

**COMMUNITY REDEVELOPMENT AGENCY (CRA)
OFFICIAL AGENDA
November 13, 2018 6:00 p.m.**

**Municipal Administration Building
Commission Chambers
201 W. Central Avenue
Lake Wales, FL 33853**

1. ROLL CALL

2. AGENDA ITEMS

2.I. Minutes - June 5, 2018

Minutes of [JUNE 5, 2018](#) CRA meeting

2.II. Sale Of 2 Lots On B Street

The Lake Wales CRA proposes the sale of two (2) Lots, identified as Parcel Number 27-29-35-879000-001221 and Parcel Number 27-29-35-879000-001210 owned by the Lake Wales CRA, that are located on the east side of B Street, approximately 43 feet south of Lincoln Avenue West, in the City limits of the City of Lake Wales, Florida; to St. Paul Lodge #77 for proposed development, which supports redevelopment in the CRA.

Documents:

[AGENDA MEMORANDUM B ST_.PDF](#)
[IMAGE1.JPEG](#)

2.III. Master Plan NW Redevelopment Area

Staff is requesting Commission approval to request qualifications for planning services in pursuant of a Master Plan for the NW Redevelopment Area.

Documents:

[AGENDA MEMO RFQ NW.PDF](#)

2.IV. Branding

The City Lake Wales Redevelopment Agency proposes to implement a branding/marketing strategy in order to identify the agency as a separate entity with-in the City and establish a robust online presence in order to connect and communicate effectively with the community.

Documents:

[AGENDA MEMO ITEM BRANDING CRA.PDF](#)
[PROPOSED LOGO.JPEG](#)

2.V. Restaurant / Food-Related Incentive Program

In 2016, an economic analysis of the Community Redevelopment Area was conducted which revealed that there is an unmet consumer demand for specialty foods within the NW Redevelopment Area and Downtown Main

Street District. The Restaurant Incentive Program is intended to attract food-related service providers, restaurateurs and specialty food providers to locate, relocate or establish another location in the Downtown Main Street District and NW Redevelopment area. This program is designed to incentivize private investment.

Documents:

[AGENDA MEMO ITEM FOOD INCENTIVE CRA.PDF](#)

3. COMMUNICATIONS AND PETITIONS

Public participation is encouraged. If you are addressing the Commission, step to the podium and state your name and address for the record. Please limit your discussions to five (5) minutes.

4. EXECUTIVE DIRECTOR'S REPORT

Note: The full staff memo will be incorporated into the official record

Minutes of the CRA meeting can be obtained from the City Clerk's Office. The minutes are recorded, but are not transcribed verbatim. Persons requiring a verbatim transcript may make arrangements with the City Clerk to duplicate the recording, or arrange to have a court reporter present at the meeting. The cost of duplication and/or court reporter will be the expense of the requesting party.

Persons who wish to appeal any decision made by the CRA Board with respect to any matter considered during this meeting will need a record of the proceedings, and for such purpose may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based.

In accordance with Section 286.26, Florida Statutes, persons with disabilities needing special accommodations to participate in this meeting should contact the office of the City Clerk no later than 5:00 p.m. on the day prior to the meeting.

MEMORANDUM

November 13, 2018

TO: Chairman and Members of the Community Redevelopment Agency Board

VIA: Kenneth Fields, Executive Director

FROM: Karen Thompson, Assistant Director, Larry Bossarte, Real Estate Specialist

RE: Sale of two (2) vacant lots. Lot 1 is identified as Polk County Parcel Number 27-29-35-879000-001221 and Lot 2 is Parcel Number 27-29-35-879000-001210, legally described as the south ½ of lot 21 and all of lot 22 located in Block 1 of the Lake Wales Land Company subdivision, as recorded in Plat Book 5, Page 11 of the public records of Polk County Florida.

SYNOPSIS

The Lake Wales CRA proposes the sale of two (2) Lots, identified as Parcel Number 27-29-35-879000-001221 and Parcel Number 27-29-35-879000-001210 owned by the Lake Wales CRA, that are located on the east side of B Street, approximately 43 feet south of Lincoln Avenue West, in the City limits of the City of Lake Wales, Florida; to St. Paul Lodge #77 for proposed development, which supports redevelopment in the CRA.

