

**Minutes**  
**Town of Lake Park, Florida**  
**Special Call**  
**Community Redevelopment Agency**  
**Wednesday, February 16, 2022, 6:00 P.M.**  
**Town Hall Commission Chamber,**  
**535 Park Avenue, Lake Park, Florida 33403**

The Community Redevelopment Agency Board met for a Special Call meeting on Wednesday, February 16, 2022 at 6:00 p.m. Present were Chair Michael O'Rourke, Vice-Chair Kimberly Glas-Castro, Board Members Erin Flaherty, John Linden, Roger Michaud, Executive Director John D'Agostino, Agency Attorney Thomas Baird, and Agency Clerk Vivian Mendez. Board Member Henry Stark was absent.

Agency Clerk Mendez performed the roll call and Kevin Crowder led the pledge of allegiance.

**SPECIAL PRESENTATION/REPORT:**

None

**CONSENT AGENDA:**

**1. December 1, 2021 Special Call Community Redevelopment Agency Board Meeting Minutes.**

**Motion: Vice-Chair Glas-Castro moved to approve the consent agenda; Board Member Linden seconded the motion.**

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Flaherty	X		
Board Member Linden	X		
Board Member Michaud	X		
Board Member Stark			Absent
Vice-Chair Glas-Castro	X		
Chair O'Rourke	X		

Motion passed 5-0.

**PUBLIC COMMENT:**

None

**NEW BUSINESS:**

**2. Updates from Business Flare on the Community Redevelopment Agency (CRA) Master Plan.**

Mr. Kevin Crowder of Business Flare presented to the Board (see Exhibit “A”). Chair O’Rourke pointed out that the Town approved outdoor dining for restaurants at the start of the pandemic. Commissioner Linden asked what would help set the CRA apart. Mr. Crowder stated that the story would set the CRA apart. He explained that how the plan would be implemented would determine how the CRA would stand out. He explained some specifics that would be included in the plan to assist with the implantation.

Board Member Michaud asked how the entry way to 10<sup>th</sup> Street (east going west) would be improved with a statement piece into the CRA. Mr. Crowder explained that there have been many discussions about changing the entry way into the CRA, including acquiring property. He made a note, earlier today, which says “design standards and statement architect” for that area.

Commissioner Flaherty asked about the statics that were included in the presentation. He asked if it reflected a general flow of traffic through the area, or did it include those that drove into the CRA to shop or dine. Mr. Crowder explained how the algorithm was designed to capture those that remained more than 9-minutes. He explained that it was designed to filter out flowing traffic, delivery services, etc.

Vice-Mayor Glas-Castro wanted to remain true to the authentic charm of the CRA and not become something they are not.

Mayor O’Rourke asked they would incorporate live, work in the area. Mr. Crowder stated that it was important and their thoughts are evolving through this process. He described what they are considering, such as the architect in the area, financial feasibility, realist approaches, and acceptable or compatible.

The Board thanked Mr. Crowder for the presentation and looked forward to the next presentation scheduled for March 16, 2022.

**EXECUTIVE DIRECTOR REPORT:**

None

**REQUEST FOR FUTURE AGENDA ITEMS:**

None

**BOARD MEMBERS COMMENTS:**

**Board Member Flaherty** had no comments.

**Board Member Linden** had no comments.

**Board Member Michaud** had no comments.

**Board Member Stark** had no comments.

**Vice-Chair Glas-Castro** had no comments.

**Chair O’Rourke** had no comments.

**ADJOURNMENT**

There being no further business to come before the CRA Board and after a motion to adjourn by Vice-Chair Glas-Castro and seconded by Board Member Michaud, and by unanimous vote, the meeting adjourned at 6:43 p.m.



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Chair, Michael O'Rourke



\_\_\_\_\_  
Agency Clerk, Vivian Mendez, MMC



FLORIDA

Approved on this 2 of March, 2022

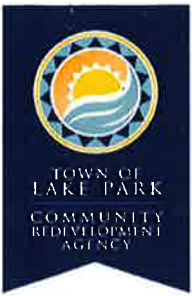


Exhibit "A"

**Special Call CRA  
Agenda Request Form**

Meeting Date: February 16, 2022

Agenda Item No.

**Agenda Title: Updates from Business Flare on the CRA Master Plan.**

- |                          |                              |                                     |                                 |
|--------------------------|------------------------------|-------------------------------------|---------------------------------|
| <input type="checkbox"/> | SPECIAL PRESENTATION/REPORT  | <input type="checkbox"/>            | CONSENT AGENDA                  |
| <input type="checkbox"/> | OLD BUSINESS                 | <input checked="" type="checkbox"/> | <b>NEW BUSINESS: Resolution</b> |
| <input type="checkbox"/> | DISCUSSION FOR FUTURE ACTION | <input type="checkbox"/>            | OTHER: General Business         |

