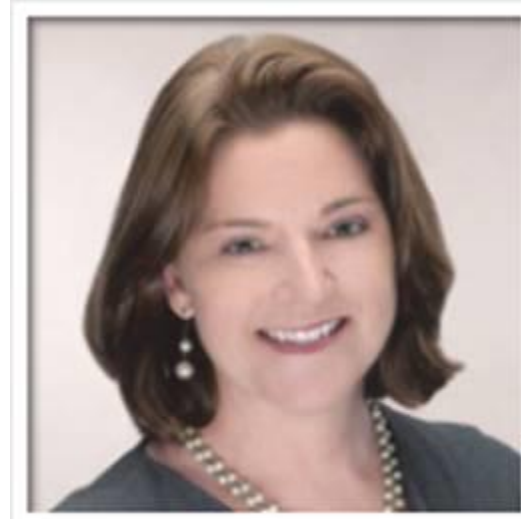


Julie Townsend



DOWNTOWN LAKELAND
LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Julie Townsend is the Executive Director of the Lakeland Downtown Development Authority. Julie has been involved in advocating for and promoting Downtown for more than 15 years first serving as a board member and then Executive Director of the Downtown Lakeland Partnership and CRA Advisory Board Member/LDDA Board of Director.



Julie Townsend, Executive Director
Lakeland Downtown Development Authority
(LDDA)

LDDA TAX REVENUES • 10 YEAR PERSPECTIVE





6 FUNCTIONS OF THE BOARD AS DEFINED IN THE SPECIAL ACT



LDDA FUNCTIONS

*The board shall not provide city governmental services, but shall **act as a catalyst** to see that such services are properly planned for within the downtown area and are provided in a proper and full manner within that area.*

BIG BELLIES

ALLEY COMPACTORS

ROW USE PERMIT CHANGES

PARKING CHANGES

SPECIAL EVENT PERMITTING CHANGES



LDDA FUNCTIONS

Assist *the city in preparing and maintaining on a current basis an* **analysis of the economic conditions and changes** *occurring in the downtown area, including the effect thereon of such factors as metropolitan growth, traffic congestion, parking and other access facilities, and structural obsolescence and deterioration.*

DOWNTOWN DATABASE

TRACKING OF RETAIL/RESTAURANT/BARS, etc.

PARKING GARAGE ANALYSIS

VACANT BUILDINGS ANALYSIS/IMPLIED PARKING IMPACTS



LDDA FUNCTIONS

Assist *the city in formulating and maintaining on a current basis both* **short - range and long - range plans for improving the attractiveness and accessibility** *to the public of downtown facilities, promoting efficient use thereof, remedying the deterioration of downtown property values, and developing the downtown area in general.*

C-6 DESIGN GUIDELINES

GRANT PROGRAMS

SIDEWALK CAFE PERMITS

SIDEWALK SIGNS

CONTAINER GARDENS

BANNERS

VALET

SHUTTLE

BIG BELLIES

COMPACTORS



LDDA FUNCTIONS

Recommend *to the city, for its consideration and approval, the* **actions deemed most suitable for implementing any downtown development plans**, *including removal, razing, repair, renovation, reconstruction, remodeling and improvement of existing structures, addition of new structures and facilities, relocation of those existing, and changes in facilities for getting thereto and therefrom.*

GAP ANALYSIS

PARKING STUDY

AGENCY COORDINATION

ALLEY DRAINAGE ISSUES

BUSINESS RECRUITMENT

MINIMUM MAINTENANCE STANDARDS

**REDEVELOPMENT PLAN
STRATEGIC FRAMEWORK**

**LANDUSE/PHYSICAL VISION
MARKETING/RECRUITMENT
GOVERNANCE
INFRASTRUCTURE**



LDDA FUNCTIONS

Participate actively *in the implementation and execution of downtown development plans, including establishment, acquisition, construction, ownership, financing, leasing, licensing, operation, and management of publicly owned or leased facilities deemed feasible and beneficial in effecting implementation for public purposes; however, this subsection shall not give the board any power or control over any city property unless and until assigned to it by the city commission under the provision of subsection (6).*

PARKING ANALYSIS

MARKETING AND EVENTS

BUSINESS RECRUITMENT

VALET

GOVERNANCE AND INFRASTRUCTURE

**REDEVELOPMENT PLAN
STRATEGIC FRAMEWORK**

**LANDUSE/PHYSICAL VISION
MARKETING/RECRUITMENT
GOVERNANCE
INFRASTRUCTURE**



LDDA FUNCTIONS

Carry on such additional lawful projects and undertakings related to the downtown area as the city commission may assign to the board with its consent.

