

**Community Redevelopment Area Advisory Board
Meeting Minutes
Thursday, March 1, 2018
3:00 – 5:00 PM
City Commission Conference Room, City Hall**

Attendance

Board Members: Cory Petcoff (Chair), Brian Goding, Pastor Edward Lake, Frank Lansford, Commissioner Stephanie Madden, Cliff Wiley, Dean Boring and Zelda Abram

Absent: Ben Mundy (Vice-Chair)

Staff: Nicole Travis (CRA Manager), Celeste Deardoff (Community Development Interim- Director), Alis Drumgo, Valerie Ferrell, D'Ariel Reed, Jonathan Rodriguez and Michael Smith

Guests: Steve Turbeville and Ashley Troutman (Lighthouse Ministries), Owen Farrington, Kevin Defrances and Ashley Jensen (Meatballs and More) and Kimberly Moore (The Ledger)

Packets

- Meeting Minutes dated February 1, 2018
- Financial Update
- Memo – 802 N. Massachusetts Ave. Update
- Memo – Lighthouse Ministries Request
- Memo – Land Assemblage on Kentucky Ave.
- Memo – Tax Collector Request

Housekeeping

Nicole Travis presented the applications of citizens interested in filling the Midtown and Downtown vacancies.

Dean Boring moved to appoint Harry Bryant to the Midtown vacancy. Pastor Eddie Lake seconded the motion which passed unanimously.

Cliff Wiley moved to appoint Brandon Eady to the Downtown vacancy. Zelda Abram seconded the motion which passed unanimously.

Action Items – Old Business

Meeting Minutes dated January 4, 2018

Dean Boring moved approval of the minutes. Frank Lansford seconded the motion which passed unanimously.

Financial Update

Nicole Travis reviewed the monthly report noting in response to Cory Petcoff that the available funds in the Dixieland district include \$500,000 that is designated for the South Florida Avenue Road Diet project.

802 N. Massachusetts Ave. Update

Valerie Ferrell gave an update on the property located at 802 North Massachusetts Avenue. In April 2017, the Board directed staff to acquire the property for land assembly next to Mass Market and its proximity to the highly visible intersection of Parker Street and Massachusetts Avenue. This corner is visible to approximately 25,000 vehicles daily, so its marketability for commercial use is favorable.

Staff received inquiry from the Tampa Bay Food Truck Rally (TBFTR) group to occupy the corner site at 802 North Massachusetts Avenue as a food truck park, bar, and dog park. Due to the nature of the business and ideal reuse of the site, the Advisory Board granted approval to proceed with a budget not to exceed \$100,000. Staff began preliminary site plans, architectural design and drafting lease terms. Kimley-Horn prepared the preliminary site plan which allows for maximum access for Mass Market event parking, as well as a secured corner for the food truck park. The food truck park would contain six food trucks, ADA-accessible parking spaces, access to food trucks, a fenced dog park area, and a bar within the existing building. Cost estimates are approximately \$9 per square foot, while the event parking is \$6.75 per square foot. Kirk Curtis Mundy Hunnicutt Architects (KCMH) has prepared architectural renderings that demonstrate a similar concept as the Mass Market building, but playing off the garage shop concept that has historically been at the site. Based on conversations with TBFTR, the architect recommended demolition of the building and constructing a structure to support high visibility and storefront glass on all 4 sides with an approximate cost of \$170 per square foot.

Preliminary lease details would provide a rent structure based on the success of the food truck fees and alcoholic beverage sales. The first six-months would provide for \$500 monthly rent, plus sales tax, after which will increase to a base monthly rent of \$1,000. If the gross receipts for the bar and food truck fees exceed \$35,000, then rent would increase to \$2,000 monthly. In addition to the base rent, the lessee shall also pay 10% of gross alcoholic beverage sales for every special event. The annual income could be \$9,000 minimum for the first year in addition to the liquor sales revenue. As business grows for the food truck park, revenue could easily exceed \$24,000 annually. Over a 5-year lease, the CRA could realize a minimum return of \$105,000 in rent as well as the asset appreciation.

Due to the initial approved budget of \$100,000 for the food truck park, Staff requested direction from the Board and offers the following alternatives for consideration:

- Pursue the redevelopment of the food truck park with an estimated budget impact of \$350,000
- Request proposals from private developers to purchase and redevelop the entire site for uses as defined by the Board, with the following considerations:
 - C-2 zoning allows residential above the 1st floor, general office and retail, entertainment uses, restaurants, hotels, and other uses conducive to high traffic corridors
 - Location at a signalized intersection and traffic counts make this site desirable for new development
 - CRA investment in the area has exceeded \$6.5 million
 - Preferred uses would include residential (apartments, micro-units, etc.) with first floor being used for commercial (retail/entertainment/restaurant) tenants.
 - Residential rental market analysis indicates a significant gap in mid-low to low-income affordable housing inventory

Discussion ensued regarding the estimates received by Staff, the level of interest in the site and an additional proposal presented to Staff by Kevin DeFrances and Ashley Jensen, owners of Meatballs and More food truck.

Kevin and Ashley gave a brief overview of their history and vision for the property. Together they are planning to transition from a mobile food unit to stationary kitchen by leasing the space with the following terms and conditions; lease commencement will begin once LCRA has completed mutually agreed upon improvements to the site, lease terms shall be 2 years from the date of occupancy, including a rent commencement date sixty days after the lease commencement. The base rental rate shall be, triple net leasing starting at \$1,200 increasing at 2.5% annually with an option to renew by two additional terms for 5 years each with each renewal term escalating at a rate of 2.5% annually. Tenants are requesting the following improvements; HVAC, plumbing, electrical, ADA-Compliant restrooms, covered patio space, general landscaping and paint. Kevin and Ashley are prepared to invest \$10,000 into the location and business.