Approved by Executive Director: *[Signature]* Date: 2-7-22

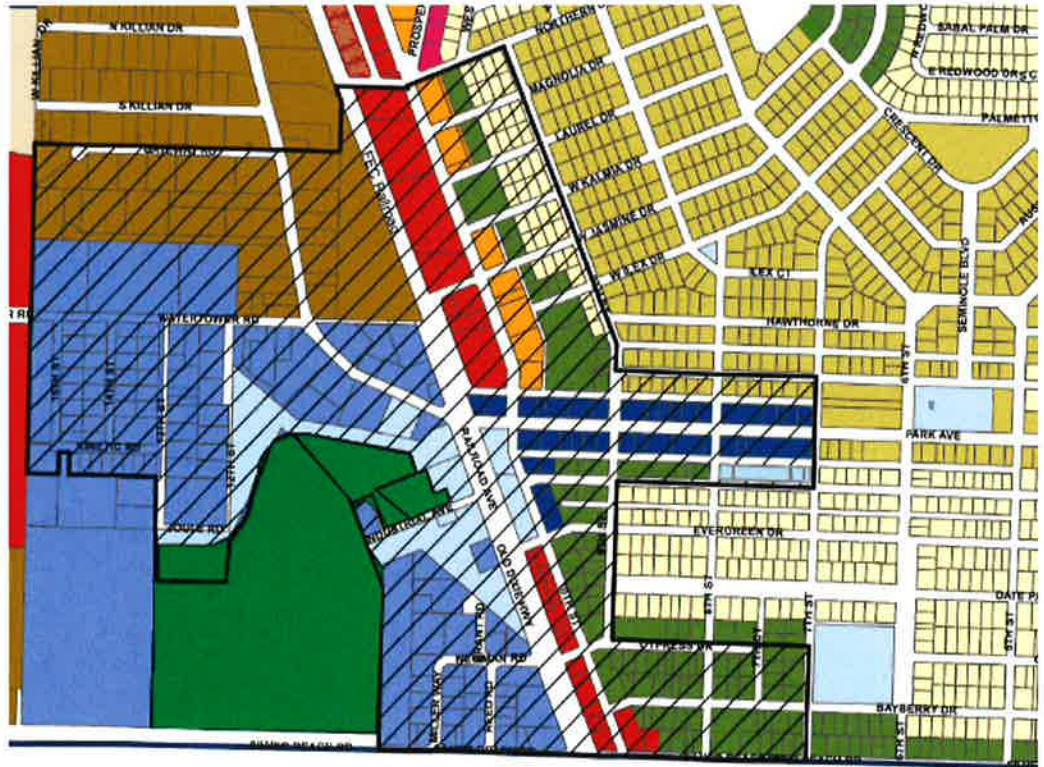
*John D'Agostino* / CRA Executive Director

Nadia Di Tommaso / Community Development Director

<p><b>Originating Department:</b></p> <p style="text-align: center;"><b>Community Development (with input from Business Flare)</b></p>	<p>Costs: \$ 85,000 / Legal Review Funding Source: CRA / Legal Acct. #110-520-34000 / #108 Lourdes Cariseo</p> <p><input type="checkbox"/> Finance</p> <p><small>Digitally signed by Lourdes Cariseo DN: cn=Lourdes Cariseo, o=Town of Lake Park, ou=Finance Department, email=Lourdes.Cariseo@lakepark.org, c=US, 2022.02.16.15:54:02Z</small></p>	<p><b>Attachments:</b></p> <p>Powerpoint Presentation</p> <p><i>Business Flare will provide additional details at the actual meeting</i></p>
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**Summary  
Explanation/Background:**

The Town's existing Community Redevelopment Area (CRA) is identified in the map with the black boundary →



Business Flare is working on updating the CRA Master Plan for the Town pursuant to their contract approved by Resolution 74-12-21. Meetings with Department Heads to gather input and feedback have been held. A public workshop series was also held on January 29, 2022. This agenda item is being provided as an opportunity for Business Flare to review some of the observations they have gathered so far with the CRA Board; review the public input received; and provide an overview of what Business Flare believes the key goals and strategies for the plan ought to be based on the information and input gathered so far and their analysis of the CRA. The CRA Board is being given an opportunity to react to the information and ask questions as needed. Business Flare will also provide explanations on areas that require further exploration, such as the expansion of the CRA boundaries, possible land acquisition, and residential uses. This will facilitate with the draft plan that will then be presented pursuant to the following schedule of next steps:

**Wednesday, March 16, 2022** (regular TC meeting night) – Special Call CRA Workshop to commence at 6pm (for review of draft that includes input from public workshop series and workshop of Feb. 16)

**Monday, April 4, 2022** (regular P&Z/LPA meeting night) – Local Planning Agency at 6:30pm (action meeting on proposal or courtesy presentation – TBD depending on changes proposed by Business Flare)