LIAISON BETWEEN CITY AND BUSINESSES

COMMUNICATIONS

ADVOCATE

ASSESS CONDITIONS/MAKE RECOMMENDATIONS

VISITOR'S GUIDE

SOCIAL MEDIA

FARMERS CURB MARKET

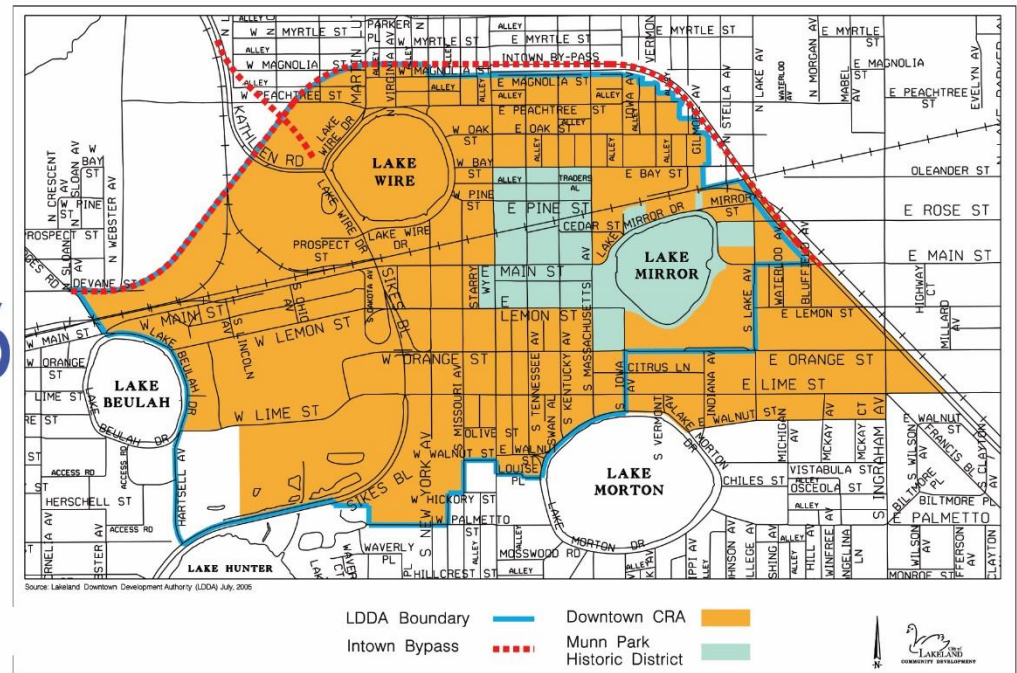
DLP EVENTS : FIRST FRIDAY, GIRLS NIGHT OUT, HOLIDAY WALKABOUT, etc.



TOTAL CURRENT TAXABLE VALUE : \$240M

PARCELS : 498

- Taxable : 328
- Tax Exempt : 166
- Vacant : 275





QUICK BY THE NUMBERS

Residents : 700 - *apartments, condos, retirement*

Jobs : 7,000 - *relatively flat for a decade*

Restaurants : 26 - *2 still to come, one recently closed*

Retail : 25 - *2 still to come; net gain of 8 since 2014*

Bars : 4 - *1 still to come; net 0 since 2014*



GRANTS & INCENTIVES

TOTAL GRANTS : \$152,381.16

SUPPORTED REDEVELOPMENT COSTS : \$3.8M

Also support redevelopment with LDDA TIF



ECONOMIC CONDITIONS

CUSTOMER PARKING CONSTRAINTS

Increase in retail & restaurants creates greater need for daytime customer parking

SOLUTIONS IMPLEMENTED & SUGGESTIONS

*Free after 3pm in Cedar St. Public Parking
Zone 2725*

PROPOSAL TO COME: Daytime Valet & Daytime Shuttle



THE ASK

SUPPORT CRA SECOND FLOOR REDEVELOPMENT EFFORTS

3 FUNDING SOURCES : CRA, LDDA, COL

SUPPORT CODE ENFORCEMENT ACTIVITIES

*DOWNTOWN MINIMUM MAINTENANCE STANDARDS
MORE AGGRESSIVE PENALTIES FOR HISTORIC STRUCTURES*

SUPPORT CONSISTENT LPD COVERAGE

DAY AND NIGHT

RANK CITY-OWNED PROPERTIES FOR REDEVELOPMENT

IDENTIFY SPECIFIC PARCELS AND PROJECTS; MARKET TO DEVELOPERS WITH INCENTIVES