

LAKELAND CRA

COMMUNITY REDEVELOPMENT AGENCY

AGENDA

Community Redevelopment Area Advisory Board

Thursday, November 2, 2017 | 3:00 PM – 5:00 PM
City Commission Conference Room, City Hall

A. Housekeeping

B. Action Items

1. Old Business
 - 1.1 Meeting Minutes dated October 5, 2017
 - 1.2 Framework Development Agreement Update
 - 1.3 Lincoln Square Update

2. New Business
 - 2.1 114 E Parker Street – LOI
 - a. Wish Rental
 - b. Platform Art
 - 2.2 802 N. Massachusetts Ave – LOI
 - a. Food Truck

C. Discussion Items

D. Adjourn

NEXT REGULAR MEETING:

Thursday, December 7, 2017, 3:00 - 5:00 PM – City Commission Conference Room

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

Attendance

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

Absent: Zelda Abram and Dean Boring

Staff: Nicole Travis (CRA Manager), Jim Studiale (Director), Celeste Deardorff (Assistant Director), Alis Drumgo, Valerie Ferrell, Patricia Hendler, D'Ariel Reed, Jonathan Rodriguez and Michael Smith

Guests: Commissioner Justin Troller, City Commission; Julie Townsend, LDDA; Barry Friedman, LkldNow; Sarah Keener, Keener Builders; Kelly Deese, LEDC; Ashley Cheek, LEDC and Laura Taylor, LEDC

Packets

- Meeting Minutes dated September 7, 2017
- Memo – North Lake Mirror Development Site - Framework Agreement
- Slideshow – CRA Board Retreat

Handouts

Housekeeping

Action Items – Old Business

Meeting Minutes dated September 7, 2017

Ben Mundy moved approval of the September 7, 2017 minutes. Commissioner Jim Malless seconded the motion and it passed 8-0.

North Lake Mirror Development Site – Framework Agreement

Nicole Travis provided a summary of her one-on-one meetings with the Board Members regarding the Framework Agreement. Two members expressed apprehension about the project and/or agreement during the one-on-one meetings. The other Board members were fully supportive and wanted the project to move forward. She also met one-on-one with the City Commissioners beginning September 6, 2017. The final two meetings were delayed, due to Hurricane Irma, which resulted in a delay in the development agreement being placed on the City Commission agenda. During Agenda Study on Friday, September 29, 2017, the Mayor and City Manager requested a three to four-week delay. The Real Estate & Transportation Committee voted to recommend approval of the deal without delay. At the City Commission meeting Monday, October 2, 2017 due to the influx of public comment, the City Commission delayed their vote until the October 16, 2017 City Commission meeting. Mrs. Travis addressed the concerns raised by the public which included the accusation that the project and development was being introduced at the last minute and the lack of transparency in the City's acquisition and development process.

Cory Petcoff summarized his comments made at the City Commission meeting.

Commissioner Jim Malless pointed out that the main concern raised at the Commission Meeting was how the development would look. He reminded the Board that the development agreement states that Framework shall develop the property generally consistent with the site development plan attached and incorporated as Exhibit 'B', the conceptual plan. The parties agree to a timely process and amend this agreement to substitute the site development plan approved by the City for the conceptual plan. This takes care of height, setback, parking, building locations and landscaping issues. The agreement also specifies that the City and the CRA shall have final review and authority over building elevations, exterior materials and color schemes of the project.

He expressed support of the project based on the following reasons: The project will be completed fast which will expedite tax revenue, allow the debt to be satisfied sooner and allow the CRA to begin reinvesting in the Downtown District. He informed the Board that Mr. Phillip Smith, with Framework, confirmed that developers do talk amongst each other and, as a result, municipalities develop reputations.

Todd Baylis posed the question of how to incentivize a better project. Mr. Petcoff suggested capping the purchase price at \$12,000 per unit for 306 units to incentivize the developer to construct more units. In response to Ben Mundy's concern regarding a commencement date, Mrs. Travis suggested adding a clause requiring design approval within the due diligence period. Mr. Petcoff suggested tying the Tax Increment Financing (TIF) to a project completion deadline of three years.