RECOMMENDATION

Redeveloping the NW Redevelopment Area is identified in the CRA Master Plan as a high priority. For this reason, staff recommends the sale of Parcel Number 27-29-35-879000-001221 and Parcel Number 27-29-35-879000-001210 for fair market value, estimated as follows;

Lot 1 Parcel Number 27-29-35-879000-001221

\$2,800.00

Lot 2 Parcel Number 27-29-35-879000-001210

\$3,000.00

Total Value, both parcels

\$5,800.00

BACKGROUND

Mr. Terrance Horne, agent for St. Paul Lodge #77 approached staff regarding the property located just south of the corner of Lincoln Ave and B Street. The organization plans to redevelop the vacant land as a permanent home. They are in discussion with Watson & Wells for a metal frame building for the purpose of meetings, community events and activities. The Lodge is a civic organization with members who live and work in Lake Wales.

The City of Lake Wales Redevelopment Agency proposes to sell two (2) Lots (Parcel Number 27-29-35-879000-001221 and Parcel Number 27-29-35-879000-001210) located on the east side of B Street, approximately 43 feet south of Lincoln Avenue West, in the City limits of the City of Lake Wales, Florida to St. Paul Lodge #77.

OTHER OPTIONS

Not to sell the vacant land

FISCAL IMPACT

The sale of the properties would garner \$5,800.00 in revenue for the City. The property would not be returned to the tax roll.

ATTACHMENTS

Map



MEMORANDUM

November 13, 2018

TO: Chairman and Members of the Community Redevelopment Agency Board

VIA:

FROM: Kenneth Fields, Executive Director, Karen Thompson, Assistant Director

RE: Master Plan NW Redevelopment Area

SYNOPSIS

Staff is requesting Commission approval to request qualifications for planning services in pursuant of a Master Plan for the NW Redevelopment Area to include:

- a. Development strategy which will address affordable housing and potential locations for assisted living facilities.
- b. Develop neighborhood connections (Northwest and Southwest) to planned and existing trails and downtown.
- c. Identify potential locations for streetscape refreshment and updates to connect to or improve functionality of existing improvements on Lincoln Avenue.
- d. Evaluate current and potential facilities and sites within the redevelopment area boundaries that may support cultural or entertainment uses.

The Request for qualifications will be pursuant to FS 287.055 (C.C.N.A). Each firm will be evaluated against the criteria in accordance with FS 287.055 (the Consultants Competitive Negotiation Act)

RECOMMENDATION

Staff recommends the approval to request qualifications for planning services in pursuant of a Master Plan for the NW Redevelopment Area.

BACKGROUND

The recently updated CRA Master Plan identified goals and objectives specific to the NW Redevelopment Area of the CRA to include address affordable housing, identify potential assisted living locations, develop a neighborhood connection to downtown, streetscape refreshment to Lincoln Avenue and support and enhance cultural or entertainment uses. Staff met on multiple occasions with leaders and organizations established in the Northwest neighborhood and requested three priorities as identified by the entire community. Top four priorities are as follows:

- a. NW Redevelopment Area Master Plan
- b. Affordable Housing

c. Arts and Cultural Programs

d. Revitalize Lincoln Avenue

Approving this request for qualifications for planning services will address all the priorities as identified by the community and provide a long-range comprehensive plan for the NW Redevelopment Area while keeping in line with our CRA Master Plan.

OTHER OPTIONS

Not to approve staff to pursue request for qualifications for planning services.

FISCAL IMPACT

Estimated cost of the Master Plan not to exceed \$95,000.00. Unallocated funds are available in CRA, budget amendment to follow.

ATTACHMENTS

none

MEMORANDUM

November 13, 2018

TO: Chairman and Members of the Community Redevelopment Agency Board

VIA: Kenneth Fields, Executive Director,

FROM: Karen Thompson, Assistant Director

RE: Branding

SYNOPSIS

The City Lake Wales Redevelopment Agency proposes to implement a branding/marketing strategy in order to identify the agency as a separate entity with-in the City and establish a robust online presence in order to connect and communicate effectively with the community.

RECOMMENDATION

Staff recommends the approval of the new brand and marketing strategy.

BACKGROUND

In the efforts to identify the CRA as a separate agency, staff has established a marketing brand and strategy to include a new logo, website. This will enhance its online presence on social media as a way of disseminating information to the public regarding new initiatives and upcoming projects as identified in our CRA Master Plan.

