

# The Transformation of 820 N. Massachusetts Avenue

Submitted by Lakeland Community  
Redevelopment Agency



Throwback to the 1920's...When bread was 9¢ a pound



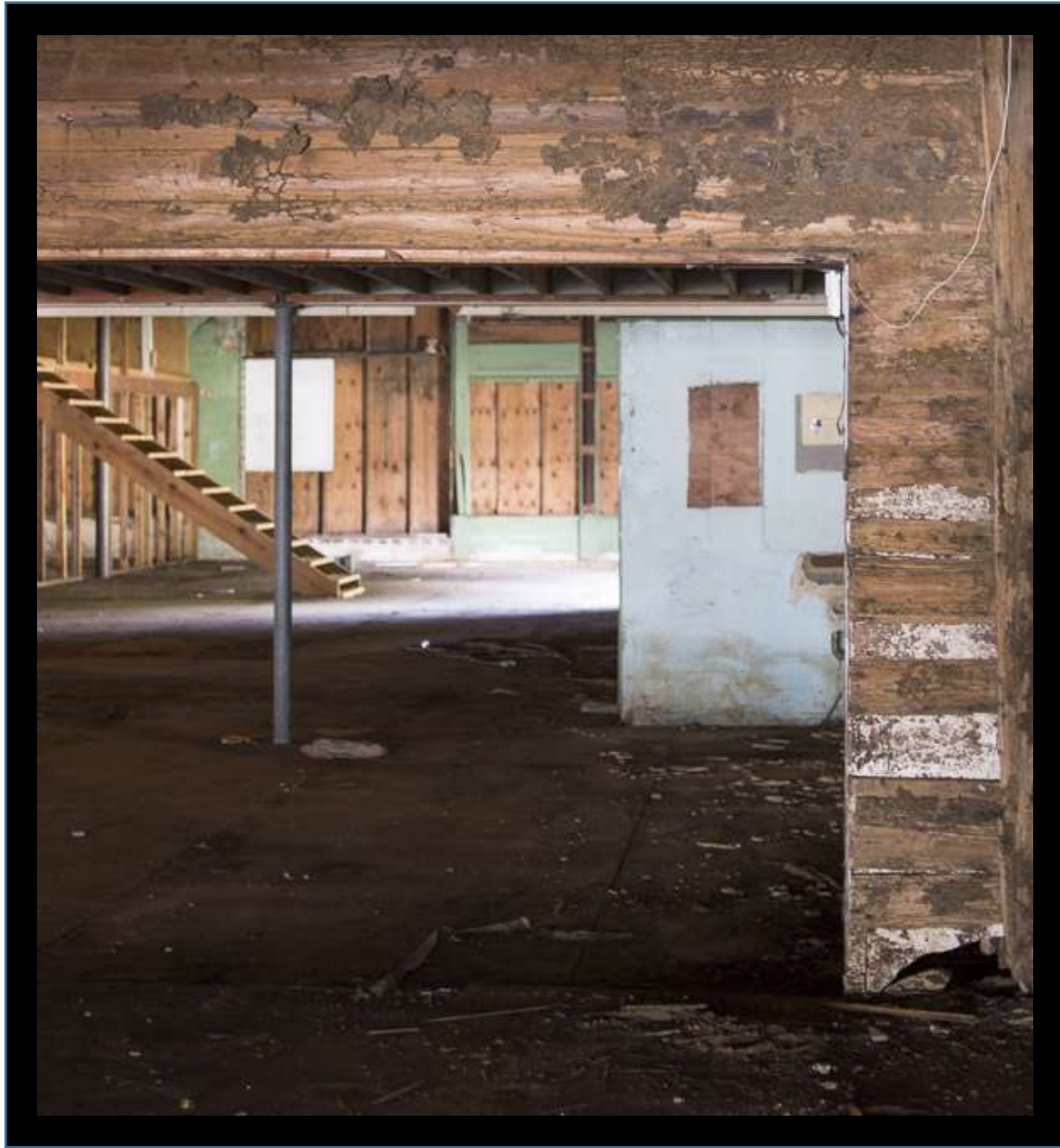




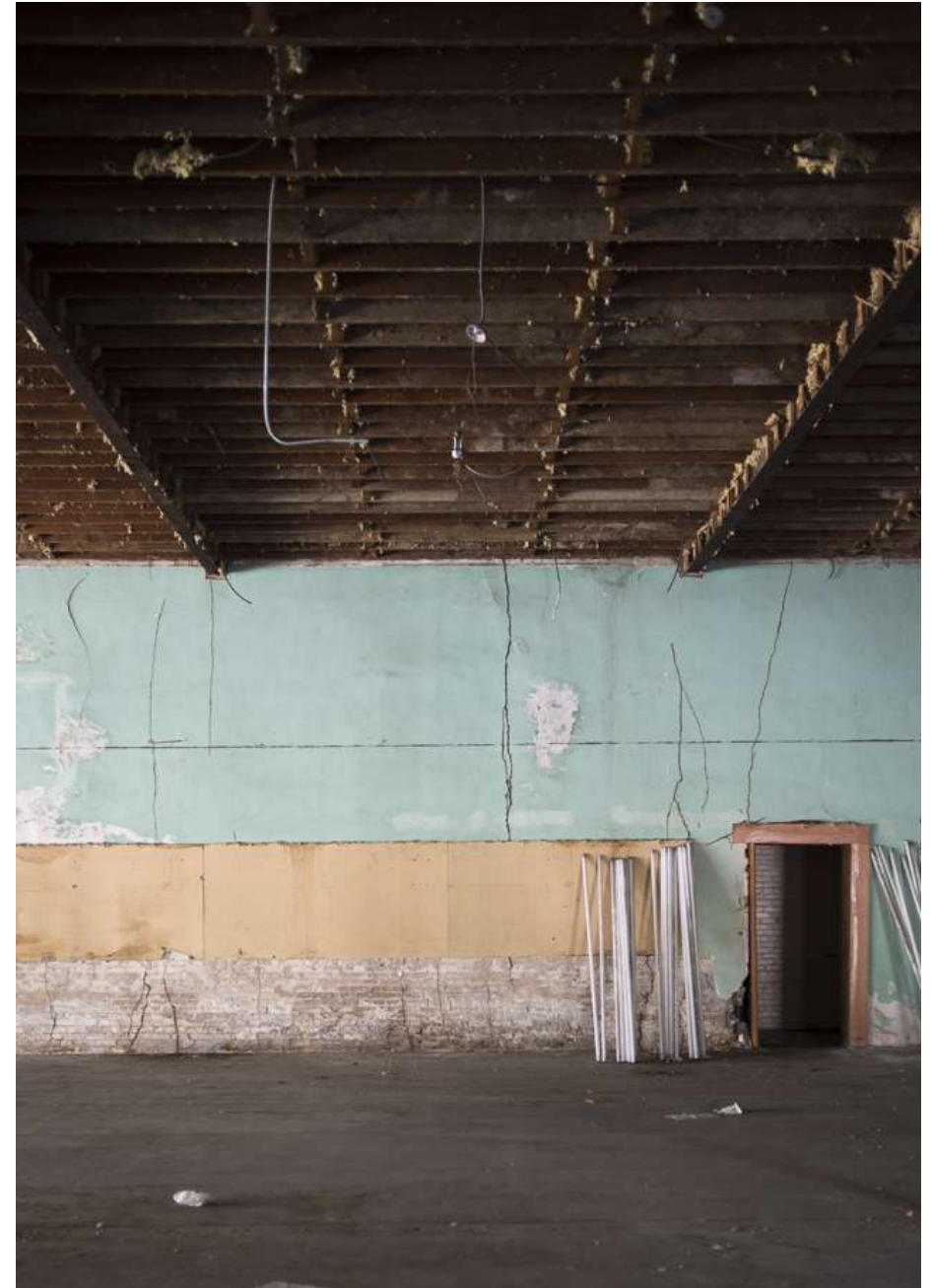














# Envisioning a Multi-Purpose Space









