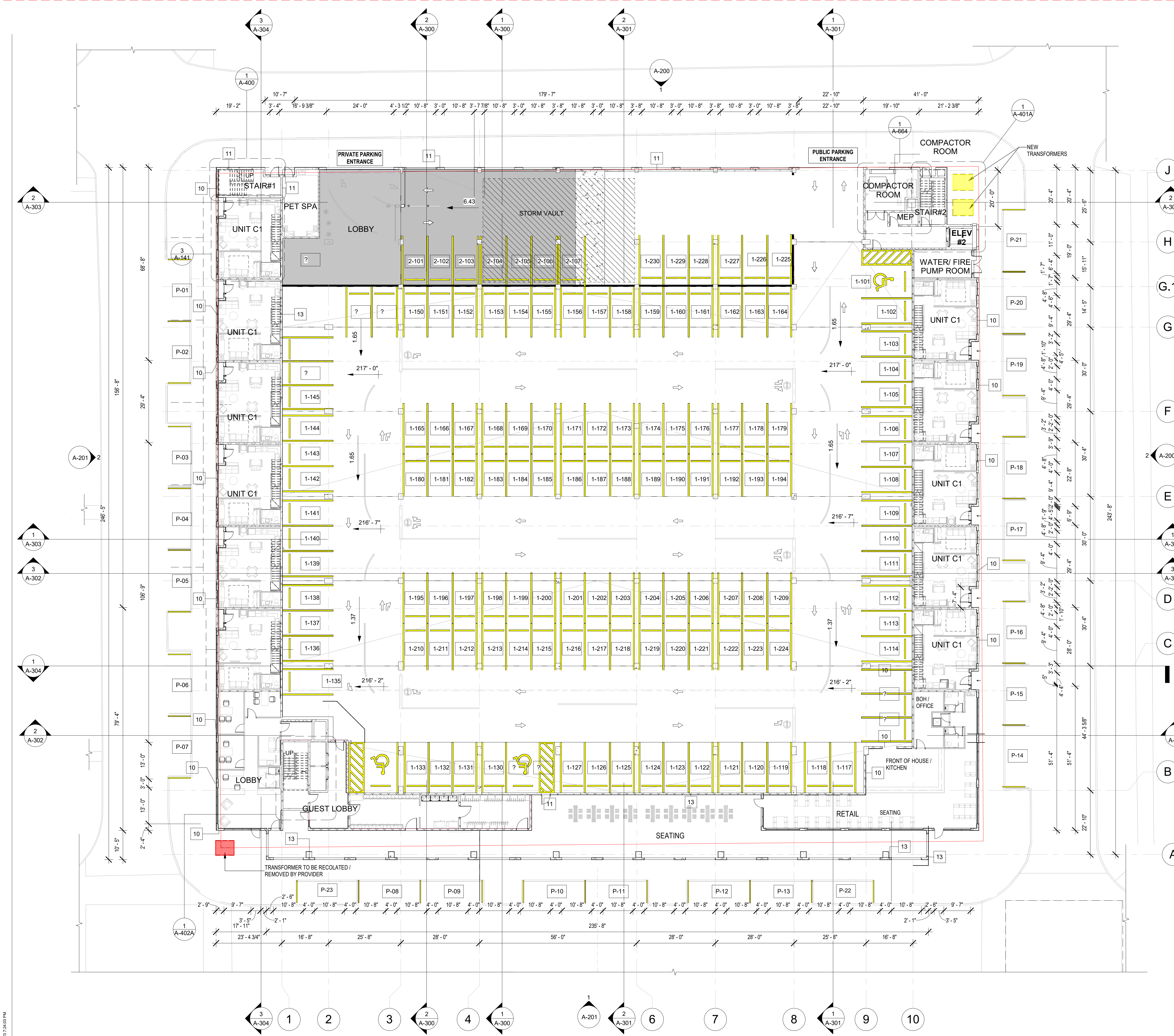
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GROUP

