

# ANNUAL REPORT FISCAL YEAR 2022-2023



TOWN OF  
LAKE PARK  

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COMMUNITY  
REDEVELOPMENT  
AGENCY



# THE COMMUNITY REDEVELOPMENT AGENCY OF THE TOWN OF LAKE PARK, FLORIDA

## ANNUAL REPORT FOR THE FISCAL YEAR 2022-2023

The Town of Lake Park (the Town), formerly known as Kelsey City, has a rich and diverse cultural history dating back nearly a century. The Olmsted Brothers (renowned landscape architects and creators of such noteworthy projects as the National Mall and the White House grounds) laid out the incorporated Kelsey City in 1923. The Town is one of the earliest master-planned communities in South Florida and continues to retain its original characteristics. In 1919, founder Harry Seymour Kelsey purchased 100,000 acres between Jupiter and Riviera Beach. Kelsey chose the scrub ridge for the site of Kelsey City (later renamed Lake Park). The Town maintains much of its original charm while simultaneously embracing the present and planning for the future. The Town will celebrate its Centennial Anniversary in 2023.

### **CREATION AND EXPANSION OF THE TOWN OF LAKE PARK COMMUNITY REDEVELOPMENT AGENCY**

In 1996, the Town of Lake Park Community Redevelopment Agency (C.R.A.) was created by a vote of both the Town Commission and the Palm Beach County Board of County Commissioners. Its purpose was, and remains, to restore and maintain a sense of place and community through the revitalization of the physical and economic environment throughout the Lake Park Community Redevelopment Agency's designated areas. The 1996.C.R.A. board presented a plan that served as the framework for programming redevelopment activities and implementing specific projects designed to leverage public interest and private investment required for revitalization. Redevelopment is one of the best ways to instill new life into areas adversely impacted by social, physical, environmental, or economic decline. The targeted area receives focused attention and financial investment to reverse the negative trends caused by slums and blighted areas. The C.R.A. creates jobs, restores a business climate, rehabilitates and increases business and housing opportunities for low- and -moderate-income residents and families.

The latest C.R.A. Master Plan calls for expanding the C.R.A. target area. The new target area will include Bert Bostrom Park. The expanded area includes homes along Silver Beach Road from 10<sup>th</sup> Street to U.S. Highway 1. The

expansion area extends 10<sup>th</sup> Street north from Northern Drive to Northlake Boulevard, encompassing 10<sup>th</sup> Court and Prosperity Farms Road to Northlake Boulevard. The expansion area is under consideration by the County.

The map illustrates the existing Lake Park C.R.A. and the proposed expansion areas.

**Map of Existing Lake Park CRA and Proposed Expansion Areas**



### **C.R.A. Master Plan Update and Future Focus**

In the last annual report, C.R.A.'s Board of Directors requested an update to the C.R.A. Master Plan. In preparation for The Town of Lake Park C.R.A. Master Plan update, and under the Town of Lake Park's Purchasing Ordinance, the C.R.A. solicited proposals from planning firms to update the C.R.A. Master Plan in an ongoing effort to foster redevelopment options and smart sustainable growth in the Town through an updated C.R.A. Master Plan. The implemented C.R.A. Master Plan was workshopped and approved in the last reporting period. The C.R.A. Master Plan is attached as an Appendix

and identifies the C.R.A. areas, along with goals and objectives for areas that essentially serve as our future focus areas. This report will also highlight initiatives and plans for future growth and development. A look at possible future initiatives will ensure attainable development initiatives for the C.R.A.

## **RECENT GROWTH AND DEVELOPMENT**

### **754 Park Avenue**

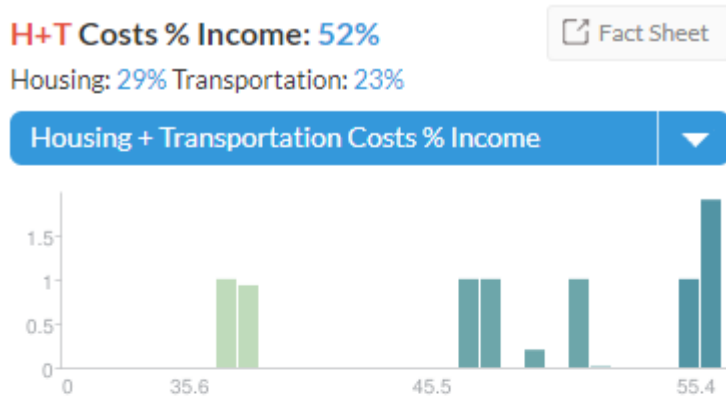
The Park Avenue project changed ownership when 754 Park Avenue Lake Park L.L.C. (represented by Michael Aram) purchased the 754 Park Avenue building (which was previously under renovation). To date, the property owner has not moved forward with the completion of the building. The property is under code violations from the Town, with a lien recorded against the property since the building permits for the renovations have expired and the property remains unfinished. This property remains underdeveloped with partial completion of a plan that may or may not move forward. The objective of the C.R.A. is to either get the new owner to complete construction with updated plans or sell the property to a developer to complete the development.

