



Lakeland CRA Annual Report

2021

LAKELAND CRA
COMMUNITY REDEVELOPMENT AGENCY

RELATE. RENOVATE.
REINVIGORATE.

2021 ANNUAL REPORT



FEATURED PROJECT

THE WELL

New to the Midtown district is an exciting collaborative business and event space at The Well. The former Lighthouse Ministries building had fallen into disrepair, becoming a blight on the neighborhood, when Lakeland CRA began searching for tenants to take over the property. Dr. Sallie Brisbane-Stone and husband Mario Stone presented an ideal project: a business co-working space centering women, minorities, and veterans with opportunities and resources to collaborate and network through education, entertainment, and culturally inspired programming.



The CRA made a commitment to the dream, and they took a risk. - Dr. Sallie Stone, Executive Director of The Well



EDUCATION
NETWORKING
OPPORTUNITY
ARTISTS
PROFESSIONALS
START UPS

"The CRA is an extraordinary team. When the decision was made to demolish the previous building and build from scratch, we were included in conversations with the architect, and they paid attention to what we wanted. We didn't get everything, but we understand the CRA has parameters for funding," says Dr. Brisbane-Stone.

To develop the space, the CRA brought together the Stones, Furr, Wegman & Banks Architects, and Miller Construction to design and build the facility. The result: a \$1.3 million open, multi-functional building for co-working, private offices, an audio/video studio, and the capacity for a 2nd floor. Local artist Kent McAllister painted a vibrant mural, with a nod to local Black History, on the building's east exterior wall. The overall look is modern, industrial, and urban, with large windows and comfortable earth tone furniture. Dr. Brisbane-Stone is grateful for the meticulous details architect Aaron Banks incorporated at her request.

Dr. Brisbane-Stone's vision for The Well is to be a flexible workspace used by a diverse community of independent professionals, startups, and teams from small to large businesses. Artists are invited to showcase and sell their work in The Well on a rotating basis. She has established collaborations with Mid-Florida Credit Union, Florida Southern College, Florida Polytechnic University, and Catapult, among others. More ideas for future neighborhood improvements are already cooking.

BEFORE



AFTER



Kent
MCALLISTER
artist



Scan the
QR codes to
learn more
about the
artists.





FEATURED PROJECT THE GARDENS APARTMENTS

Broadway Real Estate developed a 90-unit complex named The Gardens, on South Lake Avenue, which opened in 2021 and was approved for a modified TIF. Proximity to downtown restaurants and retail make these highly desirable housing units.

ESTIMATED INCENTIVE
\$483,171.88
OVER 5 YEARS



The TIF money was very helpful in getting the project started, as costs have increased significantly over the past several years. We certainly need more multi-family housing in downtown.

- Tom Anderson, CFO,
Broadway Real Estate

OPENING SUMMER 2022

ORANGE STREET APARTMENTS

ESTIMATED INCENTIVE
\$109,374.08
OVER 5 YEARS



OPENING SPRING 2022

ROYAL OAK APARTMENTS

ESTIMATED INCENTIVE
\$59,665.02
OVER 5 YEARS



Scan the QR
code to learn
more about
this project.

**RELATE
RENOVATE
REINVIGORATE**



DIXIELAND ART INFUSION

Driving down Lakeland's narrow South Florida Avenue corridor used to be an annoying fact of life; today, that drive through Dixieland is a visual delight. When the Florida Department of Transportation (FDOT) began the road realignment test, the CRA saw a creative opportunity to invest in further improving the Dixieland community. The 72.6-acre commercial corridor has become a vibrant, culturally pleasing, and popular art display. As a bonus, the businesses sporting the dramatic touches have seen growth in awareness and business.

In addition, several district business owners took advantage of CRA support for façade improvements, such as awnings and exterior paint (separate from murals) to upgrade their property.

A call to artists by the CRA led to establishing a diverse selection of muralists willing to enliven the blank walls of interested Dixieland building owners. Artists committed to working for \$5 per square foot and reimbursement for materials and equipment. Those who came from out of town did so at their own expense.

BENT'S CYCLE STORAGE 1066 S. Florida Ave.

Gillian
FAZIO
artist



Claudio
PICASSO
artist



BENT'S SCHWINN CYCLE 1066 S. Florida Ave.



Ali
HVAL
artist



REFLECTIONS OF EXCELLENCE 1013 S. Florida Ave.

Jaya
HART
artist



SUBS N SUCH 1008 S. Florida Ave.

Tim
HAAS
artist



360 UNLIMITED 911 S. Florida Ave.

Cecilia
LUEZA
artist



LAKELAND FOOT & ANKLE 927 S. Florida Ave.

DIXIELAND

2021 GOALS & ACTIONS

Adopted in 2001, the Dixieland Redevelopment Plan outlined the goals below. All goals have either been accomplished or developed to promote and identify implementation opportunities.

2021 GOALS



REDEVELOPMENT ADMINISTRATION

Establish and administer financial mechanisms necessary to achieve the goals and objectives of the plan.



REDEVELOPMENT POLICY

Prevent future occurrences of slum and blight. Encourage reuse of properties that no longer function at their highest potential economic use.



ECONOMIC DEVELOPMENT

Work closely with area businesses, merchants' associations, and the Chamber of Commerce to address the needs of existing businesses through the redevelopment process.

Make the redevelopment area competitive with major activity centers in the region.



PUBLIC FACILITIES AND SERVICES

Work closely with the MPO, FDOT, Polk County, and Lakeland Area Mass Transit District (LAMTD) to coordinate and establish priorities for proposed transportation improvements that will further the objectives of the Redevelopment Plan.

Create a safe, secure, appealing, and efficient pedestrian system linking all major activity centers, parking facilities, alleyways, and other interchange points.



LAND USE

Develop land uses and patterns that create and strengthen activity centers.

Promote and locate strategic land use activities within the Dixieland Redevelopment Area that will support tourist and commercial attraction to historic downtown.



HOUSING

Encourage private efforts toward building housing in the Redevelopment Area and adjacent neighborhoods.



HISTORIC PRESERVATION

Establish a façade improvement program providing design assistance and financial incentives to encourage building renovations that will provide compatible design and strengthen existing architectural features.

pop it
out &
frame it

2021 GRANTS & PROJECTS

