

# Community Development



# 10 Acres Infrastructure & Downtown Infrastructure

*Nicole Travis*



# 10 Acre Update

- Development Agreement Approval – October 2017
  - ✓ Sale Price \$3,672,000
- Design Approval – February 2017
- Concept Site Plan Review – February 2017



# Commission Approved Commitments

## FY 2019 and FY 2020

- LE – Underground Utilities (\$700K estimate)
- CRA – \$910,000
- Water/Wastewater – \$400,000
- Public Works – \$300,000
- General Fund – \$150,000



# *FY19 Prospective Issues*



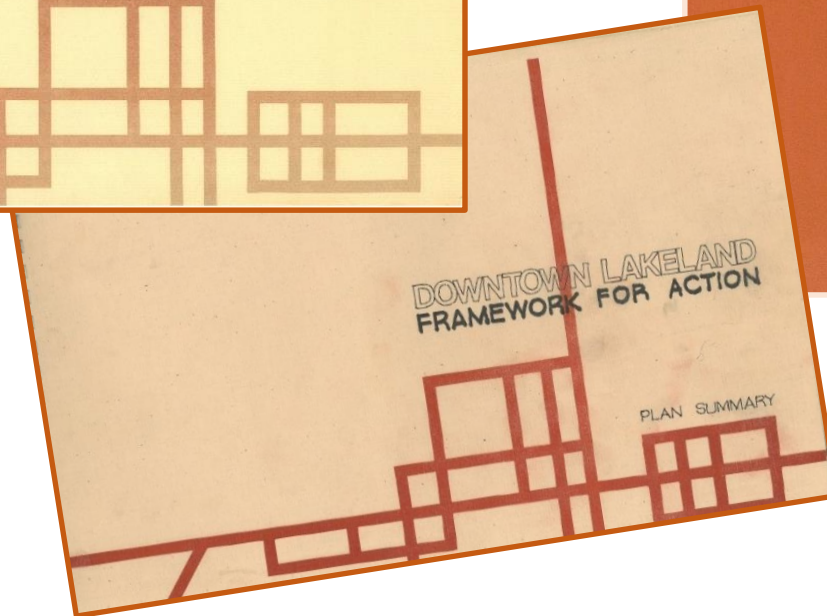
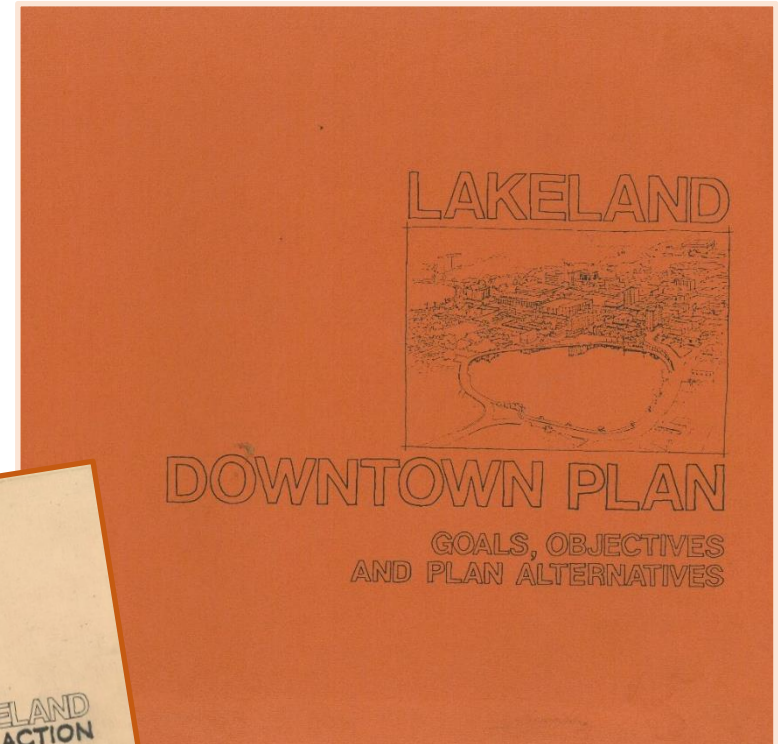
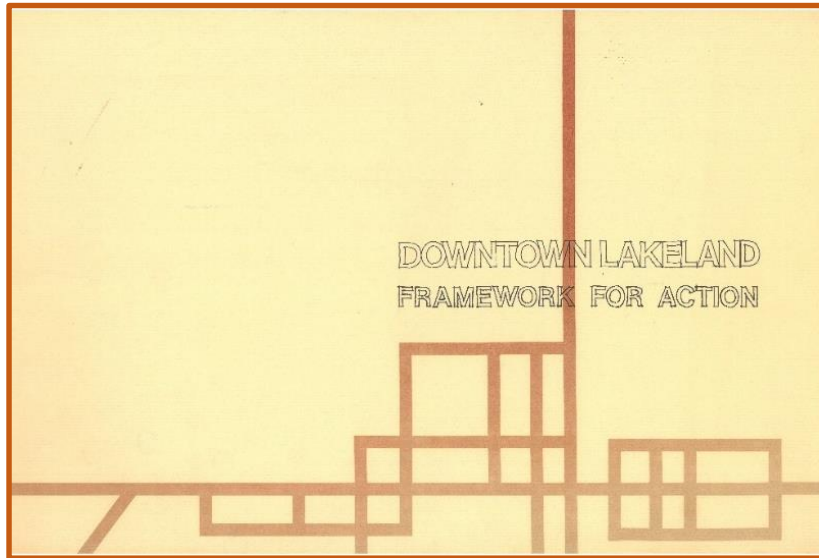
# Downtown Master Planning