**Wednesday, April 20, 2022** (regular TC meeting night) – Special Call CRA Meeting to Adopt the Final Revised CRA Plan

**Recommended Motion: For discussion.**

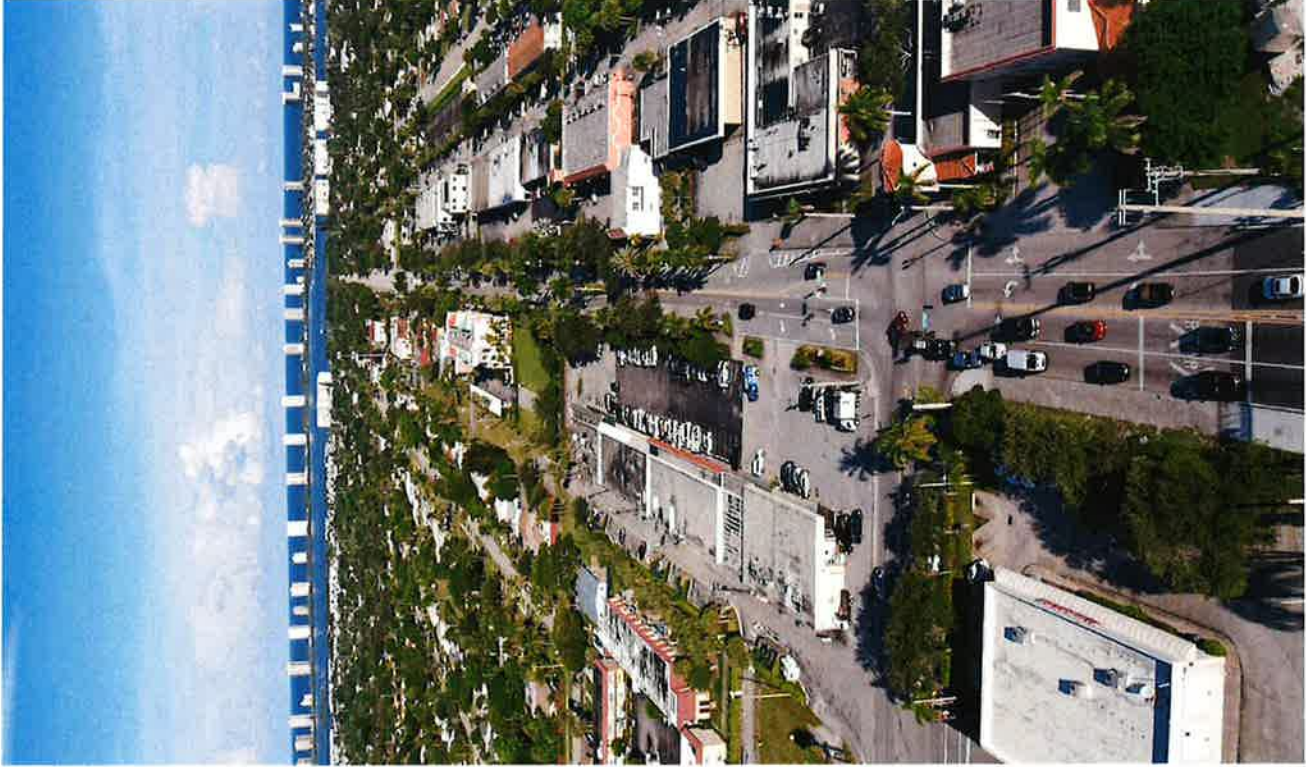
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Town of Lake Park, FL

