

TOWN OF LAKE PARK

CRA WORKSHOP

April 11, 2012

Prepared by: Jennifer Spicer
Economic Development Director

Town of Lake Park CRA Boundary Map

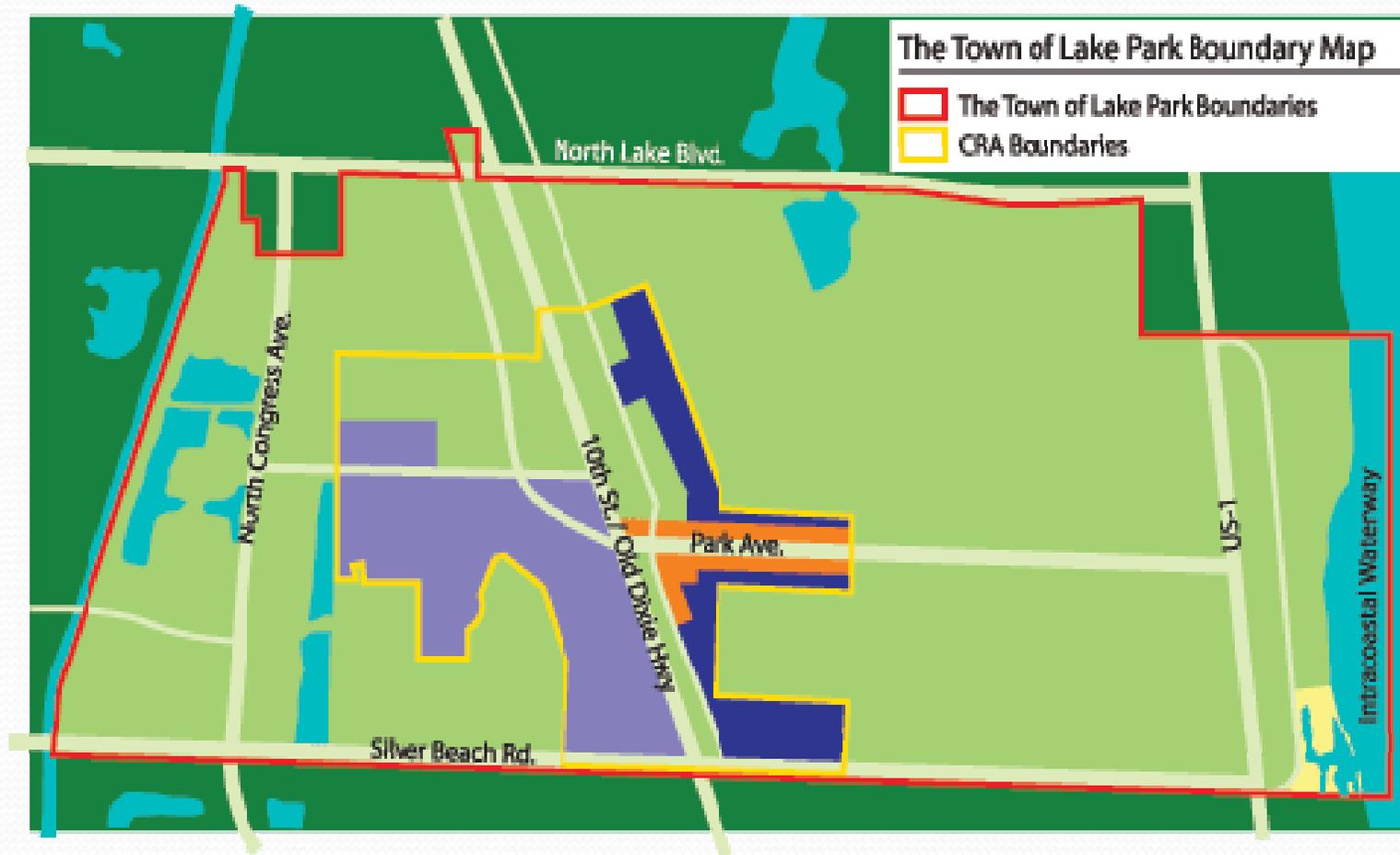


Where are Lake Park's CRA areas?

Existing land uses in the CRA follow patterns in the original 1919 Kelsey City Plan, when it was promoted as the “first zoned city in Florida.” There are about 308 acres in the Town's CRA, or about 20% of the Town's total area, and are parceled into three districts:

- **Arts District**
- **Commerce District**
- **Hometown District**

CRA - Three Districts



CRA – Three Districts cont.



ARTS DISTRICT

The Arts District runs through the historic heart of downtown on Park Avenue between 7th Street and 10th Street. The CRA is promoting visual, audio, performing, graphic and culinary arts to complement the area's existing ballet and dance schools, art supplies dealer, and restaurants, and the coming artists' co-op and wine bar.

CRA – Three Districts cont.



COMMERCE DISTRICT

The Commerce District consists of 4 corridors: 10th Street, from Silver Beach Road to Northern Drive; Old Dixie Highway and FEC Railway areas; Newman Road area; and Watertower Road area. The District ranges from light to heavy commercial and industrial uses, with room for growth.

