

**MINUTES**  
**LDDA BOARD OF DIRECTORS MEETING**  
**City Commission Conference Room**  
**Thursday, October 7, 2004**  
**8:00 AM**

**PRESENT:** Jim Verplanck, Jerry Herring, Greg Mugg, Janet Tucker, Chris McLaughlin, Kevin Jones, Anne Furr, Becky Abel, Rachel Pleasant, Bruce Lyon, Doug Thomas, Greg Finch, Tony Delgado, Jason Willey, Tamara Sakagawa, Glenn Higgins, Steve Bissonnette, Jim Studiale, Ford Heacock, David Bunch

**ABSENT:** Joe Mawhinney

**MINUTES:** Kevin Jones moved to accept the Minutes of the September 16, 2004 regular Board Meeting. Motion seconded by Jim Verplanck. Motion passed 6-0.

**COMMITTEES:**

**Feasibility Real Estate Study** – Bruce Lyon, Swan Development Advisors, presented his findings of the Feasibility Study. The essential question is to determine whether revitalization in the area makes sense. In four scenarios (2 by Gladding-Jackson and 2 by Swan Development), calculations were presented concerning potential future TIF. Costs to acquire properties are estimated at \$5.1 million and nearly another \$1 million is factored in for demolition. None of the scenarios included infrastructure considerations or strategies employed to entice developers. Garages and parking are included where appropriate. Greg Finch, City Finance Director, used the figures provided by Bruce to calculate potential financing information - best and worst case outcomes for debt service. Discussion followed. **Kevin Jones moved and Jim Verplanck seconded that the Board formally accept Swan Development Advisors' report as a basis for planning in the area. Motion passed 6-0.**

**CRA Strategy Committee** – No report.

**Design Review** –

- a. Design Review Issued Since September 16, 2004: 411 N. Florida Ave., McKeel Elementary Academy, wall sign – Academy name with street address will be dark blue to match the trim.
- b. Design Review Request: 230 N. Florida Ave., Batteries Plus, signage – The sign face is approximately 15' square and 13' high. There are trees and a masonry wall that block a view of the property. The placement will be north of the Florida Avenue entrance and about halfway between that entrance and the masonry wall to the north. **The Design Review Committee recommends approval of the pylon sign (pending approval of conditional use by the City Commission). Recommendation approved 6-0.**

**PARK & RIDE GREETER CONTRACT:** Motion to approve the renewal for one year (post dated to October 1) the contract for Kenny Jackson, Park & Ride Greeter, with the same pay and hours as last year made by Jerry Herring and seconded by Greg Mugg. Motion passed 5-0 (Jim Verplanck stepped out of the meeting during vote).

**EXPANSION OF LDDA:** An expansion of the LDDA Boundaries to the northwest (north of New York Avenue, north and west of Lake Wire and north of Lemon Street) was suggested by Janet Tucker. The process would include a referendum, a blight study and redevelopment plan. There are several large businesses located in the area (Holland & Knight, Florida Tile, Oxford Lumber, Cement Products). **Jim Verplanck moved that the Board wait 30 days to consider whether to initiate the expansion effort. Motion seconded by Greg Mugg. Motion passed 6-0.**

**CITY COMMISSION REPORT:** Downtown Lakeland did not suffer much during the recent hurricane Jeanne. There was little power loss in downtown due to underground utilities. The debris removal crews will be in for 90 days doing sweeps of the city. The electric utility is going to be working on plans for undergrounding on a systematic basis in other areas. Barnett Family Park is moving along. The Peggy Brown Center is nearly done.

Anne noted that there were two items on the City Commission Agenda Monday, October 4, 2004 for first reading. Community Development Director Jim Studiale had come to the LDDA Board in June with a draft of a proposal concerning residential uses in downtown (C-7). The draft addressed if there are people who want to develop residential in that area they will be required to go to P & Z so that they will know that it is an entertainment area with music, street closures, etc. Chris McLaughlin was concerned that the first ordinance is just another layer of regulation. Jerry Herring said he did not feel that the ordinance was necessary. **Chris McLaughlin moved that existing policy be continued regarding residential development in C-7 and that conditional use not be required. Motion seconded by Jerry Herring. Motion passed 5-0-1. (Jim Verplanck abstained.)** Anne will be in San Diego when the second reading before the City Commission is scheduled. Chris McLaughlin will attend the meeting to speak to the issue. If Chris is unavailable, Janet Tucker will attend.