# Special Call CRA Workshop

February 16, 2022





# Today's Agenda

1. Project Timeline
2. Existing Market Conditions
3. Public Input
4. Key Areas of Focus
5. Next Steps



# Project Timeline

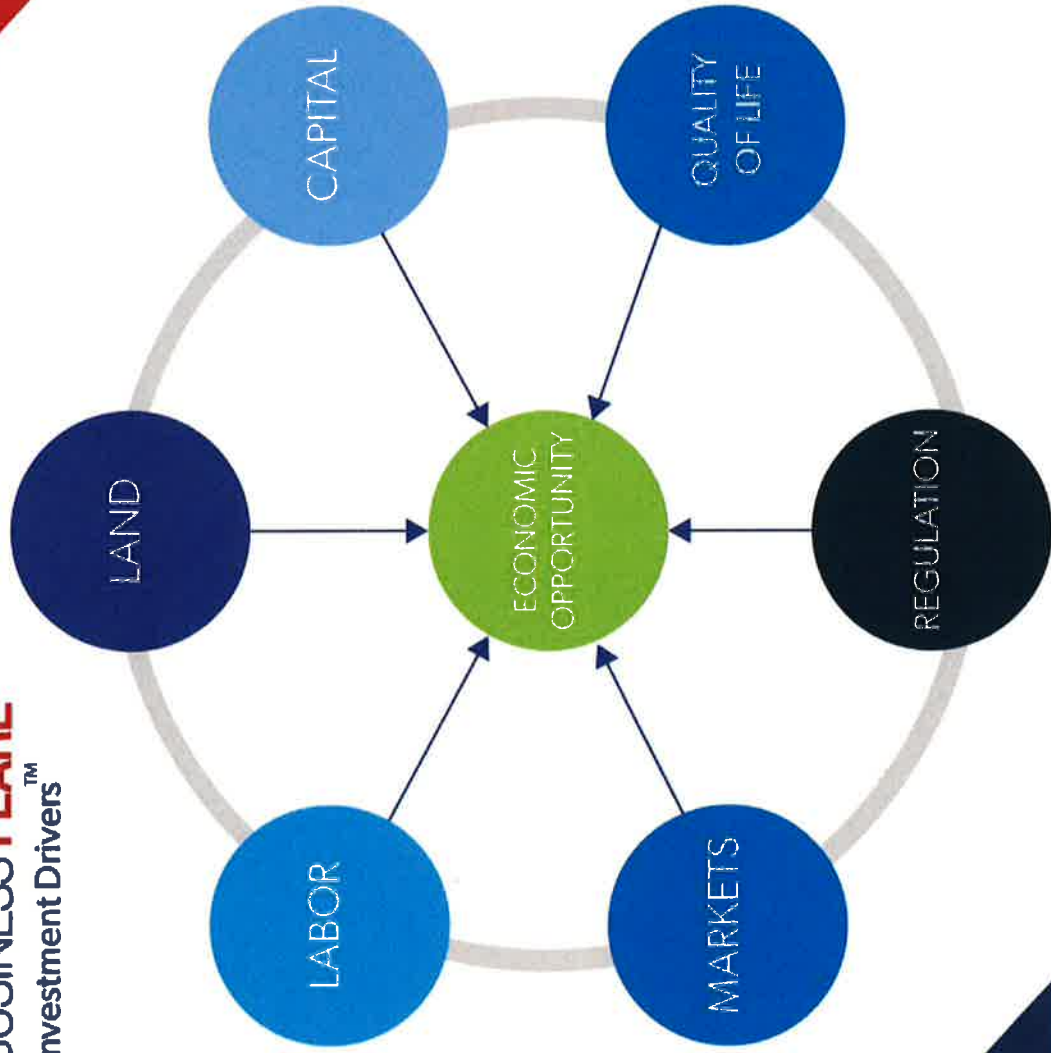
We Are Here





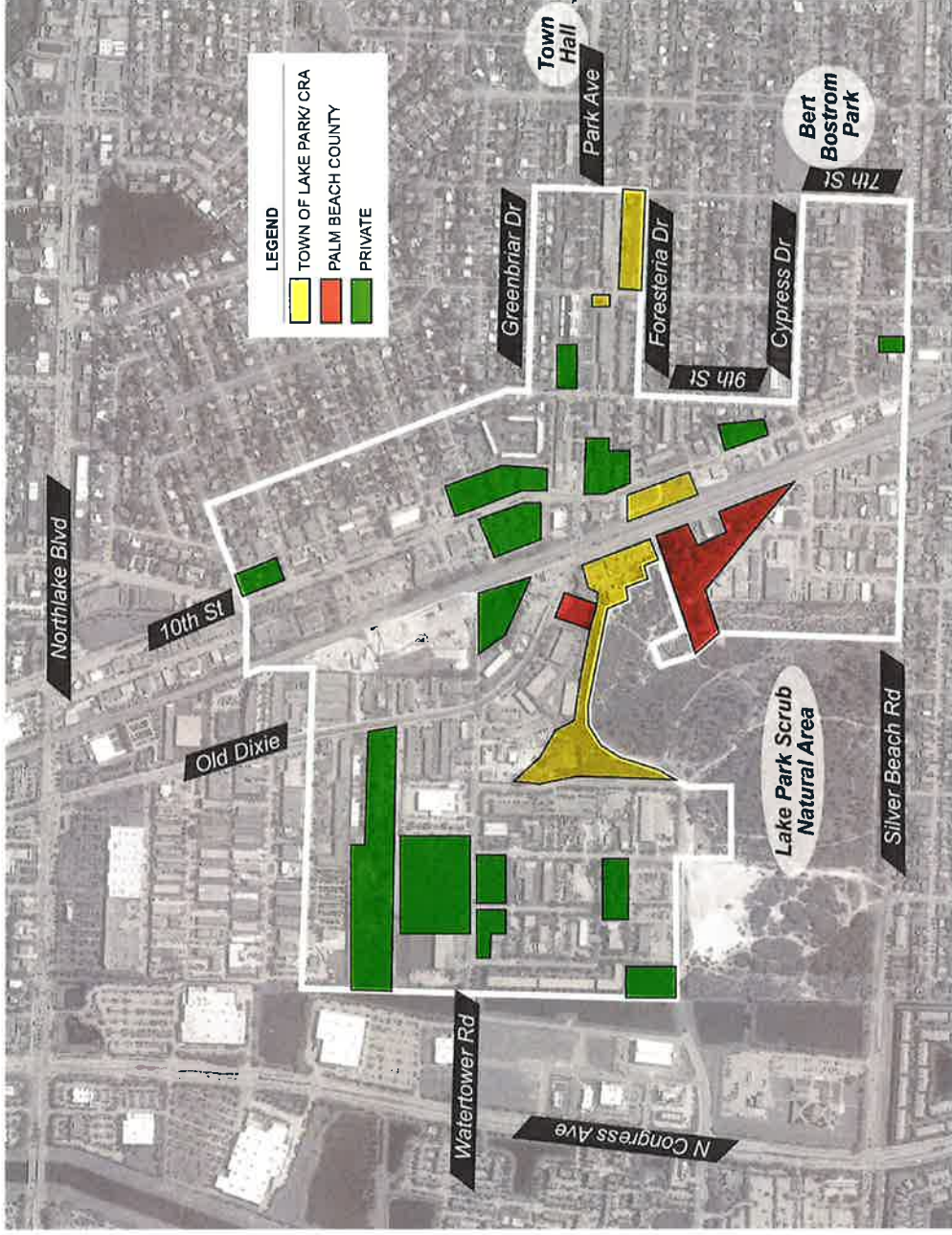
# Opportunity Drivers

**BUSINESS FLARE®**  
Investment Drivers™



# Existing Conditions

- Limited land availability
- Land control
- High demand
- Entrepreneurship
- Market access