CRA – Three Districts cont.



HOMETOWN DISTRICT

The Hometown District is totally residential and serves as a transition between the commercial uses along the 10th Street corridor and the single-family neighborhood to the east. The CRA intends to create better integration of residential with commercial by promoting mixed-use properties.

CRA Facts

- 1996- CRA Finding of Necessity
- 1999- Redevelopment Trust Fund was established
- 2007- Original CRA Plan Revisited
- CRA covers an area of approximately 308 acres
- Current population per 2010 Census – 8,155

CRA Vision and Focus Areas

Primary Focus

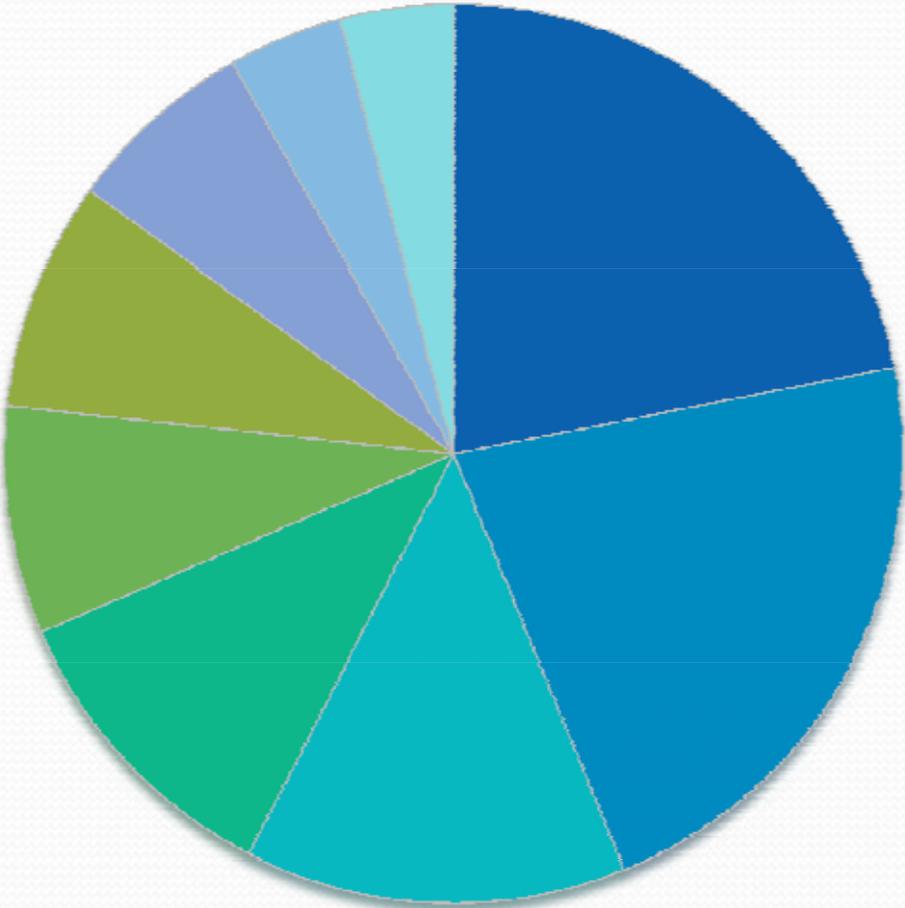
- Park Avenue & 10th Street
 - Promote and support the redevelopment
 - Allow for mixed used development
 - Supply Parking
 - Green Spaces for pedestrian amenities

Secondary Focus

- Industrial & Residential
 - Promote the shovel ready properties
 - Assist residential property owners with beautification efforts/grants/loans

Economic Development Director

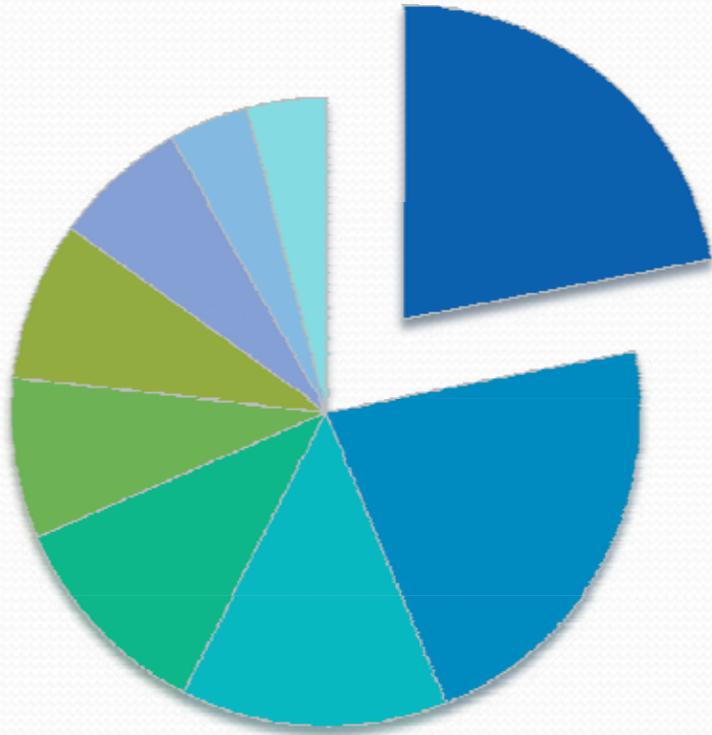
Responsibilities



- Business Outreach
- Networking
- Business Marketing
- Industrial Area
- Special Events
- Advertising
- Permits & Zoning
- Façade Improvements
- Grants/Loans

