

Selection Considerations

Downtown CRA Goals

To be considered for incentives, a project must be consistent with the following Downtown CRA goals:

- Be consistent with the Redevelopment Plan
- Maintain and enhance the historic and pedestrian character of Downtown
- Provide a catalyst for economic development
- Promote infrastructure improvements including bike/pedestrian connections that allow for connectivity between all areas of Downtown
- Promote infill development

Sub district Goals

Garden District

Overall Goals

- Access management/ creation of alleys where appropriate
- Create a pedestrian environment

Selection Considerations

Does the project:

- Allow creation of new alleys south of Orange Street between Indiana Avenue and Ingraham or enhance access management
- Reinforce the pedestrian interaction with Lake Morton and Lake Mirror and the surrounding business
- Provide "live/work" building types where appropriate
- Encourage preservation of the historic elements and assure architectural compatibility of new construction utilizing the Garden District and Residential Historic Design Guidelines.*
- Improve housing stock within the district
- Promote [public art/public green space/courtyards/gardens]

* Architectural Guidelines - Garden District Special Public Interest (SPI) zoning overlay, Ordinance No. 4549
Special criteria for redevelopment areas within historic districts, Ordinance No. 4898

North District

Overall Goals

- Redevelop underutilized lots
- Residential Development Considerations

Selection Considerations

Does the project:

- Redevelop surface parking lots, blighted or underutilized sites
- Provide shared parking facilities and/or parking garages with spaces that are available to the public or for the City/LCRA to purchase
- Provide ground floor retail where appropriate
- Provide housing
- Promote [public art/public green space/courtyards/gardens]

South District

Overall Goals

- Redevelop underutilized lots
- Grocery store

Selection Considerations

Does the project:

- Redevelop surface lots or underutilized sites
 - Verizon parking lot east of Florida Avenue and north of Lime St.
 - City owned parking lot north of E. Walnut
 - Citrus Mutual lot
- Include shared parking facilities and/or parking garages with spaces that are available to the public or for the City/LCRA to purchase
- Support opportunities that provide goods and services to downtown workers and residents
- Provide a grocery store

West District

Overall Goals

- Redevelop underutilized lots
- Restaurants
- Mixed use development

Selection Considerations

Does the project:

- Redevelop surface parking lots, blighted or underutilized sites
- Provide restaurants
- Encourage shared parking facilities with spaces that are available to the public or for the City/LCRA to purchase

Lake Wire District

Overall Goals

- Mixed Use Development
- Restaurants
- Grocery Store

Selection Considerations

Does the project:

- Include mixed use development where appropriate
- Provide restaurants
- Include shared parking facilities and/or parking garages with spaces that are available to the public or for the City/LCRA to purchase
- Encourage development that will attract visitors from surrounding communities or local neighborhoods
- Reinforce the interaction of the lake environment, pedestrians, and the surrounding business
- Create a gateway along Sikes Blvd that frames the views of Downtown Lakeland
- Promote [public art/public green space/courtyards/gardens]
- Provide a grocery store

Munn Park District

Overall Goals

- Utilize vacant second story space
- Provide first floor retail [†]
- Redevelop underutilized lots
- Restaurants

Selection Considerations

Does the project:

- Include use or occupancy of second and third stories
- Include first floor retail in the 60/40 area
- Redevelop surface lots, blighted or underutilized sites
- Provide shared parking facilities and/or parking garages with spaces that are available to the public or for the City/LCRA to purchase
- Provide Restaurants
- Promote [public art/public green space/courtyards/gardens]

[†] See Downtown Retail Definition