Cliff Wiley cautioned the Board on making too many changes to the agreement as it could be counterproductive.

Discussion ensued amongst the Board and staff regarding the LEDC's interference with the approval of the project.

Due to the lack of an approval vote from the CRA Advisory Board, Commissioner Malless suggested the Board vote to approve the developer agreement with the suggested revisions.

Commissioner Jim Malless moved approval of the development agreement as amended to cap the purchase price, require design approval within the six-month due diligence period and tying TIF to a project completion deadline, pending the developer's approval. Ben Mundy seconded the motion and it passed 8-0.

Action Items – New Business

Discussion on Feedback Grid

Nicole Travis summarized the feedback received during the CRA Board Retreat. She informed the Board that she intends to incorporate one-on-ones with the Board members on a quarterly basis. Commissioner Malless suggested attending some of the neighborhood meetings within the CRA districts.

Gap Financing for Infill Residential

Nicole Travis informed the Board that staff has been brainstorming about how to fill the gap for new residential construction that won't appraise at the cost of construction. Commissioner Malless suggested giving lots to buyers willing to homesteaded the property for at least five years. Mrs. Travis suggested speaking with Redemption Church about planting roots in the North Lake Wire Community.

Discussion ensued about other ways to incentivize private investment within Midtown.

E. Main District

Alis Drumgo informed the Board that staff has located a property that is suitable for Mr. Bucklew's, Seventeen20 needs per last month's meeting. Staff will draft a letter of intent to move forward.

Nicole Travis asked the Board for ideas on how to get tech companies excited about the area. In response to Cliff Wiley's suggestion to install fiber, Todd Baylis explained that the job incentives will be more effective as tech companies are no longer driven by fiber.

Discussion Items

Adjourned at 5:02 PM

Next Meeting, Thursday, November 2, 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: October 31, 2017
Re: 114 E. Parker St.

The Lakeland Community Redevelopment Agency (LCRA) owns 114 E. Parker. The property is within walking distance of Mass Market and current project, Crystal's Dance Studio. LCRA purchased the property in 2016 for \$150,000. The space is approximately 7,480sf and was formerly utilized as retail store as part of Lighthouse Ministries services.

Wish Rental is a company that specializes in prop styling for commercial and editorial media. She also operates an event and furniture and décor rental business. Currently, her business is in about 4,000sf of warehouse space with 200sf being climate controlled. Wish Rental is seeking additional space that would allow for growth of business and provide:

- Minimum of 5000sf
- Open air-conditioned space for the storage and processing of props
- An area to be utilized as a workshop
- Secure and safe load-in/out of props
- Studio space with a kitchen that can be utilized for photograph and filming
- Sufficient office space

Wish Rental requests a CRA partnership with renovation and activating the space, would like to relocate in March 2018 and is willing to:

- Furnish the space
- Pay all utilities and insurance
- Pay a monthly rent
- Maintain the interior of the space
- Contribute labor on the renovation where appropriate

In addition to the letter of intent from Wish Rental, the LCRA received a letter of interest from Platform Art’s Executive Director, Cynthia Haffey. Platform Art is a cultural arts organization that commissions regional artists for public art projects, manages art exhibitions, and hosts receptions and numerous creative public events. The organization projects to host fifty to seventy-five public events per year.

Platform Art has an office downtown and would like to relocate to the LCRA building with the following needs:

- Approximately 2500sf.
- Office
- Small kitchen to accommodate catering events
- Event/gallery space to host approximately 100 occupants.

Platform Art requests a CRA partnership with the renovation and is willing to:

- Program the space regularly with events
- Pay a combination of rent & utilities not to exceed \$1,000/month
- Maintain the interior of the space

With CRA investments in Mass Market, the acquisition of several parcels within ¼ mile, staff requests the ability to determine the scope of investment required to buildout the property for two tenants. Staff is asking for guidance on the lease terms and/if the Board would like to move forward with negotiating with one or both the applicants. Both projects could be a welcome addition for the corridor that lacks businesses/storefronts and support the redevelopment objectives in the area.