*Nicole Travis*





# Downtown Plans



1980



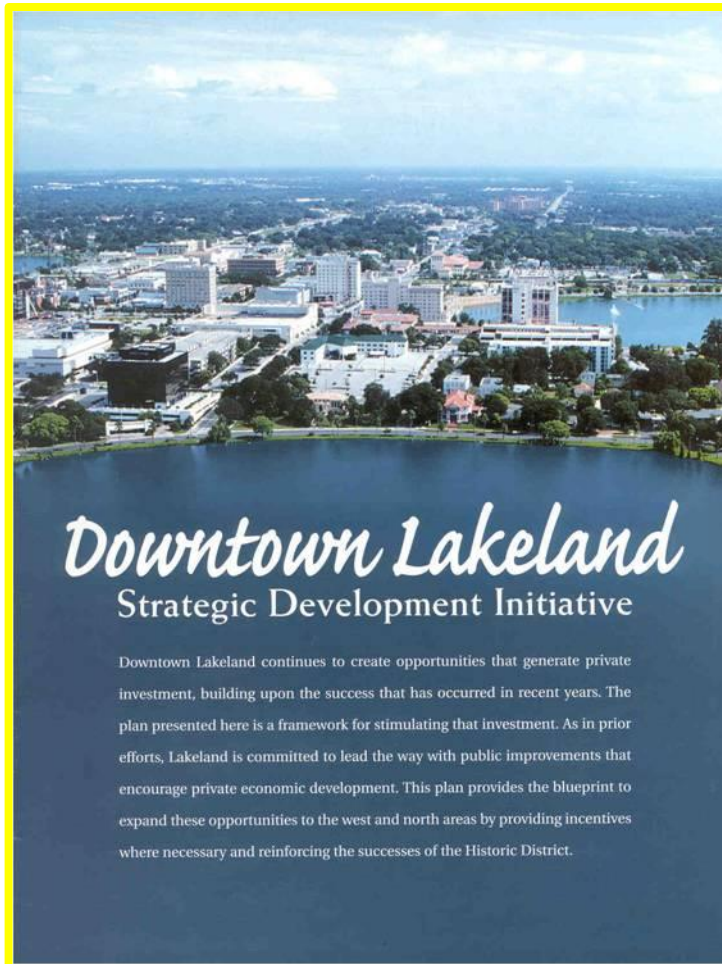
# Downtown Plans

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## *Downtown Lakeland Strategic Development Initiative*

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Enhancing The Community's Image