Business Outreach

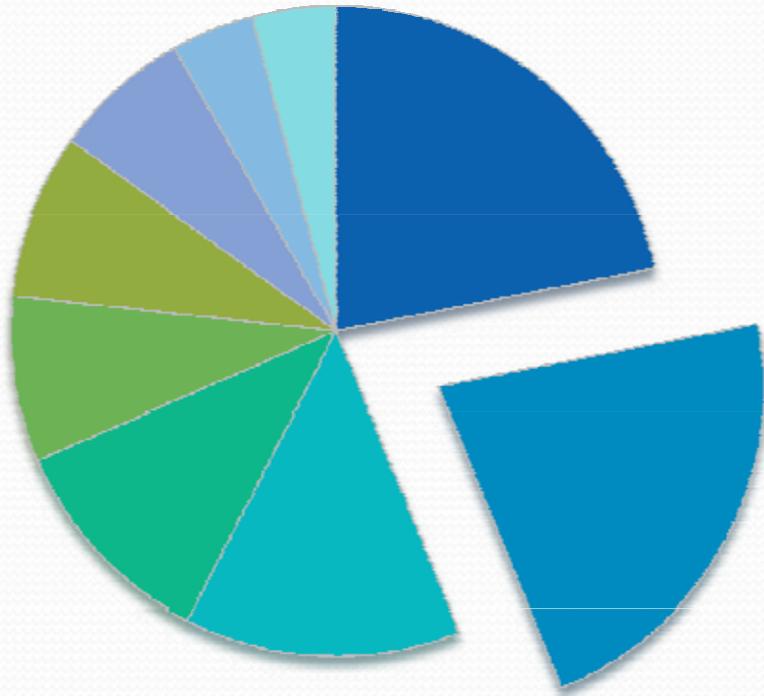
- Identify and solicits appropriate businesses to relocate/establish within the CRA by:



- ✓ Frequenting businesses in other municipalities in search of new opportunities
- ✓ Utilizing database resources to find business relocation interests
- ✓ Communicating with Real Estate agents and sharing store front availabilities
- ✓ Participating in BDB and Chamber meetings/events
- ✓ Negotiating sales and leases with prospective tenants

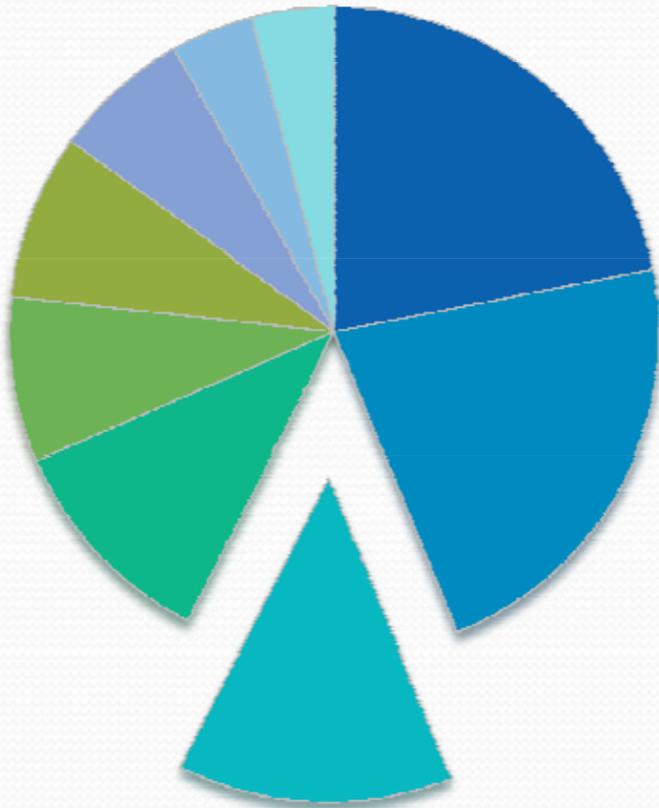
Networking

■ Interacting with various agencies, sharing and distributing ongoing CRA updates and efforts with:



- ✓ North Palm Beach Chamber
- ✓ Business Development Board
- ✓ Florida Redevelopment Association
- ✓ Palm Beach County Board of County Commissioners

