

Community Development

Nicole Travis
Downtown Master Plan



Downtown Master Plan

Initiative Purpose Statement: Downtown Strategic Implementation Plan: Phase One: Short Term Catalytic (4-6 months); Phase Two: Long Term (18 months).

City Goal(s) Initiative Connects To: Economic Development, Quality of Life and Growth Management

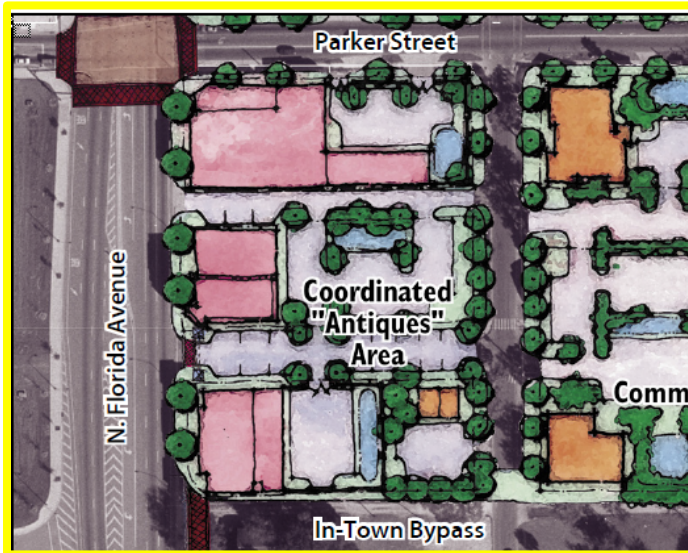
Strategic Partner(s):

Internal	Community
Lakeland Electric	Chamber
Lakeland Police Dept.	Community Stakeholders
Parks & Rec	LEDC
Public Works	LDDA
Water Utilities	Local Experts



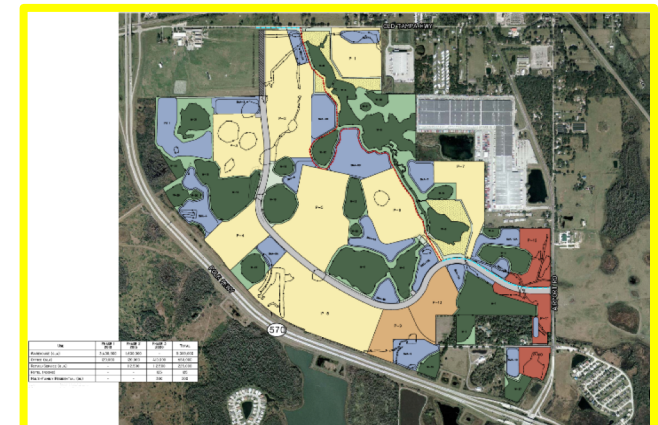
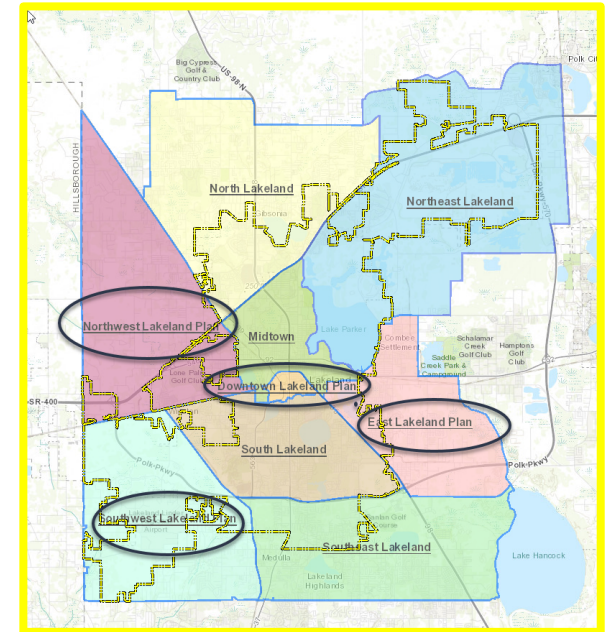
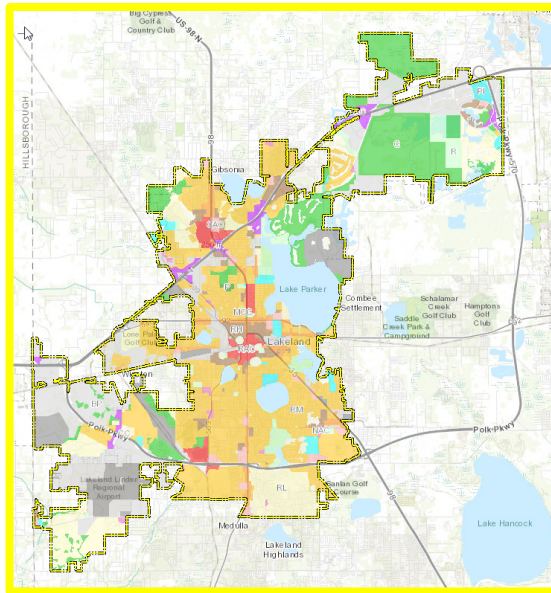
What It Is: Strategic Site Planning

- Implementation Focused
- Catalytic
- Action-Oriented



What It Is Not – Area Planning

- Neighborhood, sector or city-wide plans
- Multi-Property Master Plans (Williams DRI or Downtown)



Downtown Lakeland Plans

Downtown Lakeland



Achieving the Vision



Downtown Lakeland Strategic Development Initiative

Downtown Lakeland continues to create opportunities that generate private investment, building upon the success that has occurred in recent years. The plan presented here is a framework for stimulating that investment. As in prior efforts, Lakeland is committed to lead the way with public improvements that encourage private economic development. This plan provides the blueprint to expand those opportunities to the west and north areas by providing incentives where necessary and reinforcing the successes of the Historic District.