## *Downtown Lakeland* Strategic Development Initiative

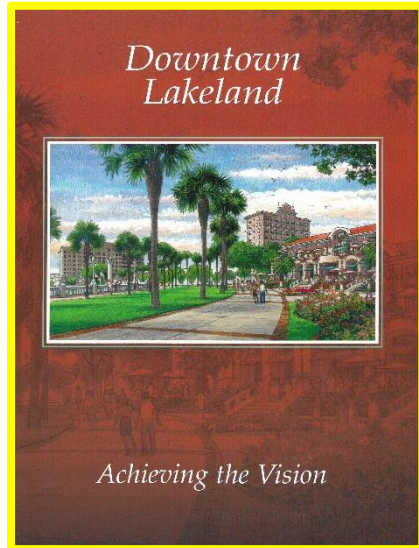
Downtown Lakeland continues to create opportunities that generate private investment, building upon the success that has occurred in recent years. The plan presented here is a framework for stimulating that investment. As in prior efforts, Lakeland is committed to lead the way with public improvements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





# Downtown Plans

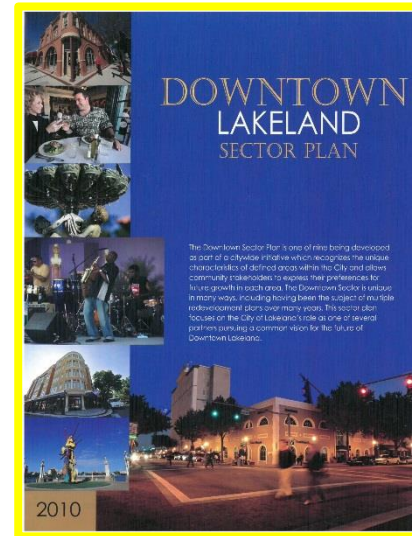
2002 - 2003



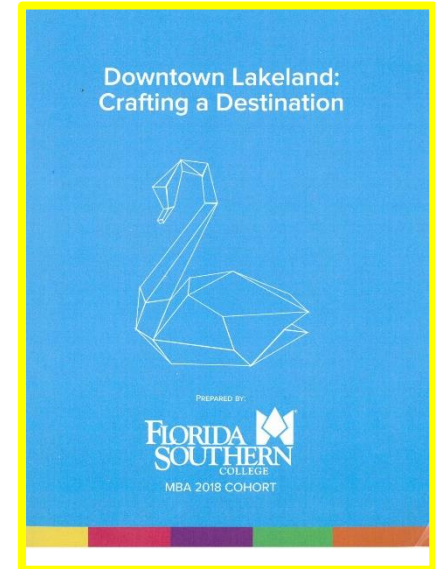
2009



2010

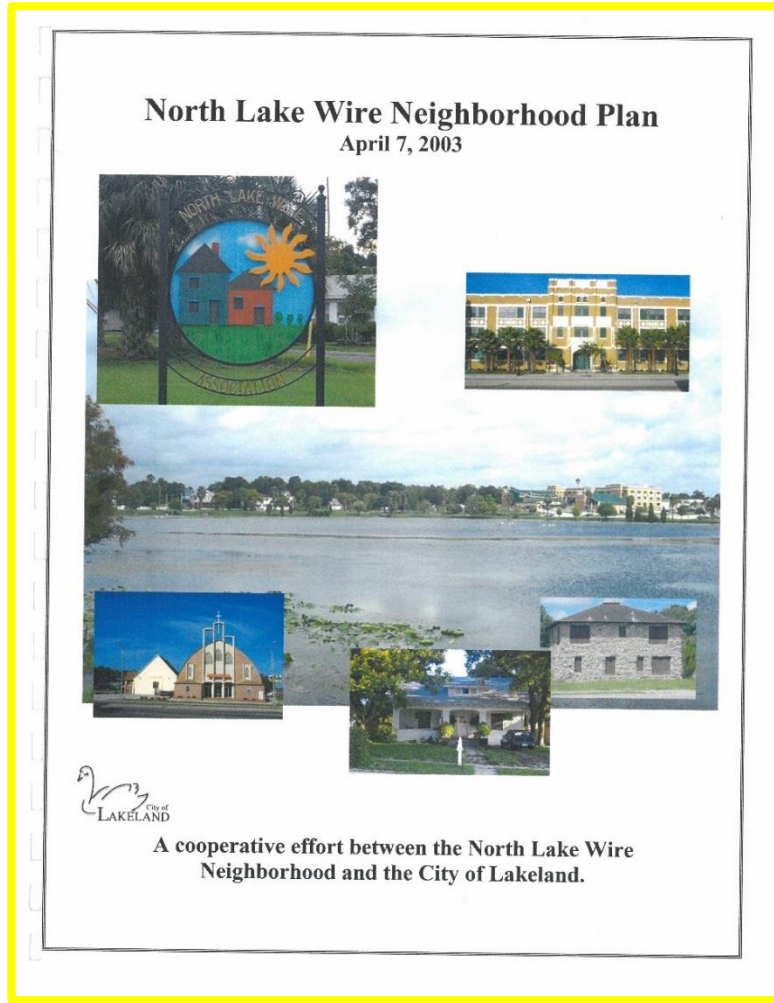


2017



# Downtown Plans

2003



2005



# Downtown Plans

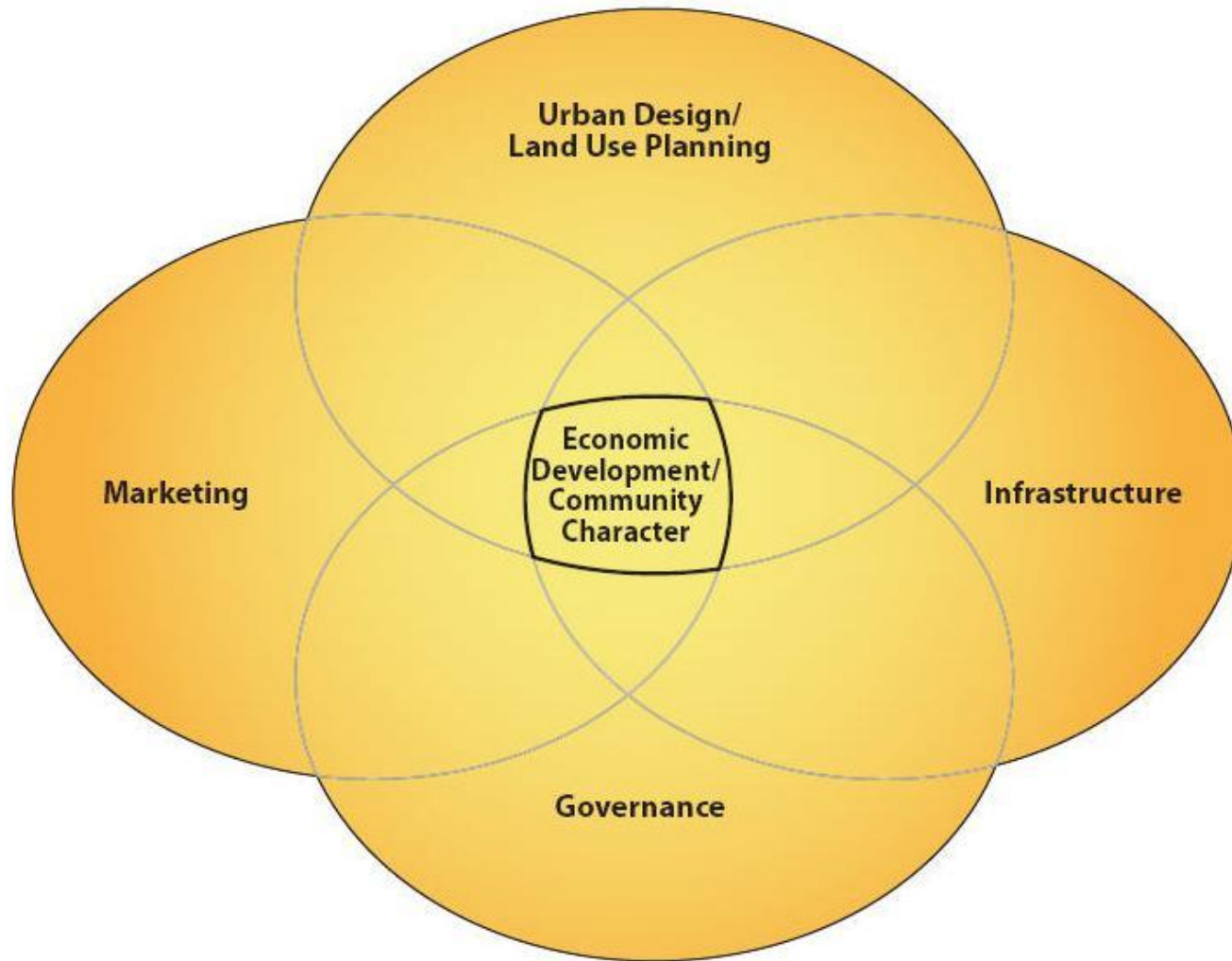
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## Common Themes:

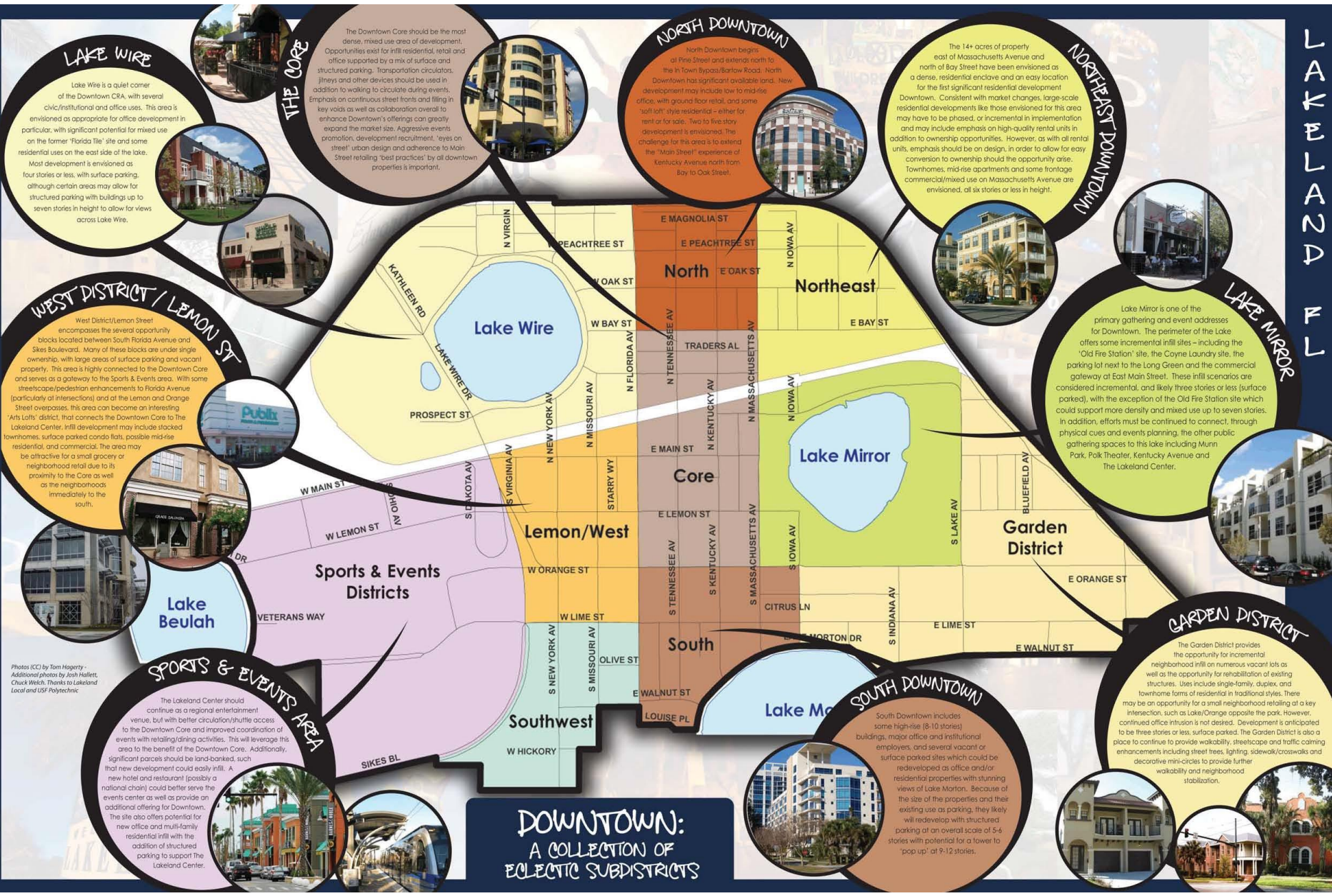
- Broad Stakeholder Input
- High Quality Development
- Identification of Sub-Districts
  - ✓ Core
  - ✓ Sports and Entertainment
- Connectivity to West
- Parking
- Create Opportunities for Private Investment