Business Marketing

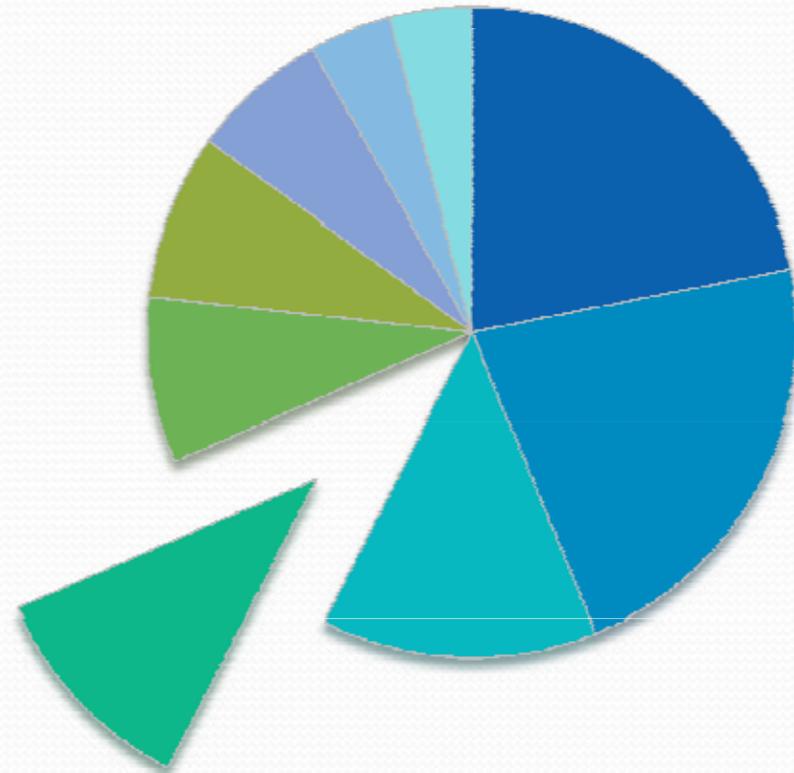


■ Assisting merchants with a range of marketing and promotional materials including:

- ✓ Design
- ✓ Printing
- ✓ Distribution
- ✓ Website and other media

Industrial Area

- Identifying shovel ready land for future businesses
- Currently two properties have been registered with the BDB
- Additional outreach efforts to other vacant property owners



Industrial-Shovel Ready

1 Acre/ 10.55 Acres

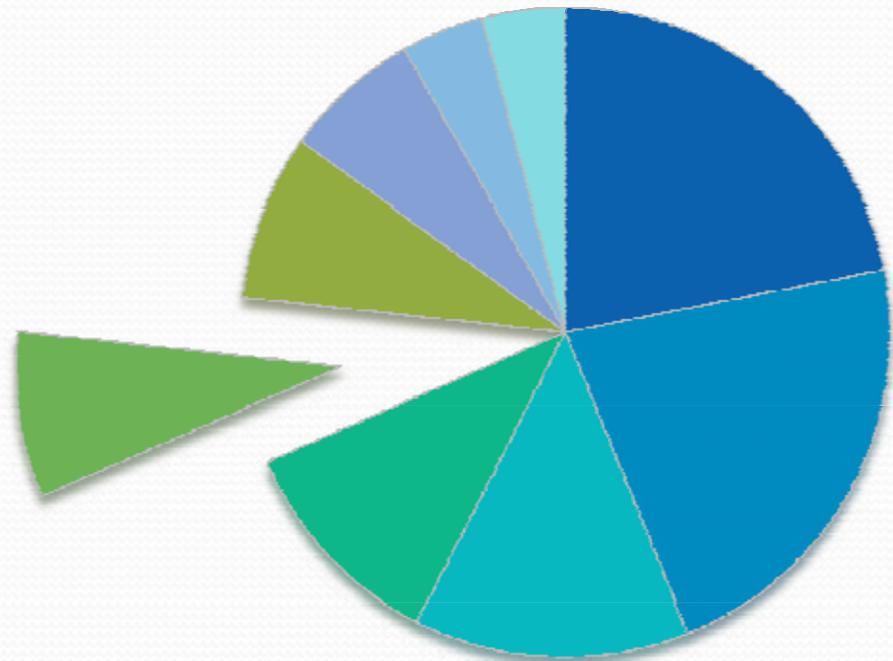


Industrial Area



Special Events

- Coordinate events to increase traffic and exposure to Downtown businesses as well as available store fronts
- Solicit sponsorship to assist with the CRA event budget/expenditures
- Special events can be a key component to attracting attention to any redevelopment program