Architecture | Interior Design

LIC: AR94778

PREVIOUS DESIGN





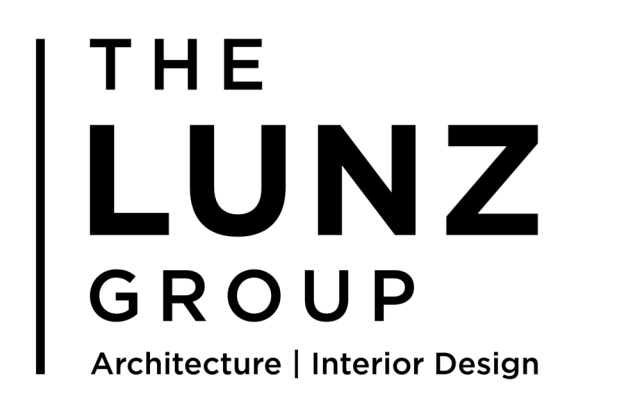
- GENERAL NOTES**
1. ALL DIMENSIONS ARE TO FACE OF PLYWOOD OR CMU OR TO THE CENTERLINE OF WINDOWS/DOOR UNLESS NOTED OTHERWISE.
 2. REFER TO LIFE SAFETY DRAWINGS FOR RATED WALL LOCATIONS.
 3. REFER TO WALL TYPES AND UL DETAILS ON G-010 AND G-011 FOR MORE INFORMATION.
 4. REFER TO ENLARGED UNIT PLANS ON SHEETS A-140 TO A-142 FOR MORE INFORMATION.
 5. PROVIDE CONTINUOUS BLOCKING AS REQUIRED FOR ALL HANDRAILS AND GRAB BARS.
 6. DIMENSION TO RATED TENANT SEPARATION WALL IS TO CENTERLINE OF WALL. TENANT SEPARATION WALLS HAVE RESILIENT CHANNEL ON ONE SIDE. SEE WALL TYPES AND STRUCTURAL FOR SHEAR WALL LOCATIONS.
 7. SEE MECHANICAL, ELECTRICAL AND PLUMBING DRAWINGS FOR MORE INFORMATION.
 8. SEE STRUCTURAL DRAWINGS FOR ADDITIONAL INFORMATION.
 9. ALL DOOR FRAMES TO BE LOCATED MIN 2" FROM STUD FACE OF ADJACENT/BACK WALL OR DOORS TO BE PLACED CENTER OF THE WALL UNO.
 10. FOR ROOM NUMBERS, DOOR NUMBERS AND WINDOW TYPE REFER ENLARGED PLANS.
 11. FOR DOOR & WINDOW, REFER DOOR AND WINDOW SCHEDULE.
 12. FOR ROOM FINISHES, REFER ROOM FINISH SCHEDULE AND INTERIOR DESIGN DRAWINGS.
 13. FOR UNIT CEILING HEIGHTS, REFER TO RCP PLAN FOR UNITS. FOR COMMON AREA CEILING HEIGHTS, REFER OVERALL RCP PLANS.
 14. FURNITURE AND EQUIPMENT SHOWN FOR REFERENCE ONLY. REFER TO INTERIOR DESIGN DRAWINGS FOR MORE INFORMATION.

PARKING SCHEDULE

LEVEL	TYPE	COUNT
LEVEL 1	8'-6" - PUBLIC	70
LEVEL 1	9' NOMINAL - PUBLIC	57
LEVEL 1	ADA - Left PUBLIC	2
LEVEL 1	ADA - Right - PUBLIC	1
LEVEL 1	PARALLEL ON STREET PARKING	23
Grand total		153
LEVEL 2	9' NOMINAL	138
LEVEL 2	ADA-Left	2
LEVEL 2	ADA-Right	1
Grand total		141
LEVEL 3	9' NOMINAL	139
LEVEL 3	ADA-Left	2
LEVEL 3	ADA-Right	1
Grand total		142
Grand total		436