### **Downtown Redevelopment Vision**

The C.R.A. includes Park Avenue, Lake Park's main downtown corridor. The viability of space in the downtown area, which we also refer to as the Park Avenue Downtown District (PADD), requires significant development of residential, mixed-use buildings with increased density to create live, work, and recreate options for a successful rebirth of the PADD (a vital component of a viable PADD district). Density development along 10<sup>th</sup> Street, both North and South of Park Avenue, is critical to the success of business development and business sustainability. The PADD benefited from a comprehensive plan amendment, allowing for increased densities within select downtown areas. The State of Florida accepted the Comprehensive Plan Amendment, and the Town Commission passed Land Development Regulations to increase intensities. Now that density is in place for development along 10<sup>th</sup> Street and the extension of the PADD areas along 10<sup>th</sup> Street north and south of Park Avenue, additional mixed-use development projects that will propose increased densities and intensities are able to move forward in the application and approval process.

Businesses in the CRA PADD are struggling to attract customers from within the Lake Park boundaries. A significant reason for the lack of business from the local community evolves around housing costs. While Lake Park has historically had some of the lowest housing costs in the northern Palm Beach County area, the availability of disposable income remains out of reach for a majority of residents. Housing and Transportation costs for Lake Park residents, on average, constitute 52% of a family's housing and

transportation income. The graph below illustrates the need to attract customers outside of Lake Park. The need for marketing plans and the ability of the C.R.A. to assist local businesses in implementing such plans is significant, as illustrated in the graph below.



Housing + Transportation Costs % Income ?

Average : 52% Range: 33 - 59

Population	Household	Neighborhood
	Population	% of Population
< 24%	0	0%
24 - 36%	0	0%
36 - 45%	1,123	12.9%
45 - 54%	3,033	35%
54 - 66%	4,516	52.1%
66 - 78%	0	0%
78 - 87%	0	0%
87% +	0	0%
<b>Total</b>	<b>8,672</b>	<b>100%</b>

Over 4,500 residents in Lake Park commit between 54 to 66% of family income to housing and transportation expenses. With a population of just over 9,500 residents, almost half of the population in Lake Park cannot afford to have sufficient disposable income to support restaurants, cafés, and other businesses. In order to balance the affordable housing needs and provide for a new influx of residents in proximity to our CRA businesses so that they can further support them, additional density development in the downtown area is needed, along with affordable housing strategies such as accessory dwelling units. Such discussions will be on the horizon for the C.R.A Board of Directors and the Town Commission in 2023-2024.

The need for density development in the PADD cannot be overstated. The C.R.A. continues to explore the possibility of events intended to increase interest in the businesses within the CRA downtown district (PADD). With additional living units expected to come online in the next three to five years, the occupancies necessary to

support both the existing and additional businesses will ensure the success of restaurants, cafés, shops, and residential life in the newly expanded downtown areas of the C.R.A. While several variables impact redevelopment, such as the lack of control of land in the C.R.A., we must undertake creative ways to encourage development, redevelopment, and new investments in projects for the C.R.A. As of the writing of the C.R.A. report, staff estimates approximately 1,200 residential apartments are planned within the next one to five years. Additional dwelling units will allow more people to live in the downtown area and support local businesses. With increased density, structured parking will be necessary to accommodate the increase in density in the PADD area. Implementing some Lake Park Mobility Plan projects will also be essential to provide alternative transportation options, including developing a possible train station near the Park Avenue and 10<sup>th</sup> Street intersection.

Ultimately, through the efforts of the Community Development Department and the Town Commission, density-related development regulations in the PADD will ensure the success of the businesses that call the Lake Park C.R.A. home. Finally, the updated C.R.A. Master Plan promotes mixed-use development and other redevelopment opportunities that have proven successful in the rebirth of downtown districts in communities the C.R.A. Executive Director has managed.

### **Microbreweries**

Two microbreweries – Kelsey City Brewery (along Park Avenue) and Coastal Karma Brewing (along 10<sup>th</sup> Street, just north of Park Avenue) – are open in the C.R.A. Both are located within the newly established PADD. The expanded PADD along the 10<sup>th</sup> will create additional synergy among breweries and restaurants. With the development of new residential dwelling units (approximately 1,200), the recipe for further business development is within the borders of the C.R.A.