OTHER OPTIONS

Not to approve the new brand and present a revised logo.

FISCAL IMPACT

Total Marketing Budget not to exceed \$8000

ATTACHMENTS

Logo



MEMORANDUM

November 13, 2018

TO: Chairman and Members of the Community Redevelopment Agency Board

VIA: Kenneth Fields, Executive Director

FROM: Karen Thompson, Assistant Director

RE: Restaurant / Food-Related Incentive Program

SYNOPSIS

In 2016, an economic analysis of the Community Redevelopment Area was conducted which revealed that there is an unmet consumer demand for specialty foods within the NW Redevelopment Area and Downtown Main Street District. The Restaurant Incentive Program is intended to attract food-related service providers, restaurateurs and specialty food providers to locate, relocate or establish another location in the Downtown Main Street District and NW Redevelopment area. This program is designed to incentivize private investment.

RECOMMENDATION

Staff recommends the approval of the Restaurant / Food-Related Incentive Program.

BACKGROUND

The Food-Related Services Incentive Program offers up to \$50,000 in dollar-for-dollar matching funds to assist in establishing food-related businesses in the NW Redevelopment Area and Downtown Main Street District. Matching funds are a grant that can be used to offset the cost of eligible lease-hold improvements necessary to establish and operate a food service or restaurant business.

Eligibility Requirements

1. Eligible businesses are food-related ventures such as sit-down restaurants, coffee/tea shops, bakeries, commissary kitchens, mobile food establishments, grocery stores, produce markets, micro-breweries, distilleries, health food stores and other specialty food stores.
2. All properties within the NW Redevelopment Area and Downtown Main Street District are eligible.
3. Drive through facilities, convenience stores with motor vehicle fuel sales, bars, lounges and related entertainment uses are not eligible for the food-related services incentive.
4. Governmental entities and not-for-profit entities are not eligible, with exception for those paying property taxes.
5. Grants are intended for rehabilitation and restoration of existing properties only.
6. Property must pay all taxes

Eligible Improvements

The Food-Related Services Incentive Program is for leasehold improvements to an existing property in order to make it functional for a food-service business. Funds may

not be used for normal maintenance or repair. Specific improvements for which grant funds may be used include, but are not limited to:

- Electrical/ Plumbing upgrades
- Installation of attached fixtures
- Grease traps
- Utility connections
- Venting systems
- Sprinkler systems
- Solid Waste and recycling management
- Mechanical, Electrical and Plumbing engineering services (not to exceed 20% of the grant total)
- Monitoring man-hole system installation

The following items are specifically ineligible for the program:

- Equipment (not attached/affixed to building/structure)
- Furniture
- Interior design fees
- New construction is ineligible.

Improvements must be consistent with the City of Lake Wales Land Development Regulations and Engineering Standards. Any improvements visible to the exterior in CRA may be subject to Section 23-227 Certificate of Appropriateness and issued by the Historic Regulatory Board. Grant funds may not be used to correct code violations or to bring structures up to code.

As a condition of approval, the Applicant will agree that improvements made using these funds will stay in place a minimum of five (5) years. If improvements are replaced within five (5) years of construction completion, the grant recipient must pay a pro rata portion of the grant proceeds invested in the project for the number of months remaining.

Applicant is responsible for obtaining or having obtained all required local and state approvals and permitting for work undertaken.

Once a maximum grant for any property has been awarded, businesses occupying that property, or the building owner cannot reapply for another grant for the same location for a five (5) year period.

Applicant agrees to allow the LWCRA to photograph the project for use in future publications.

A pre-application meeting will be required with CRA staff to go over the program prior to submittal of complete package. Once the application is considered complete the project will be scored by the Incentive Review Panel made up of the Executive Director, Assistant Director, and at least two additional senior City staff members.

The Review Panel will make a recommendation to the CRA Board for their consideration.

OTHER OPTIONS

Not to approve the Restaurant/ Food-Related Incentive Program

FISCAL IMPACT

The Food-Related Services Incentive Program offers up to but not limited to \$50,000 in dollar-for-dollar matching funds. Total budgeted amount in incentives is \$200,000.00.

ATTACHMENTS

none