The second ordinance concerned alcoholic beverage licenses for bars in C-6 and C-7. If a business is primarily a restaurant, it will not have to go before P & Z, but if it is a bar, then it will go to P & Z. [Anne talked with Bruce Kistler and additional alcoholic beverage licenses for restaurants in the downtown will be issued without requiring City Commission approval.] Downtown bars, pubs and lounges not associated with a restaurant or hotel will go before both Planning & Zoning and City Commission.

**CHAIRMAN'S REPORT:** Janet Tucker reminded the Board that there would be no meeting on October 21. She noted that she would be absent on November 4, and asked Kevin Jones to act as chairman. The DLP luncheon was October 6. The Partnership Award went to Bill Tinsley. The Golden Swan Award went to Publix. The Dudley Uphoff Award went to Victor Prebor. \$5,300 was cleared for the auction.

**DIRECTOR'S REPORT:**

**Conditional Use Application from Batteries Plus to P & Z Board** – Batteries Plus would like to open a business at 230 N. Florida Avenue. It has applied for a conditional use permit so that the business will be able to put a battery in customer's vehicles. The P & Z Board meets on October 19<sup>th</sup> to discuss this application. Anne will be in San Diego with the LEDC at that time. No action was taken.

**Wayfinding Design Consultant** – The FDOT will soon set sign standards for roads that they control. Therefore, the sign proposal that had been submitted (proposing to design a sign plan for the whole city) would not be appropriate at this time. However, there is a critical need to create new wayfinding design just in the downtown. **Jim Verplanck moved and Jerry Herring seconded that Cloud Gehshan (design consultant) be asked to modify their proposal to accommodate the downtown only. Motion passed 6-0.**

**RFP for Downtown Marketing/PR** – Anne distributed a telephone book list of agencies in the surrounding area. She asked the Board if they would like to go beyond the immediate vicinity with the RFP. The Board indicated that the businesses on the list would be sufficient with which to start.

**Certification of Final Taxable Value** – LDDA has received the final certification which is \$117,457,165 (0.1494% less than the July number given to LDDA by the Property Appraiser's Office). Based on the July certification, LDDA budgeted \$218,585 for tax receipts. With the final certification, LDDA should receive  $1.956 \text{ mills} \times 117,457,165 \times 95\% = \$218,259.00$  in tax receipts (\$326 less than budgeted).

**TRIM Certification** – LDDA has submitted all of the required information to TRIM and should receive our letter the end of October stating whether the documents submitted were acceptable.

465 letters (204 property owners and 261 electors) were mailed to property owners and electors. It took 18 hours of Becky's time to put the mailing together. All other taxing agencies (City, County, Citrus Connection, School Board and water districts) publicize their final public hearing in the newspaper. We would still be able to send notification letters to property owners if the Board desires even if we decide to advertise in the newspaper to meet TRIM requirements. That would be 204 letters to send.

Costs this year:

465 letters at \$.37 =	\$172.05
Becky's time 18 hrs. x \$13.02 =	\$234.36
Total =	\$406.41

The requirement for the newspaper ad option is about \$250.00 and does not require the extreme detail work that the mailing requires. **Jerry Herring moved and Greg Mugg seconded a recommendation that the final public hearing notification be advertised in the newspaper next year. Motion passed 6-0.**

**NEW BUSINESS:**

**New Signs at Colonial Square** – Anne reported that AmSouth Bank signs were approved for this building by the Historic Preservation Board.

**Container Gardens** – 80 new containers were put out last weekend – 20 each on Orange, Bay and Lemon Streets, and the remainder by Polk Theatre and filling in on Kentucky Avenue. Anne proposed that Jim Luna Landscaping be reimbursed for 130 hours of labor at \$7 per hour for the times that he had to get the containers moved during the three hurricanes. **Jim Verplanck moved and Jerry Herring seconded that \$910 be appropriated to Jim Luna Landscaping for extra costs. Motion passed 6-0.**

**Paley Sculpture at Lake Mirror** – History of the Arts magazine has four pages on downtown Lakeland with nice pictures of the art and the promenade.

The meeting was adjourned at 9:50 a.m.

**There will be no Regular LDDA Board Meeting on October 21, 2004. The next LDDA Board Meeting will be held on Thursday, November 4, 2004 in the City Commission Conference Room, 3<sup>rd</sup> Floor, City Hall, at 8 a.m.**