### **C.R.A. Attractions for Millennials, Other Age Groups, and Out-of-state Residents**

The eclectic feel of downtown businesses, the presence of diverse art, the possibility of a performance art group and retail shops in the PADD, and the diverse restaurant mix will continue to attract people of all age groups and genres to the downtown. The C.R.A. envisions additional mixed-use developments that will bring people, other specialty food establishments, and other unique uses and retail businesses to the C.R.A. Oceana Coffee (and two additional partners) received a million-dollar financial incentive package tied to development at the corner of Northern Drive and 10<sup>th</sup> Street. Oceana will open a commercial roasting/canning/shipping/receiving facility with retail options and commercial food kitchens. For the canning component, Oceana Coffee has partnered with a canning company. They have partnered with a commercial kitchen partner to operate this project component and create opportunities for home-based businesses to grow their respective companies out of a commercial kitchen footprint.

Hopefully, such business development opportunities will arise in the future. C.R.A. will increase. The newly established businesses will want to be located in the C.R.A. and create unique food options not found anywhere else in northern Palm Beach County.

Open-air cafés and unique restaurants will join the existing restaurants in the future. A new train station on 10<sup>th</sup> Street behind the existing Palm Beach County Fire Rescue building will provide additional mobility options in the planning and visioning stages of building a train station with residential units above. This extra mobility option aligns with the Town's discussions on the recently passed mobility plan and fee structure. This mobility plan proposes improvements intended to provide direct alternative transportation options to several areas within the C.R.A. Further, the mobility plan will serve as an added transportation connection (last mile) option to attract individuals of all ages to the .C.R.A. and connect the CRA PADD to the parks, marina, and waterfront district.

### **A Marketing Plan**

The C.R.A.'s updated Master Plan currently serves as the Town's marketing plan for the C.R.A., including marketing-related goals and objectives. In addition, in the next reporting period, C.R.A. staff plans to develop a more in-depth marketing and branding campaign for the C.R.A. A marketing specialist position is intended for the F.Y. 23-24 budget to work with businesses in the C.R.A. to create specific marketing strategies for companies in the C.R.A. 2023-2024.

### **Performing Arts Center**

The Kelsey Theater's long-range plan may include a performance Arts Center in the 700 block of Park Avenue. The C.R.A. development focus for the 700 block of Park Avenue will be to find a developer to redevelop the property under the new C.R.A. Master Plan. Several for-profit and not-for-profit groups in South Florida can manage a future performing arts center. Future C.R.A. staff will be responsible for searching for and securing a Black Box Theater location tenant.

### **796 10<sup>th</sup> Street Façade Improvements**

Brooklyn Cupcakes is an all-female, minority-owned company occupying a portion of the 796 10<sup>th</sup> Street property. The owners maintain their signature location consisting of a 500-square-foot business in Brooklyn, New York, and a mail-order business in partnership with Goldbelly. The C.R.A. financed a build-out and grease trap for the company and will contribute to a commercial kitchen exhaust hood if they expand their product offerings to include cooked food products on-site. The C.R.A. awarded \$94,050 for the hood system amortized over five years, within which the business must remain in operation. The hood system project has yet to be initiated. We continue to encourage the business owner to expand their product offering beyond cupcakes, which will require the

commercial exhaust system to be financed by the C.R.A. and installed by the business owners, assuming they meet the obligations of the awarded grant funds. Brooklyn Cupcake will also help the neighboring Coastal Karma brewery and other businesses in the area by providing much-needed food once the hood system project is realized.

In addition, the C.R.A. recently awarded \$360,000 for façade/exterior property improvements to the property located at 796 10<sup>th</sup> Street. The expected façade/exterior property improvements will cost an estimated \$1.2 million. A proposed 596-unit (market rate residential mixed-use project) will be considered directly across the Street from this location. C.R.A. With the upgrade to the façade/exterior of the property, we expect to see an expansion of the customer base for the property's businesses over the next two years. The location desperately needs additional food establishments to support each other while the mixed-use development projects in the area are underway.





**Hometown District**



**Commerce District**



**Arts District**

## **MEMBERS OF THE CRA BOARD OF DIRECTORS**

Roger Michaud	Chair
Kimberly Glas-Castro	Vice-Chair
Carmen Rodriguez	Agency Member
Henry K. Stark	Agency Member
Mary Beth Taylor	Agency Member
Judith Thomas	Agency Member
Vacant	Agency Member

## **STAFF OF THE CRA**

John D'Agostino	Executive Director
Thomas J. Baird, Esq.	Agency Attorney
Vivian Mendez, MMC	Agency Clerk



## **TOWN OF LAKE PARK COMMUNITY REDEVELOPMENT AGENCY**

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