UNIT COUNT SCHEDULE - LEVEL 1

Type	Count
UNIT C1	12
Grand total:	12



NOT FOR CONSTRUCTION

OAK STREET PARKING GARAGE AND APARTMENTS
 Parcel 24-28-18-203000-002010, LAKELAND, FL 33801
FIRST FLOOR OVERALL PLAN

#	ISSUED FOR	DATE
1	100% Schematic Design	06-28-2022
2	100% Design Development Set	01-26-2023

DRAWN BY: STSPWJUPSR
 REVIEW BY: NPMP
 THE LUNZ GROUP
 © COPYRIGHT 2022 ALL RIGHTS RESERVED
 58 Lake Morton Drive
 Lakeland, FL 33801-5344
 P: 863.682.1892
 F: 863.687.6346
 Lic: AR94778
 lunz.com

1 FIRST FLOOR OVERALL PLAN
1/16" = 1'-0"

22079.01

A-101

















SOUTH ELEVATION (OAK STREET)



WEST ELEVATION (KENTUCKY AVENUE)



A
BRICK VENEER
BASIS OF DESIGN: MERIDIAN BRICK
RED BRICOUT FLASHED - COLUMBIA
SC ARCHITECTURAL SERIES



B
MESH RAILING
BASIS OF DESIGN:
SUPERIOR DECKS AND
RAILINGS



C
STUCCO
PAINT COLOR:
SHERWIN-WILLIAMS
SW 600 CHRYSE



D
STUCCO
PAINT COLOR:
SHERWIN-WILLIAMS
SW 600 PROPER GRAY



E
FIBER CEMENT BOARD
BASIS OF DESIGN:
SHERWIN-WILLIAMS
SW 5078 CLARK GRAY
SMOOTH HARDIE FINISH



F
FIBER CEMENT BOARD
BASIS OF DESIGN:
SHERWIN-WILLIAMS
SW 7005 PURE WHITE
SMOOTH HARDIE FINISH



NORTH ELEVATION (PEACHTREE STREET)



EAST ELEVATION (TENNESSEE AVENUE)



A
BRICK VENEER
BASIS OF DESIGN: MEXICAN BRICK
RED WIRECUT FLASHED - COLUMBIA,
DC ARCHITECTURAL SERIES



B
MESH RAILING
BASIS OF DESIGN:
SUPERIOR DECKS AND
RAILINGS



C
STUCCO
PAINT COLOR:
SHERWIN-WILLIAMS
SW 6003 DANUBE



D
STUCCO
PAINT COLOR:
SHERWIN-WILLIAMS
SW 6003 PROPER GRAY



E
FIBER CEMENT BOARD
BASIS OF DESIGN:
SHERWIN-WILLIAMS
SW 5076 CLOAK GRAY
SMOOTH HARDE FINISH



F
FIBER CEMENT BOARD
BASIS OF DESIGN:
SHERWIN-WILLIAMS
SW 1000 PURE WHITE
SMOOTH HARDE FINISH



Onicx

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THE LUNZ GROUP

Architecture | Interior Design

Cultivating Communities.

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www.lunz.com

LIC: AR94778

Memo

To: CRA Advisory Board
From: Valerie Ferrell, CRA Manager
Date: February 2, 2023
Re: **Catalyst 2.0 Phase III Task Authorization**

I. Background:

In May 2022, the City/CRA entered into partnership with the Lakeland Economic Development Council (“LEDC”) to build a system that would layer strategic planning outputs into an interactive digital modeling system. The LEDC initiated the platform by procuring the services of the Apiary, a Lakeland-based design firm that specializes in photorealistic architectural visualization. The LEDC has provided funding for Phase 1 of the project buildout \$100,000, with the CRA funding Phase 2 which expanded the catalyst footprint in the amount of \$280,000. Phase 2 work has been completed, and the Apiary will continue to integrate study areas from the CRA planning initiatives in Dixieland (South Florida Avenue), Midtown (East Main District and Downtown West areas) as well as the first (3) vision projects for the CRA as the studies move toward completion by the consultants for the respective areas.