North Lake Wire Neighborhood Plan April 7, 2003

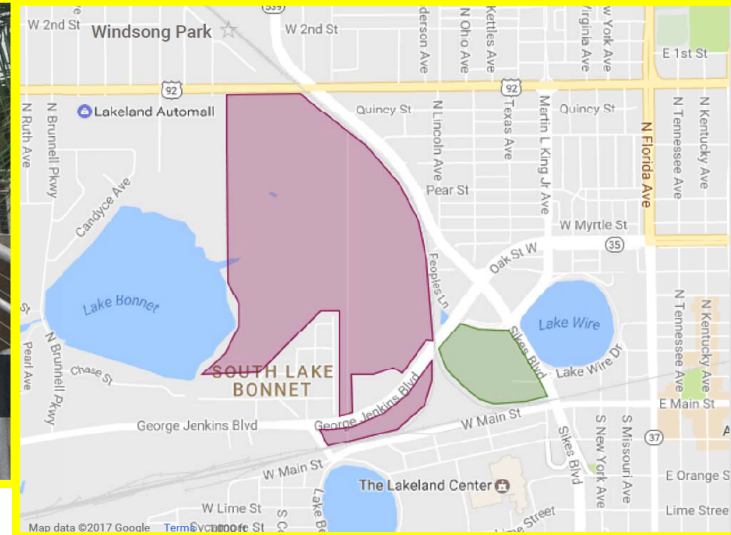
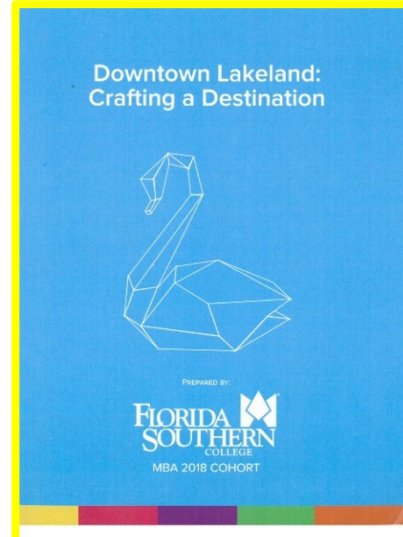
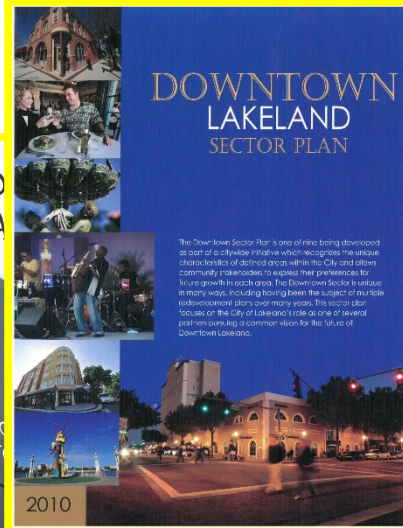


A cooperative effort between the North Lake Wire Neighborhood and the City of Lakeland

LAKE WIRE Lake Wire Redevelopment Master Plan Lakeland, Florida November, 2005



DO
LA
Redefining Our Growth
Refining Our Future

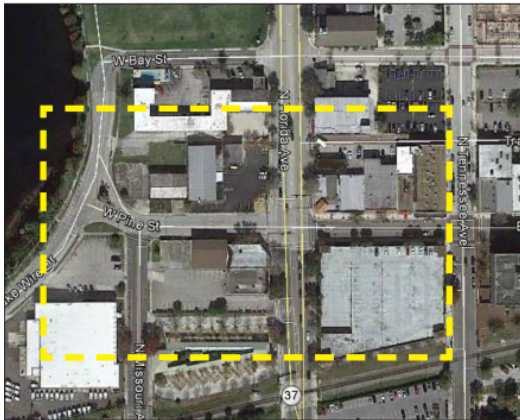


COMMUNITY DEVELOPMENT/Planning & CRA

Downtown Action Planning

SHORT TERM: Strategic Action Plan for Catalyst Sites

- Identify no more than 6 sites
- Use local talent
- Take advantage of thriving real estate market
- 4-6 month project



Downtown Action Planning

LONGER TERM: Strategic Plan for Downtown

- Identify market-based opportunities
- Build a shared vision – build upon past planning
- Specify *action* strategies to implement the vision
- Policies that will guide development
 - ✓ Project Development Process
 - ✓ Public Investment Policy
 - ✓ Incentives



Downtown Master Plan

Policy Considerations: Execute short term plan to better understand short term infrastructure/other needs for critical downtown sites; this is catalytic planning for economic opportunities.

Scope and execute longer term stakeholder driven implementation plan for significant geographic areas of the downtown community.

Budget Considerations:

Fiscal Year	Amount
FY18	\$60,000 (existing funding)
FY19	\$150,000 (Consultant)