Events/Exposure



Town exposure/ traffic increase



Family oriented



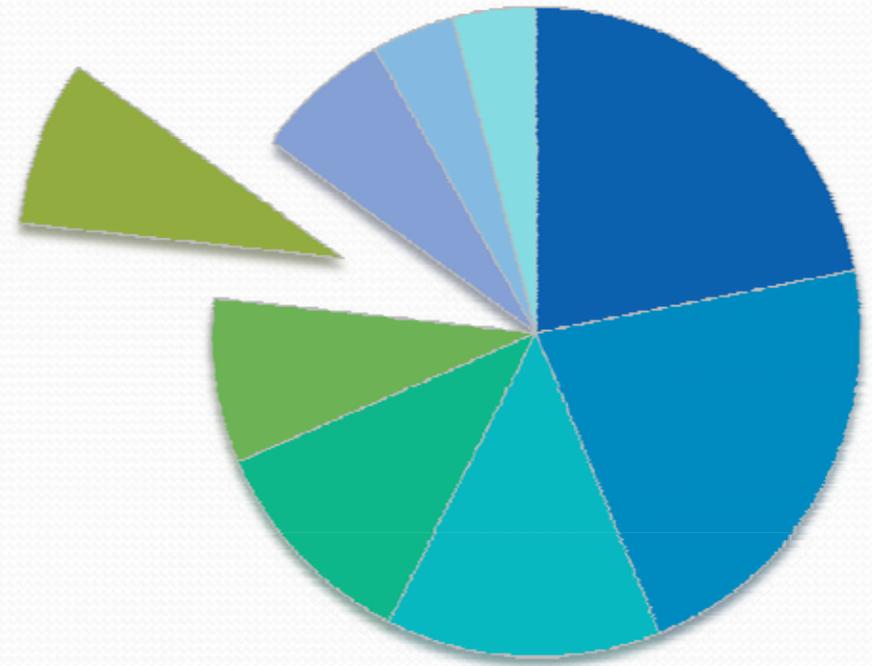
Sponsorship support



Local Businesses
participation/ support

Advertising

- Organize Media interviews and advertising for new and existing businesses on a regular basis
- Promote all CRA sponsored events on many levels
- Publicize current available store fronts via print and web resources



Advertising cont.

LAKE PARK



Giuseppe Cianflone's restaurant, Casper's on Park, serves continental fare and opened with a CRA loan. The business is named after his rat terrier.

RICHARD GRANLEY
Staff Photographer

CRA loan helps launch eatery

By JODIE WAGNER
Palm Beach Post Staff Writer

LAKE PARK — With a low-interest boost from the town's Community Redevelopment Agency, Casper's on Park joined a handful of arts, historical and dining-related businesses along Park Avenue when it opened recently.

Owners Giuseppe Cianflone and Alex Urrutia, whose eatery serves Western European fare such as panini sandwiches, Nicoise salads and gelati, received a 2 percent loan from the CRA.

"The CRA gave me a loan to start, and I put the business plan together and opened the restaurant," said Cianflone, who named the eatery after his 7-year-old rat terrier, Casper. "I wanted to have a very nice place."

Lake Park's CRA was adopted in 1996 in an effort to revitalize areas suffering from economic, environmental and social decline through business development, job creation, housing rehabilitation and financial investment.

When money is available, the CRA distributes loans and grants

to attract businesses to the town's Park Avenue and 10th Street corridors. The CRA district also includes parts of Old Dixie Highway and Silver Beach Road.

"We want to put our town on the map," CRA Economic Development Director Jennifer Spicer said. "Our downtown is an artsy, historical district. However, we would like to have among that restaurants, boutiques and viable businesses that definitely increase the traffic."

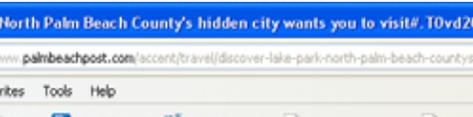
"We want to make sure it's family-oriented — something similar to Delray — but yet keep it a unique little town."

During Spicer's tenure, the CRA has made some noticeable improvements to the town, including upgrading the streetscapes along Park Avenue and 10th Street and the alleys behind the Park Avenue business corridor.

The CRA also plans to address downtown parking and substandard multifamily housing.

For information, visit www.lakeparkcra.com.

For information, visit jodie_wagner@palmbeachpost.com



Discover Lake Park: North Palm Beach County's hidden city wants you to visit#. 10vd2C
http://www.palmbeachpost.com/.../discover-lake-park-north-palm-beach-county...



Photo courtesy of Lake Park Community Redevelopment Agency

Discover Lake Park: North Palm Beach County's hidden city wants you to visit
FloridaGoGo
Lake Park Harbor Marina.
By JANIS FONTAINE
Palm Beach Post Staff Writer
Updated: 6:08 p.m. Tuesday, Sept. 20, 2011
Posted: 5:53 p.m. Tuesday, Sept. 20, 2011



Discover Lake Park: North Palm Beach County's hidden city wants you to visit
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Advertising cont.