Letter of Intent

WISH RENTS Prop House + Studio Proposal

114 E. Parker Street | LAKELAND



Prepared for: Community Redevelopment Agency | City of Lakeland

Prepared by: Lisa Malott

October 25, 2017

About Lisa Malott

Lisa Malott is the founder and lead stylist of Wish Vintage Rentals, LLC (now dba Wish Rents, LLC) and Lisa Malott, LLC. Lisa discovered her calling as a prop stylist for commercial and editorial media production while successfully operating her event furniture and decor rental business, Wish Vintage Rentals, for the past five years. Prior to Wish, Lisa served as an officer in the US Army, and worked as a registered nurse in the surgical services department at Bartow Regional Medical Center.



Her current career path as an entrepreneur and prop stylist has some distinct differences than the earlier path, however they also have definite similarities that led her to be successful in her current industry, including understanding how to work as a team to get a job done, attention to detail, leadership qualities and strong organizational skills.

As a prop stylist, Lisa is involved in over 40+ shoots per year for a wide range of commercial clients. Past notable clients include: Carrabba's, Kohler, Publix Supermarkets, Folgers Coffee Company, Marriott, Outback, 22squared, Fleming's, Bonefish Grill, Best Buy/Magnolia AV and Shoe Carnival. Her work is also frequently featured in The Lakelander.

The Goal

Wish Rents (formerly dba Wish Vintage Rentals, LLC) offers prop and surface rentals to stylists, photographers, event designers and many others who are looking to add some unique patina to their production or event. For the past five years, Wish Vintage Rentals offered vintage furniture and decor primarily for weddings and events. As Wish Rents, this prop house will focus their inventory more on the needs of production clients (art directors, set decorators, stylists, photographers, prop masters, producers) to help provide unique items for their upcoming photo shoots and film productions.

Wish Rents is looking for a prop studio space that can be multi-faceted. Lisa currently operates out of a 3800sf warehouse that is primarily not climate controlled, with approximately 200sf of attached air-conditioned office space. Ideally the next step in her business would be to move to a space that offers:

- open, air-conditioned space to store and process props, which includes frequently bringing in, photographing and categorizing new inventory
- an area that can be utilized as a workshop, where new surfaces can be custom created for clients, and props that have been damaged can be repaired
- convenient, secure and safe access for load-in/out of props and surfaces
 - the ability to pull up into a roll-up door to safely load/unload vehicle is ideal
 - productions start early and often end late so access cannot be limited to daylight hours
 - also an access point for clients to easily pick up/return their prop and surface rentals
- basic kitchen area for processing props
 - this addition also allows the studio the potential to be offered for photo shoots or workshops in the future
- office space/area to utilize for client communication and to prepare important documentation (proposals, estimates, invoices, etc).
- secure storage for equipment

VISION

The Need

- a large, open air-conditioned space (3000-5000sf) to store and process prop and surface rentals on a daily basis
- an adjacent workshop for surface creation and prop repair
- safe and secure loading area (for vehicles and delivery trucks), including a well-lit parking lot

- office space/area for 1-2 people
- a well-designed and visually beautiful kitchen area that can function both as a prep and shoot-in kitchen as needed (for day-to-day prop processing and potential future photoshoots or workshops)
- natural light is very important in this working environment

The Solution

The property at 114 E. Parker Street is the perfect shell to become the base for Lisa Malott's prop studio. With minimal structural changes needed to take occupancy, the renovation should be primarily cosmetic. This allows the CRA to improve their property in a somewhat open way that is quickly beneficial for this successful tenant, as well as any future tenants.

As the tenant, Lisa will be responsible for:

- furnishings (including the shelving for her prop collection, tables and rolling carts)
- monthly utilities and liability insurance
- monthly rent (up to \$800 per month)
- handling interior maintenance
- willing to contribute labor as needed, as able and as appropriate for the renovation

Lisa Malott requests to be significantly involved with all decision making of the building interior and exterior renovation, including the design and landscaping features.

Lisa Malott requests to work with an architect who articulates a clear understanding of industrial modern design with knowledge of modern architecture on a national and international scale.