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LAKE PARK RESIDENT WORKFORCE EMPLOYMENT BY INDUSTRY



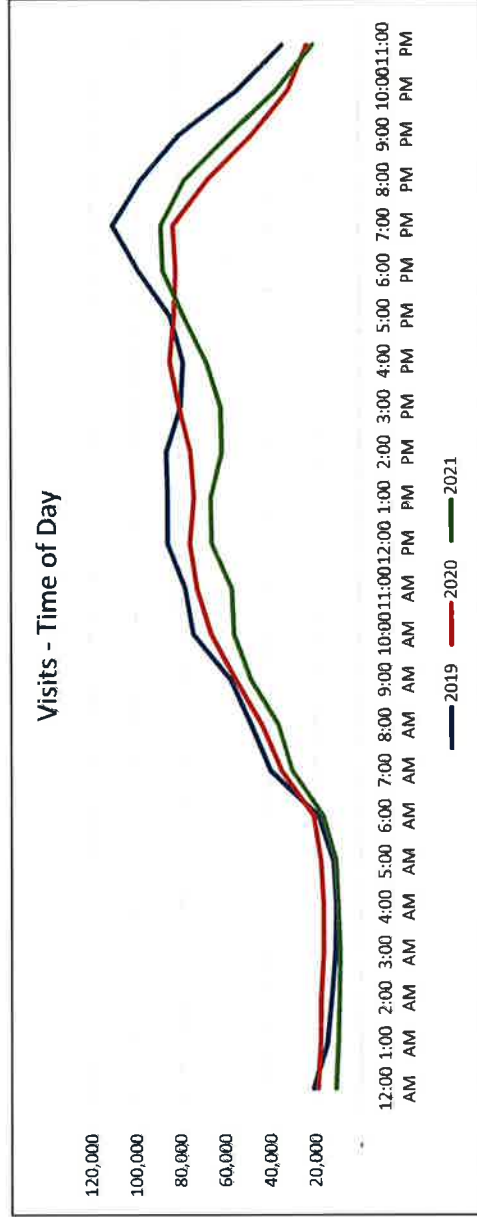
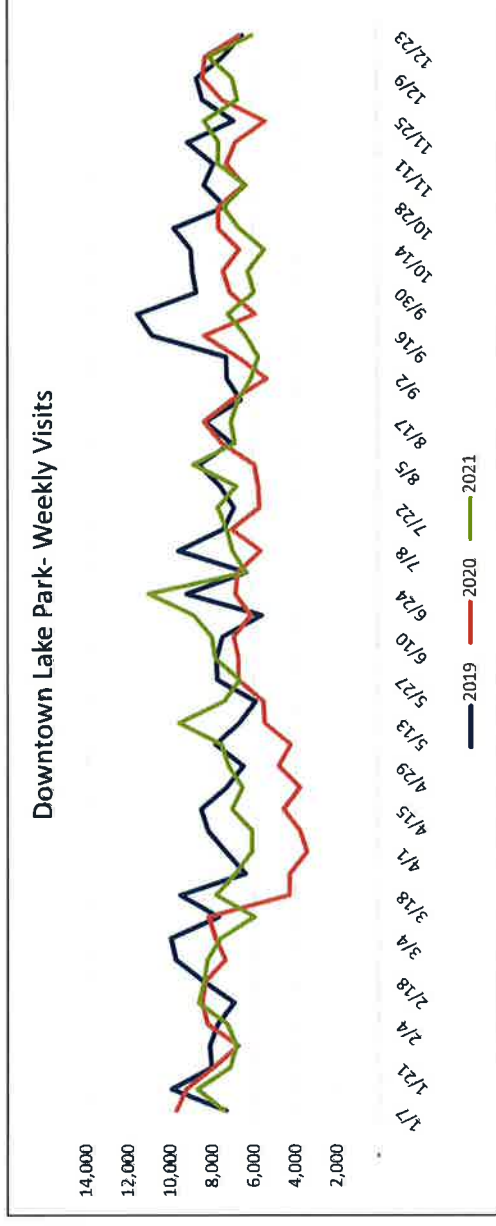