II. Scope of Services for Phase III

The Apiary is on the City’s Continuing Services Contracts list for Professional Planning, Design or Development Services. To continue the work, Phase 3 will include the expansion the platform, optimization and upload of new projects, hosting and usage for public users with an additional (3) vision projects in either Dixieland, West Downtown, or East Main study areas. This Phase will be funded by the CRA Downtown Catalyst project funds.

III. Board Consideration

Staff recommends approval of the Task Authorization with The Apiary for Catalyst 2.0 Phase III to go forward to City Commission for execution.

Attachments:

- Scope of Services, Phase III Catalyst 2.0

January 25, 2023

Lakeland Community Redevelopment Agency
Attn: Valerie Ferrell
228 Massachusetts Avenue
Lakeland, Florida 33801

**Re: Catalyst: A Vision for Lakeland
Task 3 Authorization: Continued Expansion & Build Out of the Platform**

Dear Valerie,

Thank you for the opportunity for The Apiary to continue to partner with the Community Redevelopment Agency (CRA) and the Lakeland Economic Development Council (LEDC) to provide visualization services on the newly created Catalyst platform. The following proposal outlines the request for the ongoing development and build out of the platform through the tasks outlined as Phase 3 in the initial proposal, dated May 4 of 2022.

The Apiary worked with the City of Lakeland and the LEDC to provide a co-branded, web-based virtual model of Downtown Lakeland, referred to as a “digital twin”, that works to to accurately reflect current and future development in the designated areas, creating collaboration, communication and transparency between community members, planners and stakeholders. The platform initially focused on Downtown Lakeland and through a phased-in approach add the East Main, West Downtown and Dixieland District Plans, as referenced in Exhibit B. Specifically, the platform includes the following in each designated area:

- Real time list of major completed construction and/or major redevelopment projects over the past three years
- Real time list of major projects currently under construction
- Real time list of major projects in the permitting or design process
- List of available sites and redevelopment opportunities with accompanying static architectural conceptualization plans for those sites and redevelopment opportunities
- 3D interactive model that continues to be built out and updated as plans and projects are created and completed

Phase 3 Task Authorization: Continued Expansion & Build Out of the Platform

The Apiary along with its partners the Lakeland CRA and LEDC will continue to update the platform on a real time basis with regards to:

- Real time list of major completed construction and/or major redevelopment projects over the past three years
- Real time list of major projects currently under construction
- Real time list of major projects in the permitting or design process
- List of available sites and redevelopment opportunities with accompanying static architectural conceptualization plans for those sites and redevelopment opportunities
- 3D interactive model that continues to be built out and updated as plans and projects are created and completed
- Design of three (3) new vision projects for the CRA that can be placed in any of the following Districts: Downtown, East Main, Dixieland or West Downtown

The Apiary will also continue to work closely with the planning and design team to incorporate the remaining three (3) districts into the platform as formerly defined in the original Task Authorization dated May 4, 2022. Upon receipt of the final district plans currently in design, The Apiary will integrate each of the following districts within the platform:

- East Main District
- Dixieland
- West Downtown
- Design of three (3) new vision projects for the CRA in either Dixieland or West Downtown District
- Placing the new visioning projects into the Catalyst platform

We anticipate these districts to be completed by September 30, 2023. Anticipated timelines are dependent on the release of information from the study areas, as well as models and information provided by the client.

All of this work will be executed on a rolling basis, beginning from February 2023 – September 2023.