Proposed move-in date: March 2018

Requested Proposed Changes to the Property:

- renovation of the ceilings inside the space (insulated but as high ceiling as possible (can show exposed beams or rafters))
- new air-conditioning system, ductwork and thermostat
- maintain and refinish/polish the existing concrete and terrazzo flooring
- bathrooms brought up to code in a design-forward and visually beautiful way (can stay in same location to minimize plumbing work)
- kitchen wall built off of existing plumbing in back center of main space (keep this area design-forward and with natural light) to include:
 - double sink
 - full-size refrigerator
 - 4+ burner gas stove/oven
 - full-size dishwasher
 - cabinets on bottom
 - cabinets or open shelving on top
 - tile backsplash
 - large rolling island workspace

- keep natural light in as much of the interior area as possible, while still maintaining security and privacy (using frosted or glass block windows and elevated installation)
 - turn existing offices into one room with glass window walls (to preserve natural light)
 - install two banks of elevated windows to the east side of the building (along N Tennessee Avenue) and one to the front SE corner (that fronts Parker Street).
 - replace one front entry door with a bank of windows
 - replace front entry door to match symmetrically with the new bank of windows
 - add frosted glass door to rear exit of building (north side)
 - replace double door on N Tennessee Ave with a frosted glass roll-up door
- maintain and accentuate the front mid-century modern exterior facade of the building
 - replace exterior lighting
 - paint the building's exterior (use the paint in a design-forward way)
 - use the front planter bed for landscaping
 - add trees to the sidewalk
- add security gate to back of property
- add security system to property
- repave parking lot and rear of building
- lessen the steepness of ramp between west side (non air-conditioned) space and main area
- up to date security on all exterior doors (replace as needed) in the west side (non air-conditioned) space
- bring all electrical and plumbing up to code for the building

Thank you so much for the opportunity to bring my dream and vision to life! As an entrepreneur and small business owner, I recognize that this is truly a once-in-a-lifetime opportunity and appreciate your consideration of my application.

Warmly,
Lisa Malott

Wish Rents, LLC
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Lakeland, FL 33806
863.513.6555
lisa@wishrents.com
www.wishrents.com
www.lisamalott.com