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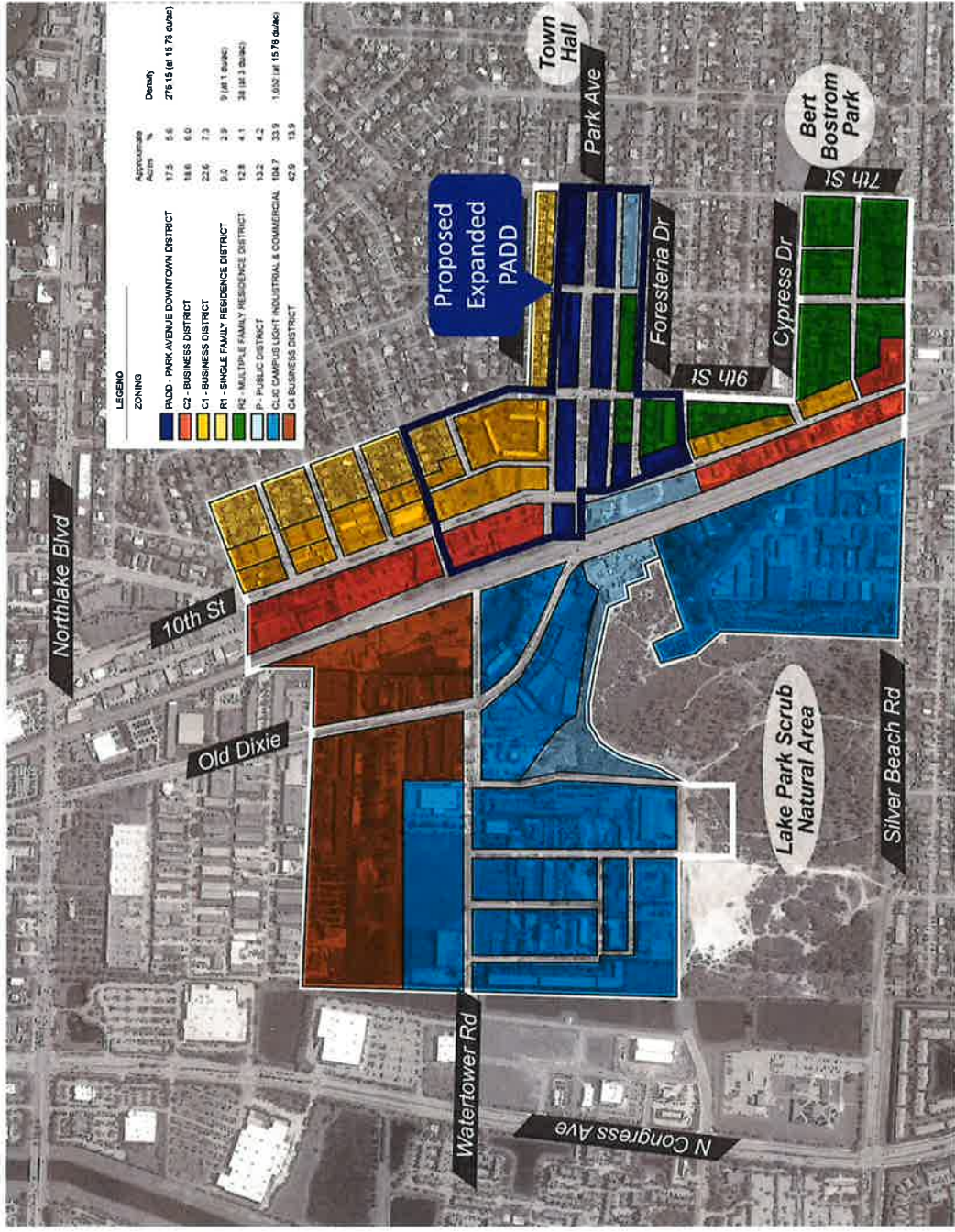
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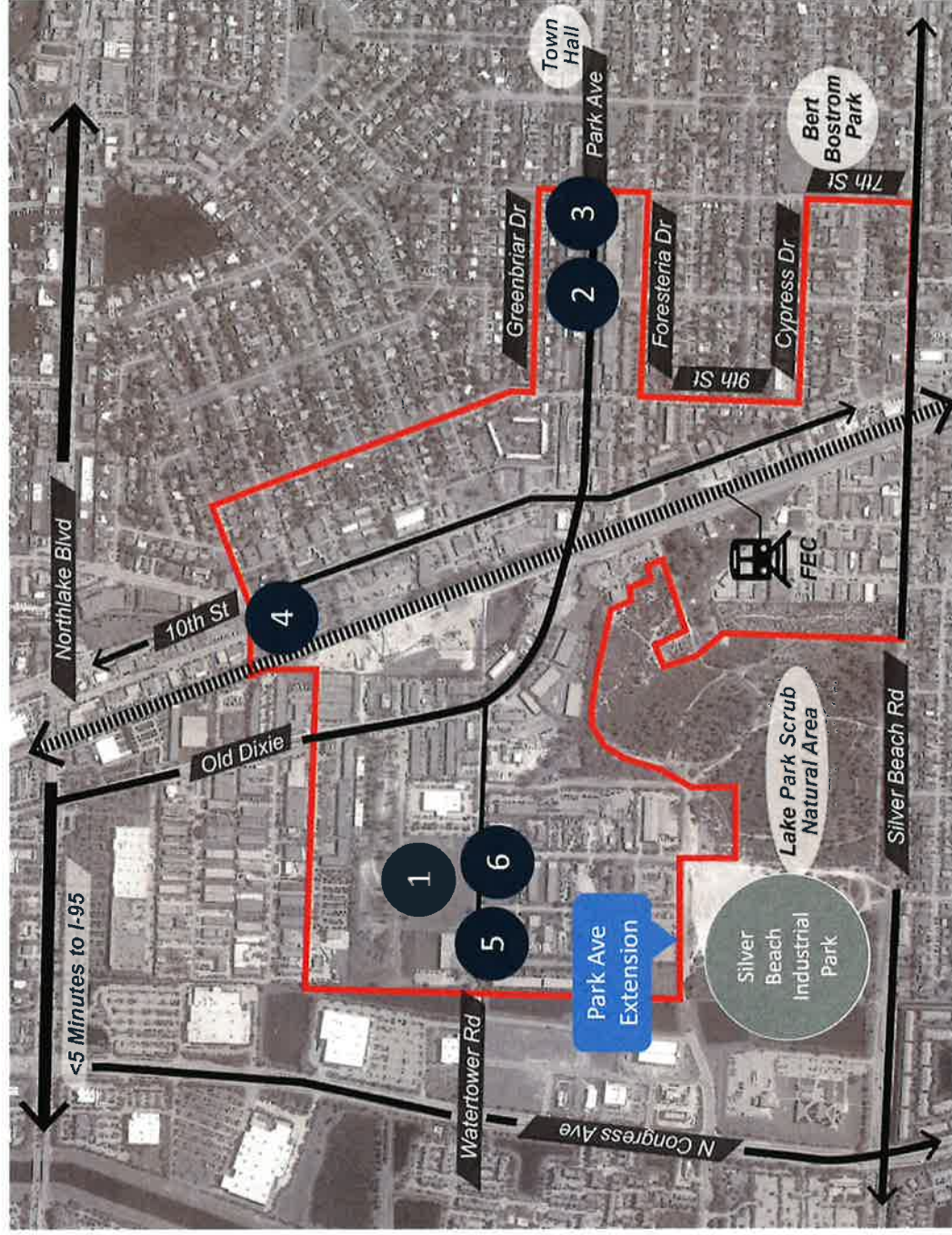