# Let's Be Strategic







### LAKE WIRE

Lake Wire is a quiet corner of the Downtown CRA, with several civic/institutional and office uses. This area is envisioned as appropriate for office development in particular, with significant potential for mixed use on the former 'Florida Tile' site and some residential uses on the east side of the lake.

Most development is envisioned as four stories or less, with surface parking, although certain areas may allow for structured parking with buildings up to seven stories in height to allow for views across Lake Wire.

### THE CORE

The Downtown Core should be the most dense, mixed use area of development. Opportunities exist for infill residential, retail and office supported by a mix of surface and structured parking. Transportation circulators, jitneys and other devices should be used in addition to walking to circulate during events. Emphasis on continuous street fronts and filling in key voids as well as collaboration overall to enhance Downtown's offerings can greatly expand the market size. Aggressive events promotion, development recruitment, 'eyes on street' urban design and adherence to Main Street retailing 'best practices' by all downtown properties is important.

### NORTH DOWNTOWN

North Downtown begins at First Street and extends north to the In Town Bypass/Bartow Road. North Downtown has significant available land. New development may include low to mid-rise office, with ground floor retail, and some 'soft loft' style residential - either for rent or for sale. Two to five story development is envisioned. The challenge for this area is to extend the 'Main Street' experience of Kentucky Avenue north from Bay to Oak Street.

### NORTHEAST DOWNTOWN

The 14+ acres of property east of Massachusetts Avenue and north of Bay Street have been envisioned as a dense, residential enclave and an easy location for the first significant residential development Downtown. Consistent with market changes, large-scale residential developments like those envisioned for this area may have to be phased, or incremental in implementation and may include emphasis on high-quality rental units in addition to ownership opportunities. However, as with all rental units, emphasis should be on design, in order to allow for easy conversion to ownership should the opportunity arise. Townhomes, mid-rise apartments and some frontage commercial/mixed use on Massachusetts Avenue are envisioned, all six stories or less in height.

### WEST DISTRICT / LEMON ST

West District/Lemon Street encompasses the several opportunity blocks located between South Florida Avenue and Sikes Boulevard. Many of these blocks are under single ownership, with large areas of surface parking and vacant property. This area is highly connected to the Downtown Core and serves as a gateway to the Sports & Events area. With some streetscape/pedestrian enhancements to Florida Avenue (particularly at intersections) and at the Lemon and Orange Street overpasses, this area can become an interesting 'Arts Lofts' district, that connects the Downtown Core to the Lakeland Center. Infill development may include stacked townhomes, surface parked condos lots, possible mid-rise residential, and commercial. The area may be attractive for a small grocery or neighborhood retail due to its proximity to the Core as well as the neighborhoods immediately to the south.

### LAKE MIRROR

Lake Mirror is one of the primary gathering and event addresses for Downtown. The perimeter of the Lake offers some incremental infill sites - including the 'Old Fire Station' site, the Coyne Laundry site, the parking lot next to the Long Green and the commercial gateway at East Main Street. These infill scenarios are considered incremental, and likely three stories or less (surface parked), with the exception of the Old Fire Station site which could support more density and mixed use up to seven stories. In addition, efforts must be continued to connect, through physical cues and events planning, the other public gathering spaces to this lake including Munn Park, Polk Theater, Kentucky Avenue and The Lakeland Center.