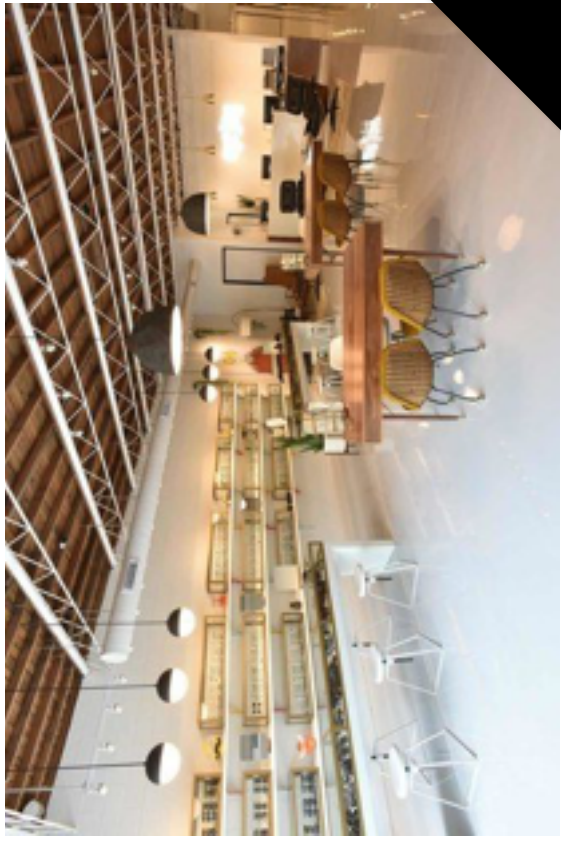
Inspiration BOARD

114 E. Parker St.
Lakeland, FL 33801

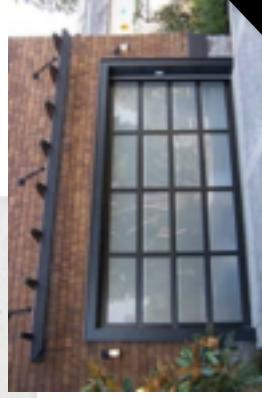
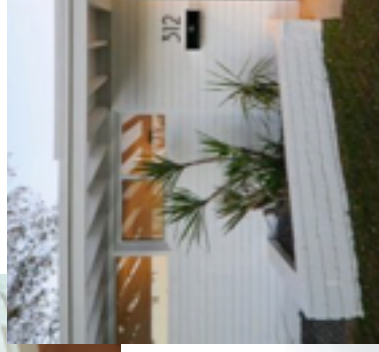
by Lisa Malott
for Wish Rents, LLC



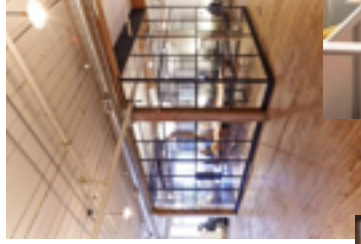
wish | prop house & studio



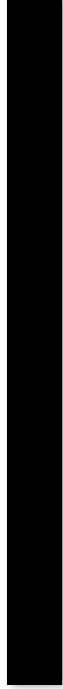
Exterior IDEAS



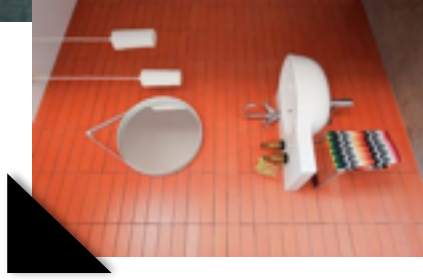
Interior IDEAS | prop storage

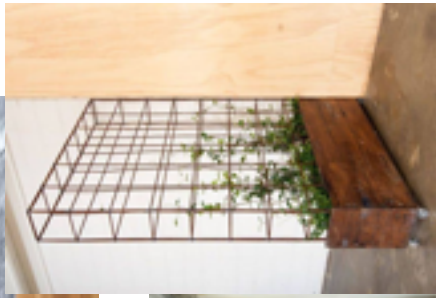
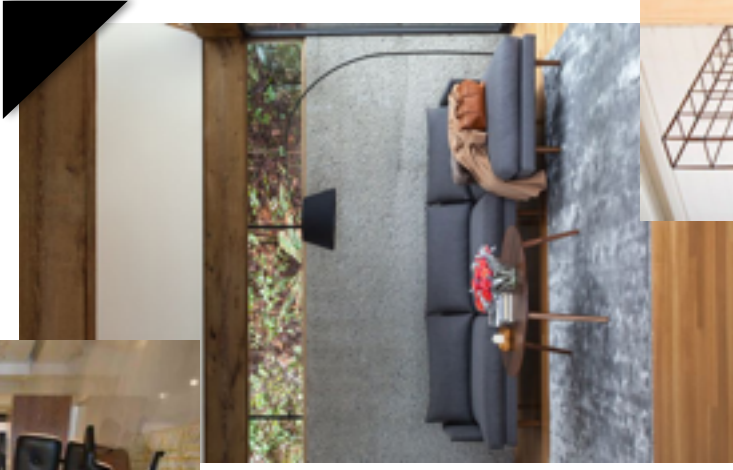


Interior IDEAS | surface studio + workshop



Interior IDEAS | kitchen + baths





Interior IDEAS | miscellaneous





October 26, 2017

Via US Mail and Email

Ms. Nicole Travis, Executive Director
City of Lakeland, Community Redevelopment Agency
228 Massachusetts Avenue
Lakeland, FL 33801
Nicole.Travis@LakelandGov.org

RE: Expression of Interest

Dear Ms. Travis:

Please consider this letter an *Expression of Interest*, by Platform Art, Inc., in the building at 114 Parker St., Lakeland Florida. It is the understanding of Platform Art, that the CRA owns the building and would like to lease it to a viable community tenant that will provide activities and programs at the property.