# Private Capital Pipeline Projects

1. Dalifen Industrial
2. Dedicated IT on Park Avenue
3. NoBo Brewing Company
4. Oceana Coffee Project
5. Coston Marine
6. DXD Capital Self Storage

## Not in CRA:

- Silver Beach Industrial Park
- Nautilus 220 (332 units)
- Northlake Promenade Apartments (250 units)
- 315 Federal Hwy (100 units)





# Public Input

## *What we heard*

- Aesthetics
- Gateways
- Quality of life
- Community pride
- More shopping
- Parking



# PIECE ANALYSIS™ OF LAKE PARK CRA

## PRESERVE

Historical Charm  
Historic Grid Pattern/ Layout  
Landscape  
Legacy Businesses  
Railroad Connection

## ENHANCE

Downtown Feel & Identity  
A Reason to Come Here  
The Experience  
Park Ave by Night  
Smaller Retail Spaces  
Local Businesses Network/ Partnerships  
Residential Offerings

## INVEST

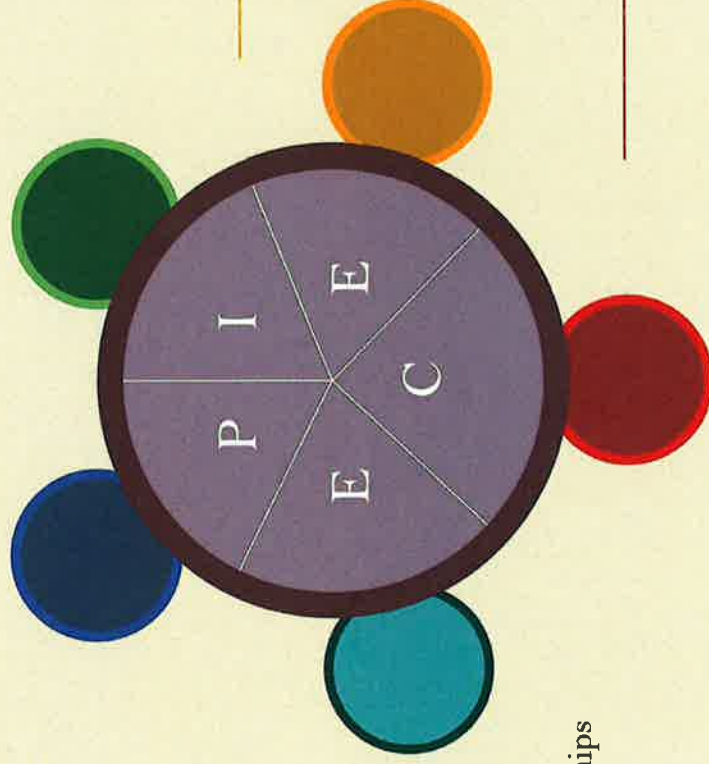
Creating a Destination  
Public Events/ Farmer's Market  
Main Street Programming  
Commercial Facades  
Marketing & Promotion of Town