### GARDEN DISTRICT

The Garden District provides the opportunity for incremental neighborhood infill on numerous vacant lots as well as the opportunity for rehabilitation of existing structures. Uses include single-family, duplex, and townhome forms of residential in traditional styles. There may be an opportunity for a small neighborhood retailing at a key intersection, such as Lake/Orange opposite the park. However, continued office intrusion is not desired. Development is anticipated to be three stories or less, surface parked. The Garden District is also a place to continue to provide walkability, streetscape and traffic calming enhancements including street trees, lighting, sidewalk/crosswalks and decorative mini-circles to provide further walkability and neighborhood stabilization.

### SOUTH DOWNTOWN

South Downtown includes some high-rise (8-10 stories) buildings, major office and institutional employees, and several vacant or surface parked sites which could be redeveloped as office and/or residential properties with stunning views of Lake Morton. Because of the size of the properties and their existing use as parking, they likely will redevelop with structured parking at an overall scale of 5-6 stories with potential for a tower to 'pop up' at 9-12 stories.

## DOWNTOWN:

### A COLLECTION OF ECLECTIC SUBDISTRICTS

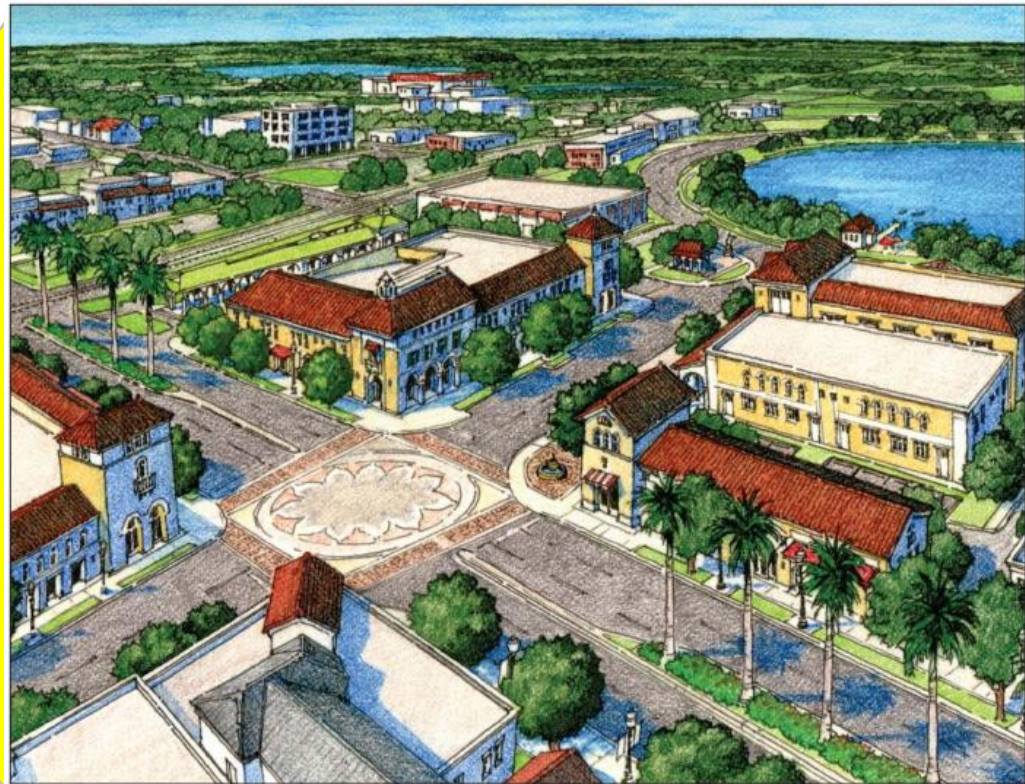
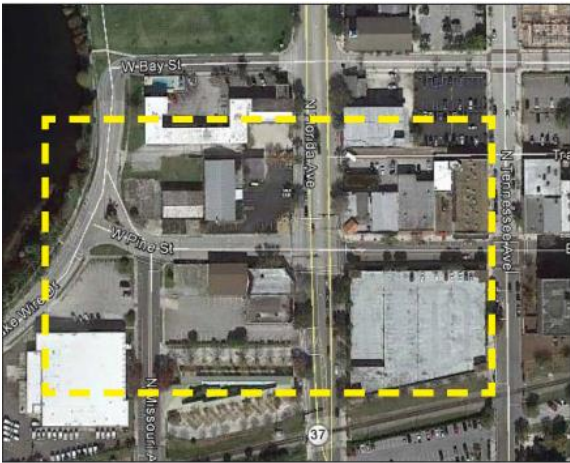
Photos (CC) by Tom Hagerty - Additional photos by Josh Kellert, Chuck Webb. Thanks to Lakeland Local and USF Polytechnic