Discussion ensued regarding the Board's previous motion with respect to TBFTR and the anticipated buildout of the site for Meatballs and More.

Dean Boring moved to direct Staff to gather definitive pricing to "grass lot" the site, construction estimates for the building and revisit the food truck concept subsequently. Frank Lansford seconded the motion and it passed unanimously.

Action Items – New Business

Lighthouse Ministries Request

Ashley Troutman presented on behalf of Lighthouse Ministries and proposed the continuance of their lease agreement at the property located at 711 North Florida Avenue. In an effort to establish a partnership with the CRA, the Lakeland family store would continue to provide income and job opportunities to twelve employees and earn approximately \$385,000 in sales annually.

Steve Turbeville expressed the Lakeland Family Store's interest in aligning with the CRA's efforts to bring about Facade and Aesthetic improvements in the area.

Discussion ensued regarding potential lease agreements and separate interest in the property.

The CRA will assume the existing lease upon closing at \$4,300 per month with a 6-month termination notice.

Land Assemblage on Kentucky Ave

During the December 2017 meeting, the Board approved the purchase of the vacant Word Alive Ministries properties at 0 Kentucky Avenue with a cost not to exceed \$200,000. The property has since been acquired and is currently under minor construction to provide 84 employee parking spaces for the Tax Collector Office. At the same meeting, the Board inquired as to the purchase of the two residential lots at 914 and 918 North Kentucky Avenue. Staff has since connected with the property owner, Gospel Inc., who is willing to negotiate sale to the CRA. Previous sales have been based on 120% assessed valuation, or a cost not to exceed amount approved by the Board. The current assessed valuation for both properties is approximately \$60,174.

Also, the CRA became aware of an opportunity to acquire 929 North Tennessee Avenue which is directly adjacent to the recently acquired Word Alive Ministries property. This purchase would be in addition to 808 North Iowa Avenue directly behind Crystal's World of Dance; both properties are currently owned by P&R Management. The combined properties have significant code enforcement abatement costs that will need to be satisfied.

Staff is seeking direction from the Board to pursue acquisition of the single-family lots at 914 and 918 North Kentucky Avenue, as well as the 929 North Tennessee Avenue. The purpose of acquisition would be solely for land assemblage and future uses to be determined at a later time.

In response to Cory Petcoff's question, Valerie clarified the assessed value of 929 North Tennessee Avenue and 808 North Iowa Avenue is approximately \$50,000 combined.

Dean Boring moved approval of Staff's recommendation. Pastor Eddie Lake seconded the motion which passed unanimously.

Tax Collector Request

Nicole Travis reviewed the request submitted to Staff. On February 7, 2013, the Midtown CRA Advisory Board voted to approve a recommendation to the Lakeland Community Redevelopment Agency to make a \$600,000 investment into the renovation and reuse of property located at 916 North Massachusetts Avenue. The City

Commission in their capacity as the Community Redevelopment Agency approved the loan. On February 14, 2018, the CRA purchased 0 Kentucky Avenue, 902 Kentucky Avenue, 910 Kentucky Avenue and 0 Tennessee Avenue (Word Alive Ministry properties) in an effort to assist with the parking challenges on the Tax Collector's site, 916 North Massachusetts Avenue, and the Mass Market development. The purchase price of the property is \$230,000. Further assistance is being requested from the CRA.

When the Publix Super Market store on Massachusetts Avenue was refurbished in 2015, the Tax Collector's Office decided to restore the art deco architecture Publix was known for at the time. In 2017, private funding was secured to add another iconic Publix feature with murals that often accompanied Publix buildings in the 1950s and 1960s. Publix was able to provide digital photos of two murals that were removed several years ago from a South Florida Publix. With private funding of \$55,000, these two approximately 9' x 10' murals are being recreated and will be permanently affixed to the front of the Tax Collector's Office building in the Lakeland Midtown redevelopment area adding an additional artistic accent to this thriving community.

In preparation of this artistic addition to the building, the Tax Collector is making improvements to the front of the facility to allow for an unobstructed view of the art, as well as, a landing area for individuals to better enjoy the art. The estimated cost of these improvements based on current plans are as follows:

Preparation around the murals	\$13,000
Redesign of current bus stop wall in front at building to allow for better line of sight	\$18,000
Total	\$31,000

The Tax Collector's Office for Polk County is requesting \$10,000 from the Midtown CRA to help defray these costs.

Staff requested direction from the Board.

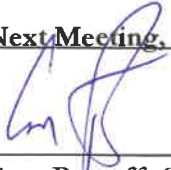
Dean Boring moved to deny the Tax Collector's request, due to budget restraints with investment in the immediate area. Frank Lansford seconded and the motion passed unanimously.

Discussion Items

Nicole Travis reviewed the ten year snap shot pamphlet that Jonathan Rodriguez developed in partnership with graphic designer Rex Wilson. Celeste Deardoff encouraged Staff to share with Legislators in response to the Caldwell Amendment bill, HB 883.

Adjourned at 4:46 PM

Next Meeting, Thursday, April 5, 2018, 3 PM, City Commission Conference Room.



 Cory Petcoff, Chairman

4-5-2018

 Date