Platform Art, Inc. is a non-traditional cultural arts organization in Lakeland. Platform commissions regional artists for public art projects; manages art exhibitions; hosts receptions and numerous creative public events such as PechaKucha, Gallery openings, Poetry Mic Nights, and Platform Kids - a student art and performance showcase. Platform's office is located downtown Lakeland. Platform events and programs are currently held in a variety of venues able to accommodate from 25 to 100 guests.

Platform has toured the property with real estate advisor Susan Spelios and architect, Victor Prebor. Platform Art Board of Directors has discussed a possible relocation and expansion at the October board meeting, and is examining Platform's interest in pursuing a lease for the Parker St. facility. Platform will be doing our due diligence and looking at our business plan to enter into negotiations with the CRA for a long-term lease of the building.

We hope for a continued dialog and look forward to further discussions.

Regards,

Cynthia J. Haffey
Executive Director

cc: Patricia Hender, CRA
Leigh Folsom, President Platform Art Board of Directors
Nathan Dunham, Immediate Past President
Susan Spelios, Real Estate Advisor
Greg Sanoba, Attorney
Victor Prebor, Architect



COMMUNITY
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Memo

To: CRA Advisory Board
From: Michael Smith, CRA Project Manager
CC: Nicole Travis, CRA Manager
Date: October 31, 2017
Re: Mass Food Truck Park

Introduction

Tampa Bay Food Trucks submitted a Letter of Intent to operate their first Outdoor Food Truck Park at 802 North Massachusetts Avenue. Tampa Bay Food Trucks was established in late 2011. On November 8, 2012, they made their first entrance into Lakeland by hosting our first food truck event in Munn Park which has been a hit ever since. Their partnership with the Downtown Lakeland Partnership has become a model for success as they work with other neighboring cities in a similar fashion. The Lakeland Food Truck Rally has been recognized as one of the largest and most successful recurring events in the Southeastern United States.

Proposal

Michael Blasco, Tampa Bay Food Trucks, is proposing to utilize the existing building to offer beer and wine service from an outdoor covered bar. The bar will have high-top tables with built-in dog bowls. The site will also include a small dog play area with seating. The proposed hours of operation will be 12:00 noon to 10:00 pm, Tuesday through Sunday but may be adjusted based on sales. There will be two to three trucks on low volume days and four to five trucks on high volume days. The number of trucks will also be adjusted based on customer demand and sales.

Request

Tampa Bay Food Trucks is requesting the CRA be responsible for the site development as listed below:

- Electrical
 - Addition of 200 amp electrical service or upgrade existing service to 300 amps for the trucks.
 - Power distribution to six locations on-site for the food truck parking areas.
 - Site lighting

- Building
 - ADA compliant restroom upgrade
 - Remove walls of the north side addition of the building leaving the roof with existing column supports for cover over the bar.
 - Buildout of 16' long 42" high bar with sinks, drains and ice bins with built in refrigeration for kegs and other beverages.
 - Roll down doors to secure bar area.
 - Building aesthetics: clean white exterior with similar look and feel to Haus 820 and Artifact.

- Landscaping
 - Site landscaping with clean and simple materials that are low maintenance and pet friendly.

- Signage
 - A commercial sign

- Security
 - Fencing and lockable gates to secure grounds at night.
 - 30' x 100' fencing along the north side of the property with use of exterior fence for the dog park.

Lease Terms

- 12 months with a two-year option
- \$500 per month for the initial 6 months and then \$1,000 per month for the remainder of the first year.
- If revenue exceeds \$ 25,000 per month for total gross receipts of bar sales and food truck fees, rent will increase to \$1,500 per month one month after that revenue milestone is achieved if sustained for the second month.
- If revenue exceeds \$35,000 per month for total gross receipts of bar sales and food truck fees, rent will increase to \$2,000.00 per month one month after that revenue milestone is achieved if sustained for the second month.
- Increases in rent will trigger further investment in the property and building improvements.
- NNN: Lessee will be responsible for utility bills: water, trash and electrical.