Ongoing Maintenance, Hosting and Platform Development | The Apiary will provide ongoing maintenance and additional platform development as projects evolve or new projects are anticipated or visioned. This continued maintenance will include:

- Optimization and upload of new projects into the platform
- Hosting and usage for the platform (shared equally among the LEDC and CRA and Apiary)
- Quarterly project management plans, outlining goals, objectives, anticipated deliverables, recommendations by month with associated due dates
- Placement of three (3) new vision projects for the CRA in either Dixieland or West Downtown District and East Main District

Our Fees for our Phase 3 Task Authorization are broken down as follows:

Platform Hosting and Usage (CRA Portion)	\$10,000.00
Data and Asset Collection	\$15,175.00
Completed in the last 3 years	
Under Construction	
In Permitting/Design	
Available Sites and Static Vision	
3D/Interactive Vision	
New Vision Projects Design (6)	\$50,425.00
Placement of Plans into Platform (9)	\$24,400.00
TOTAL	\$100,000.00

Additional Considerations | As new project and/or commission and community priorities come to light, additional services are available upon request and will be billed per our hourly rate.

REIMBURSABLES

Reimbursable expenses include expenses incurred by The Apiary and consultants directly related to the project. This may include mileage, fees for printing, delivery and other similar project-related expenditures. Reimbursables will be billed according to the attached fee schedule.

CONDITIONS OF THE AGREEMENT

The Apiary shall submit monthly invoices to the Client for compensation of the work completed at the time of invoicing. Payment shall be due within 30 days of receipt of each invoice. In the event that full payment on any invoice exceeds 60 days, all work on the project shall cease until all outstanding invoices are paid in full. The Client agrees to pay or reimburse the Apiary for all reasonable attorneys and legal fees required to collect compensation for services rendered in accordance with this contract agreement.

The Client may terminate this Agreement without cause upon giving the Apiary seven (7) days written notice. In the event of termination, the Apiary shall be paid for all work in progress, to be based upon the work completed up to and including the date of termination.

DISPUTE RESOLUTION

In an effort to resolve any conflicts that arise during the design of the project or following the completion of the project, the Owner and the Apiary agree that all disputes shall be submitted to nonbinding Mediation with a Mediator in Polk County, Florida, unless the parties mutually agree otherwise.

A demand for Mediation shall be forwarded in writing to the other party within a reasonable time after the claim; dispute or other matter in question has arisen. In no event shall the demand for Mediation be made after the date when institution of legal equitable proceedings based on such claim, dispute or other matter in question would be barred by the applicable statute of limitations. Within ten (10) days after receipt of the demand for Mediation, the parties shall submit the dispute to mediation before a certified mediator from the list (the "list") maintained by the Chief Judge of the Tenth Judicial Circuit of Florida pursuant to Rule 1.810, Florida Rules of Civil Procedure to be selected by the parties. The parties shall select the mediator within thirty (30) days of the receipt of the notice of deadlock, dispute or controversy. In the event that the parties cannot agree on a mediator, then each party shall promptly select a mediator from the list, and the two selected mediators shall select a third mediator who shall mediate the dispute. The mediation shall be held within sixty (60) days from the selection of the mediator.

PURSUANT TO FLORIDA STATUTES SECTION §558.0035 (2013), AN INDIVIDUAL EMPLOYEE OR AGENT OF THE APIARY MAY NOT BE HELD INDIVIDUALLY LIABLE FOR NEGLIGENCE.

----- See Next Page for more information -----

We are ready to start this work immediately and look forward to working with you on this project. Please let me know when you would like to begin the process.

Thank you for this opportunity.