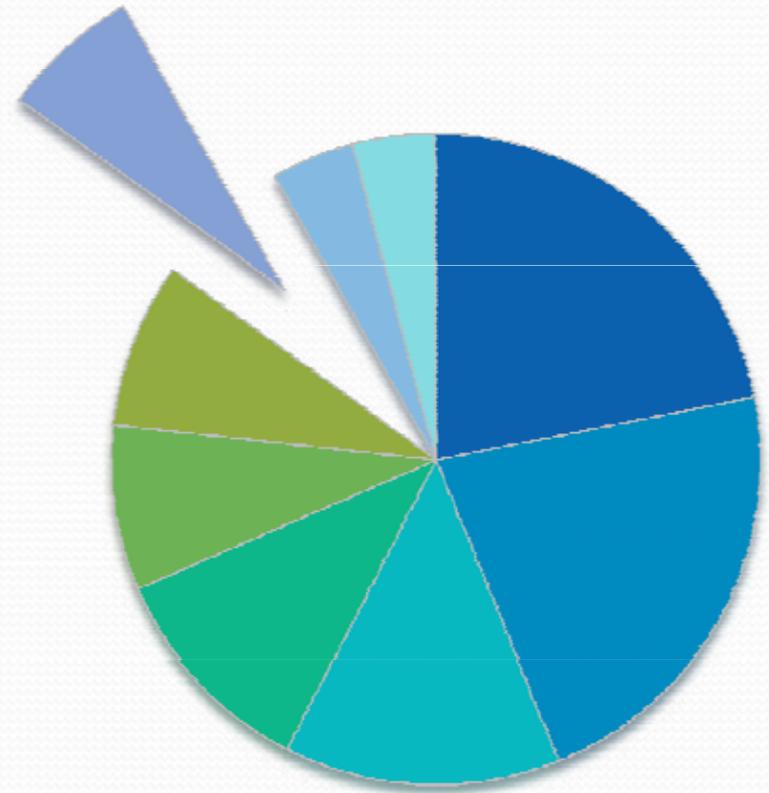
CRA Website
www.lakeparkcra.com



CRA Business Newsletter

Permits/Zoning/Finance

- Work closely with the Community Development Director to identify all necessary building/zoning and signage permits

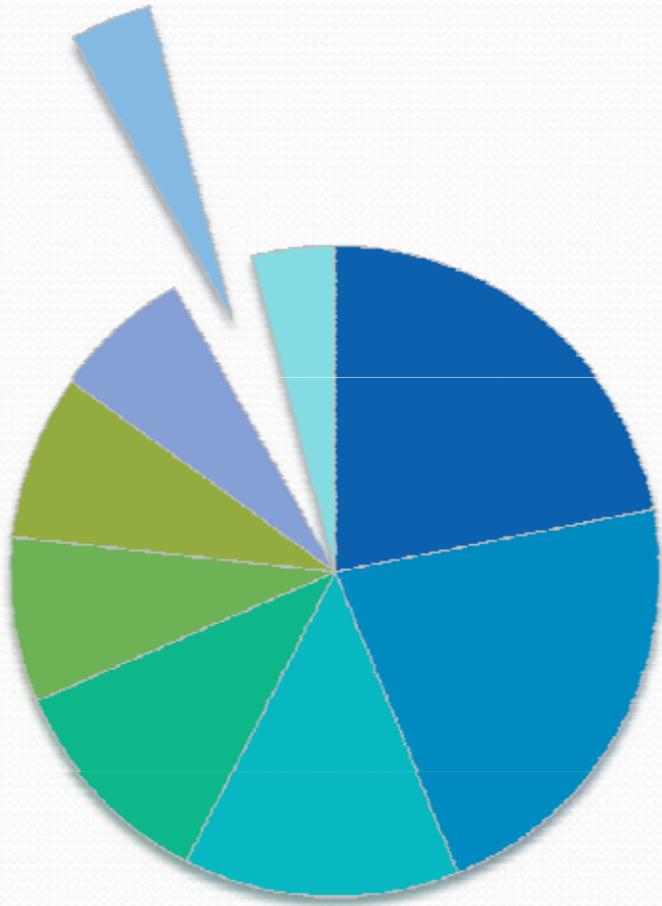


Permits/Zoning/Finance



- Submits plans and permit applications, ensuring an expedited process for current and prospective business owners
- Submits grant/loan applications to the finance department for processing
- Assists Finance Dept. with outstanding matters

Façade Improvements



- Assist Business owners with building improvement projects
- ✓ Connect Lake Park businesses with local vendors for any improvement/renovation efforts