## EXPOSE

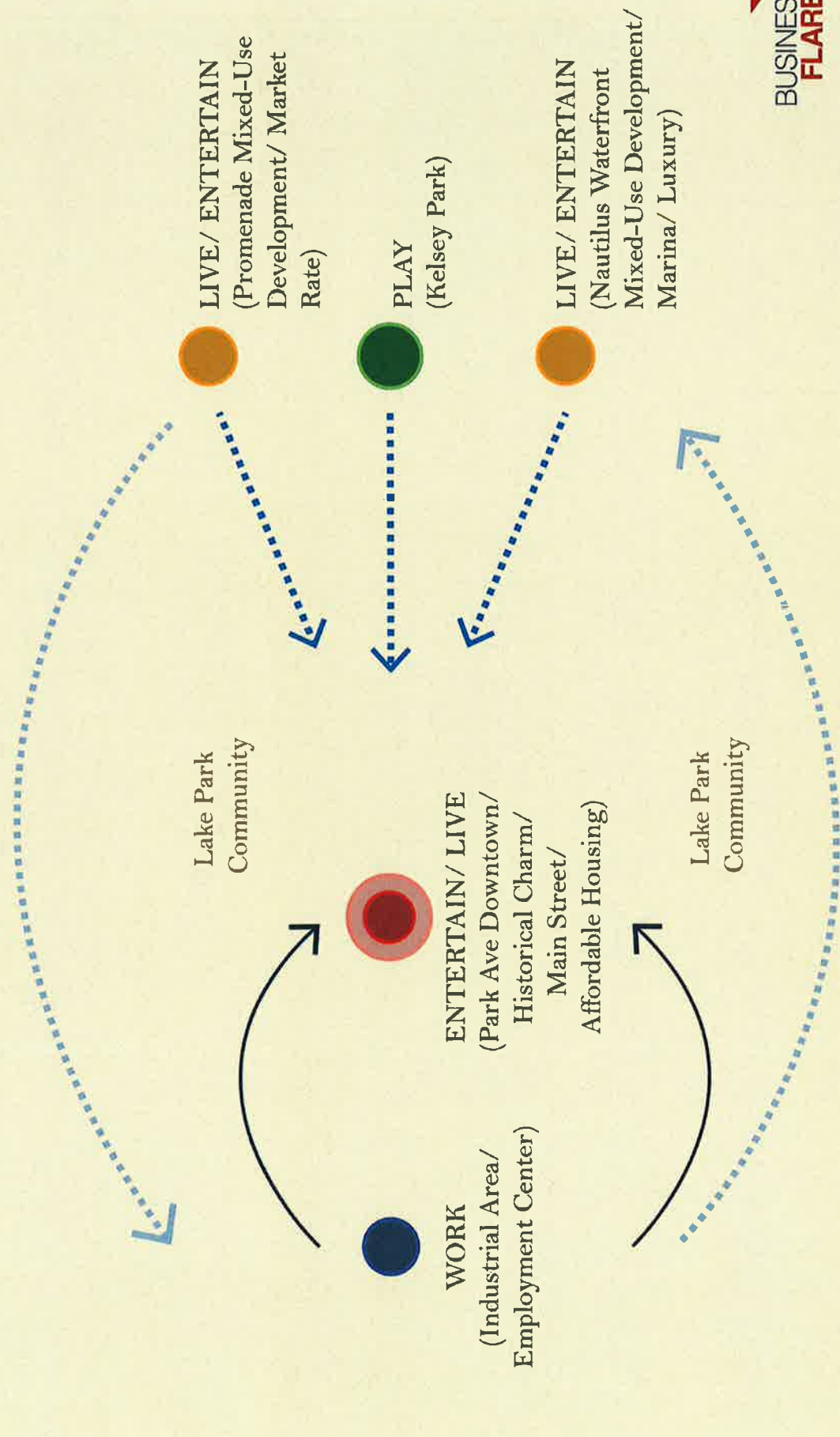
Historic Downtown  
Vibrant, Active, and Walkable  
Planning History  
Frederick Law Olmsted  
Industrial Opportunity  
Pleasant Place to Live

## CAPITALIZE

Small Town Charm  
Industrial Space  
Accessibility



# SUSTAINABILITY ANALYSIS OF LAKE PARK CRA



# Key Areas of Focus

1. Downtown
2. 10<sup>th</sup> Street
3. Housing
4. Industrial Workforce

## Topics

- Identity and brand.
- Aesthetics & gateways.
- Agility & testimonials.
- Champions network.
- Seamless connectivity.
- Grow market share.
- Creatives.
- Adaptive Reuse.
- Recreation and entertainment.
- Economic development.



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## Areas of Further Analysis

1. Land acquisition
2. Residential development
3. Justify CRA expansion
4. Public Private Partnerships
5. Adaptive Reuse
6. Connectivity



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## Next Steps

- Finalize Plan Draft
- Present Draft Plan to CRA Board (March 16)
- Present Plan to P&Z Board (April 4)
- Adoption of Final Plan by Town Commission (April 20)

Thank You

Q&A



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