Submitted by:

Approved by:

Maggie Briggs

Signature

Signature

Maggie Briggs
Printed Name

Printed Name

Director

Title

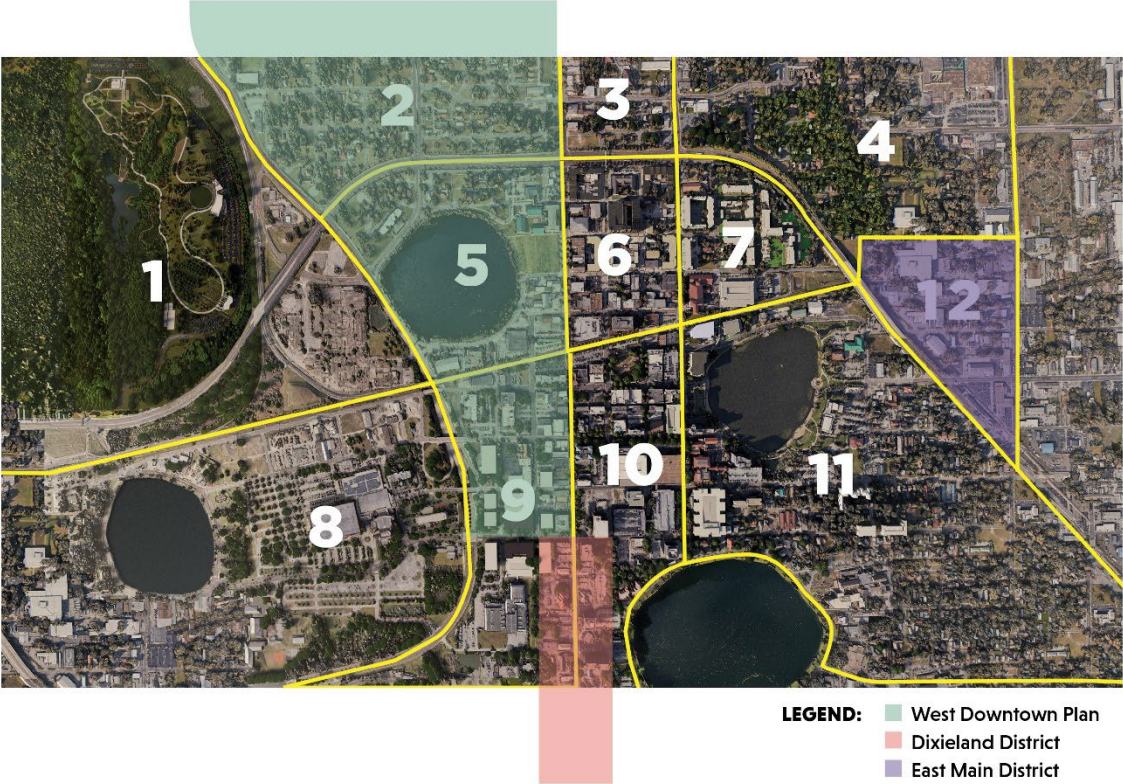
Title

January 25, 2023
Date

Date

Attachment: Exhibit A – Region Map; Exhibit B – Reimbursable Fees Schedule
CC: Kristen Case, The Apiary

Exhibit A – Region Map



REIMBURSABLE SCHEDULE OF FEES FOR EXPENSES

DICIPLINE	RATE/hr
Director	\$175.00
Senior Production Artist	\$135.00
Production Artist	\$75.00
Clerical/Administrative	\$50.00

MISCELLANEOUS EXPENSES	RATE
Xerox Copies, ea. Mass reproduction	.20
Travel, per mile, portal to portal	.575*
Printing, Graphics, Photography, Postage, etc.	Cost + 15%
Out of Town Expenses (Room, Board)	Cost + 15%
Permit and Application Fee Advances	Cost + 15%
Overnight Deliveries	Cost + 15%
Courier Services	Cost + 15%
Interior Furnishings Purchases	Cost + 15%

Subcontracts, if required, such as digital media services, not included in base contract:
 Cost plus ten percent (15%) to cover administration costs.

Sales Tax: Seven percent (7.0%) on furnishings purchased by The Apiary in accordance
 with Florida state law.

*Adjusted in accordance with IRS Notices as published.