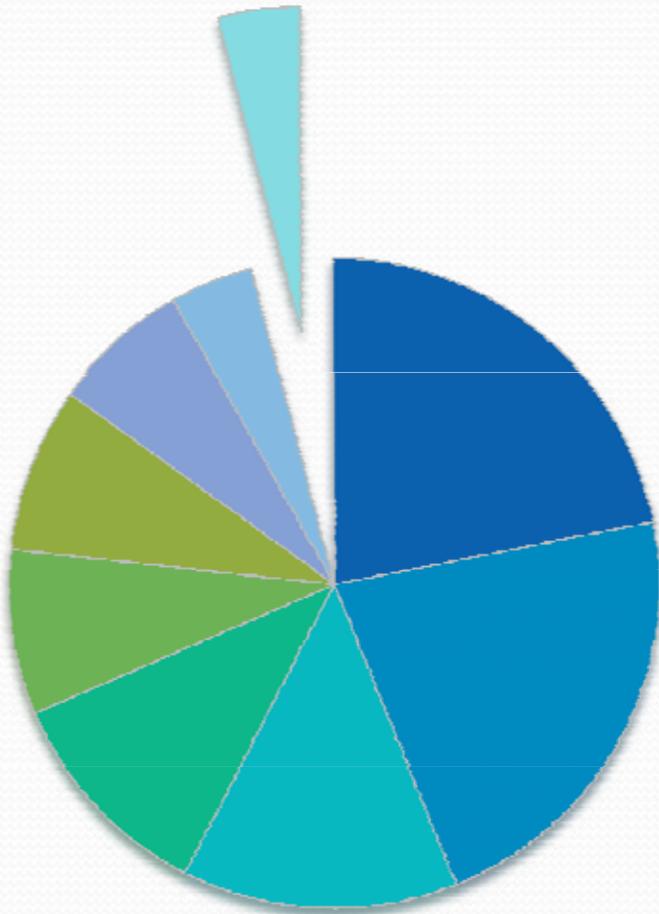
Signage/ Façade/ Incentives



- Assisting merchants with signage companies for an easier permit process/affordable and installation process



Grants & Loans



- Inform current merchants and new businesses of grant/loan programs
- Help coordinate and expedite the grant application through the originating agency
- Maintain an open line of communication with Palm Beach County Redevelopment Department in an attempt to refer new and current businesses for grant/loan opportunities

CRA - Updates

- **Pho Hot Pot- 826 Park Avenue**

- **Interior Build-out** - Has been completed, tables and chairs have been delivered. Final Fire department inspections are pending.
- **Exterior** – Pending on final inspections* from Seacoast utilities and the Fire Department. Building exterior painting has been completed.
- **Opening** – Summer 2012*

CRA- Updates cont.

Pho Hot Pot Restaurant
826 Park Avenue



CRA – Updates cont.

Pho Hot Pot Restaurant

Exterior Painting

BEFORE



AFTER



CRA – Updates cont.



One Park Place 801 Park Avenue (Approx. 34,000 sq. ft.)

- Proposal for purchase was submitted to the bank on 1/12
- Proposal amended and re-submitted on 2/27- Pending response

CRA - Updates cont.



918 Park Avenue

Historical Building

(Approx. 5,000 sq. ft.)

- Contract for purchase has been approved by the Financial Institution
- Proposed usage of 4 residential units over 4 ground floor retail units

CRA - Updates cont.



754 Park Avenue

(Approx. 5,500 sq. ft.)

- Status/ Vacant
- Currently working with building owner for a possible future business

CRA – Updates cont.



801 Park Avenue Art On Park Gallery (Approx. 2,200 sq ft.)

➤ RFQ in progress

CRA - Updates cont.



933 – 935- 937

Park Avenue Restaurant
(Approx. 2,300 sq. ft.)

Baja Cantina & Tequila Bar
“ Don Ramon ”

➤ Lease has been submitted for
revision (corrections)

CRA – Updates cont.



936 Park Avenue

(Approx. 6,000 sq. ft)

- This location has been targeted for a future Specialty Store
- A lease agreement has been submitted to the client's attorney for revision

CRA – Updates cont.