Enclosures:

Tampa Bay Food Trucks Proposal



| Proposal For 802 N Massachusetts Avenue |



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Company Profile:

Tampa Bay Food Trucks was established in late 2011 as a subsidiary of Tasting Tampa, a Food and Lifestyle company. Quickly outpacing its parent company in growth, it was apparent Tampa Bay Food Trucks would be going places and split into its own entity in 2013. Just prior to the split we made our first entrance into Lakeland and on November 8th, 2012 was the first food truck event in Lakeland at Munn Park. It was a huge hit with the Lakeland residents and has been ever since. Our partnership with the Downtown Lakeland Partnership has become a model for success as we work with other neighboring cities in a similar fashion. The Lakeland Food Truck Rally has been recognized as one of the largest and most successful recurring events in the Southeastern United States. (Video by Indie Atlantic Films on Lakeland Food Truck Rally from Y Lakeland competition <https://vimeo.com/73799299>)

Vision:

North Lakeland is the next up and coming neighborhood, we see the Massachusetts Ave corridor as nestled between a world class medical facility and downtown and we'd like to be part of the bridge that brings the two closer together. We see an opportunity to bring together a few of Lakelands loves, food trucks, pets, and local craft beer. We envision an outdoor food truck park with beer and wine service from an outdoor covered bar area and high top tables with dog bowls built into the bases to make sure the pups keep hydrated too. A small and simple yet effective dog play area simply having grass and a few stools for owners to sit on while their dogs play. Our first attempt at service hours will be 12-10pm Tuesday – Sunday, if lunch sales were not of appropriate volume we'd adjust hours to 4-10pm. Tuesday – Sunday and adjust days of the week based on results. Number of trucks per day would be adjusted based on customer demand based on sales numbers with an initial estimate on expected low volume days of 2-3 food trucks, and 4-5 food trucks on high volume days.

Site Build Out Requests:

Additional 200 amp electrical service for food trucks or upgrade current service to 300 amp.

Power distribution to 6 locations on site for food truck parking areas.

Fencing and lockable gates to secure grounds at night.

Additional fencing of 30'x100' along North side of property with use of exterior fence for dog park area.

Upgrade existing bathroom facilities and make ADA compliant.

Removal of walls of North side addition on building. Roof to remain with column supports for cover over beer and wine bar.

Buildout of 16' long 42" high bar with sinks, drains and ice bins with built in refrigeration for kegs and other beverages. We would also need secure roll down doors to secure bar area. Either on the bar itself or on exterior walls.



Site lighting, combination of string lighting and LED lighting for games area on East and South side of the building. LED lighting along perimeter and facing parking area also requested.

A commercial sign for the Mass Food Truck Park.

Building aesthetics, similar look and feel to Haus 820 building. Clean white exterior, simple and elegant.

Site landscaping with clean and simple materials that are pet friendly and friendly for our staff to keep clean.

Lease Terms Requested: 12 months with a two-year option at the end of 12 months

Triple net rent tiered structure: Initial 6 months cost: \$500 per month then \$1,000 per month for the remainder of the first year. If revenue exceeds \$ 25,000 per month for total gross receipts of bar sales and food truck fees, rent will increase to \$1,500 per month one month after that revenue milestone is achieved if sustained for the second month. If revenue exceeds \$35,000 per month for total gross receipts of bar sales and food truck fees, rent will increase to \$2,000.00 per month one month after that revenue milestone is achieved if sustained for the second month. We propose that these increases in rent trigger property and building improvements and further investment as we gain momentum.

TBFT would be responsible for the following utility bills: Water, Trash, and Electricity.

Why isn't there already a food truck park?

The answer is fairly simple, the capital investment it takes to acquire, upgrade and maintain a site are typically cost prohibitive for the amount of money able to be generated by the park.

Who will manage the Park?

We have a long time food truck fan that we think would make an amazing team lead. We are hopeful they'll join the Mass Food Truck Park team as a managing partner. With the support of our existing team, and local ties our candidate would be positioned for the greatest possible success.

What food trucks will come to the park?

We work with over 120 trucks, some of the local trucks with a general knowledge of what we are proposing are Rolling Gourmet and Jimmy's Famous Seafood. Both have committed to being onboard and are very excited. We anticipate dozens of different food trucks participating, as with all our scheduling, local trucks will be given preferential treatment for scheduling.