## Architectural Features Worth Saving

- High Ceilings
- White Brick
- Wooden Trusses
- Large Storefront















**Art/ifact**

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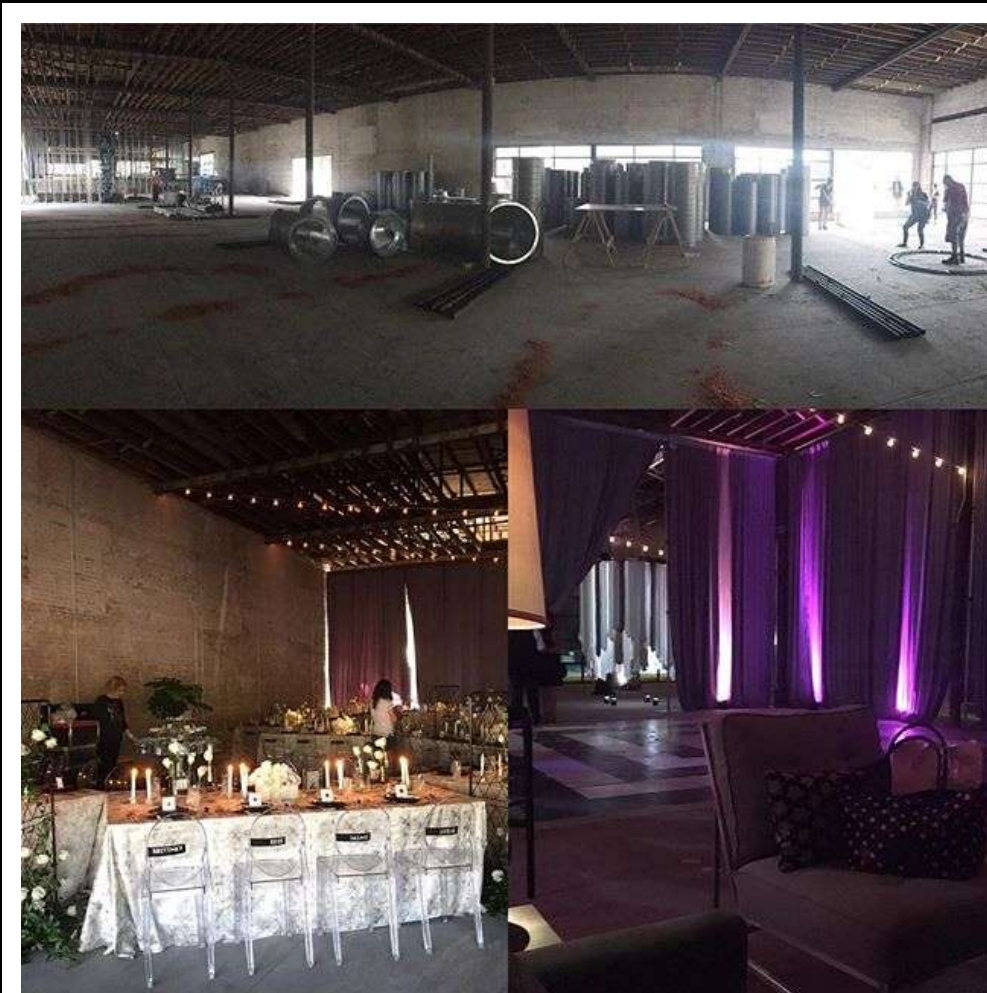




OMG. This is a \$1.8M freshly painted investment and she is holding a can of spray paint!

## **Applicability to Other Communities**

1. Let the creatives make you uncomfortable
2. Take risks often
3. Failure is OK...even for perfectionists
4. Redevelopment requires BOLD thinking and BOLD investments



Allowing an event and photoshoot during construction.



1924 A&P Super Market



Today



The Vision