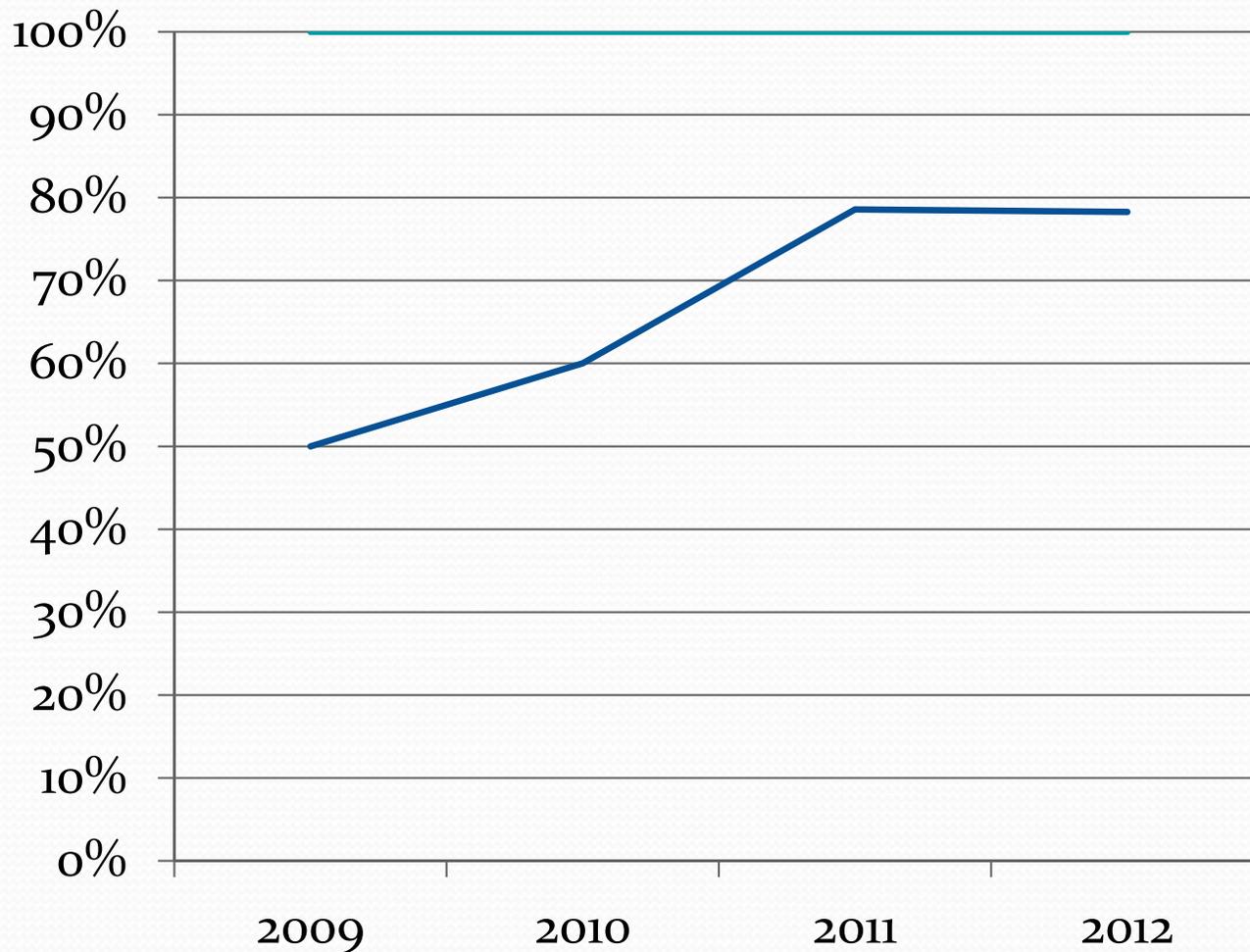


838 and 846 Park Avenue

(Approx. 800- 900 sq. ft.)

- Advertising store fronts with the CRA's contact information available 7 days a week

CRA - Updates cont.



Park Avenue Occupancy Rates

➤ 79 % - Occupancy

➤ 21% - Vacancy

Total spaces on Park Avenue -63

Occupied spaces- **50**

Vacant spaces- **13**

Spaces pending activity- **5 spaces**

Spaces with no activity - **8**

Challenges

- **Lack of available funding**
- **Limited anchors to attract established businesses**
- **Dated buildings in need of updates**
- **10th Street Road- In need of repair/landscape**

CHALLENGES

10th Street

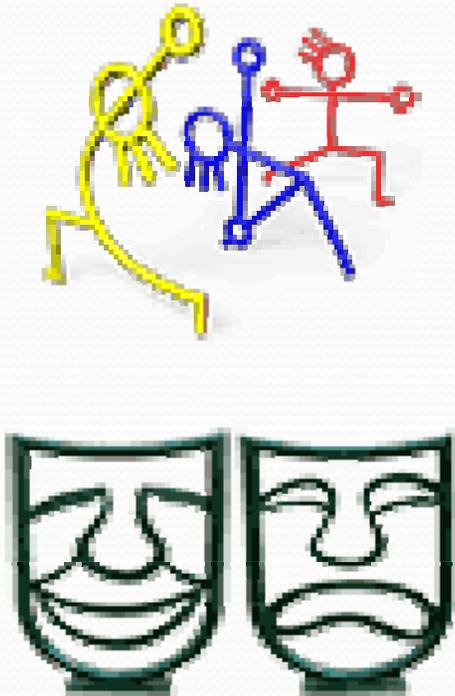


CRA Wish List

- Improvements desired:
 - **Signage- Store Fronts**
 - **Parking improvements**
 - **10th Street road – repair/landscape**
 - **10th Street pole banners installation**
 - **Artsy bike racks for Park Avenue**
 - **Bus stop benches for 10th Street**

Wish List cont.

**Bike Racks for the
Downtown District**



**Banners for
10th Street**



**Bus Stop Benches
for 10th Street**



CRA Financial Status FY 2012

REVENUES

Description	Original	Budget Revised	Actual	%	Net
TOTAL CRA REVENUES	999,885.00	999,885.00	420,840.09	42%	579,044.91

EXPENSE ALLOCATIONS

Total Personal Services	258,235.00	258,235.00	109,197.34	42%	149,037.66
Total Operating	355,995.00	360,495.00	197,718.86	77%	84,381.26

Data: March 2012

Personnel Recap

CRA Proportion of town funded positions

- Economic Development Director- 100%
- Community Development Director- 20%
- Recreation Director- 50%
- Project Manager (25 hrs/week)- PT
- Grants Writer- 50%
- Planner- 10%
- Code Officer- 10%

Thank You for your attention!
Questions?