# Lakeland Take Action

## 24-Month Strategic Action Plan for Catalyst Sites

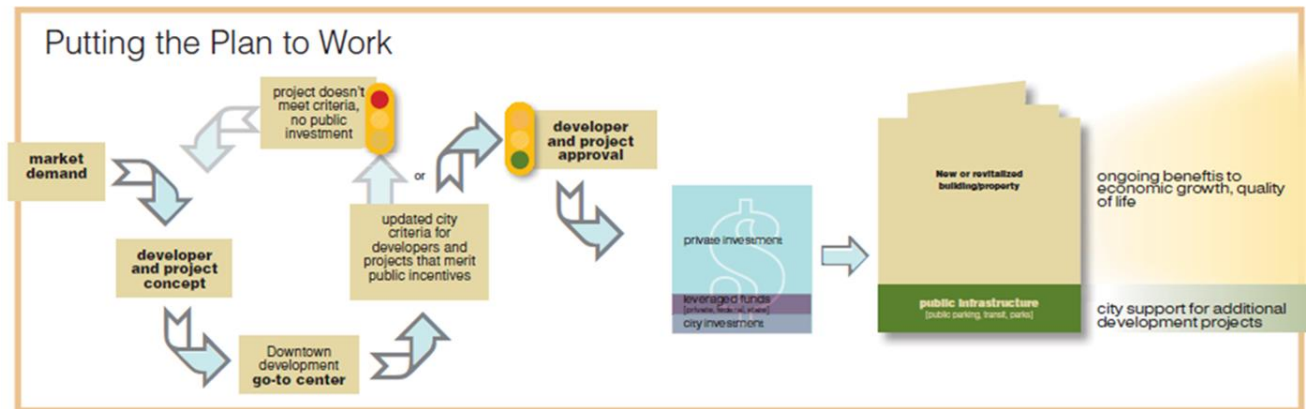
- Identify no more than 5 sites
- Use local talent
- Take advantage of thriving real estate market
- 4 month project



# Lakeland Take Action

# 20-Year Strategic Action Plan for Downtown

- **Specific** action strategies
  - Identify market-based opportunities
  - Build a shared vision
  - Policies that will guide development
    - ✓ Project Development Process
    - ✓ Public Investment Policy
    - ✓ Incentives
- Putting the Plan to Work



# Both Action Plans will Include

## Identification of Roles and Priorities

	WHO'S RESPONSIBLE?	FIRST-PRIORITY INITIATIVES	SECOND-PRIORITY INITIATIVES	THIRD-PRIORITY INITIATIVES
CITY OF LAKELAND DEPARTMENTS	Parks & Rec			
	Public Works			
	Community Stakeholders			
	Comm Dev			
	Police			



# The Ask

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- Short-term Action Plan
  - \$60K
  - Tangible Catalyst Projects for Consideration
- Stakeholder Driven Master Plan
  - ✓ Citizens
  - ✓ City
  - ✓ LDDA
  - ✓ LEDC
  - ✓ Chamber
  - ✓ Local Experts
- 18-24 Month Process
- \$\$ Project Funders

