

**Minutes**  
**Town of Lake Park, Florida**  
**Community Redevelopment Agency**  
**Board Meeting**  
**Wednesday, December 2, 2015, 8:00 p.m.**  
**Town Commission Chamber, 535 Park Avenue**

The Community Redevelopment Agency Board met for a regular meeting on Wednesday, December 2, 2015 at 8:00 p.m. Present were Chair James DuBois, Vice-Chair Kimberly Glas-Castro, Board Members Rhonda “Jo” Brockman, Erin Flaherty, Michael O’Rourke, Kathleen Rapoza, Executive Director John D’Agostino, Agency Attorney Thomas Baird, and Agency Clerk Vivian Mendez. Board Member Christine Francois was absent.

Agency Clerk Mendez performed the roll call and the pledge of allegiance had been done during the Regular Commission meeting earlier in the evening.

**Special Presentation/Report:**

**1. Review of Primary Revenue Source of the Lake Park Community Redevelopment Agency.**

Executive Director D’Agostino explained that the Tax Increment Adjustment Worksheet (see Exhibit “A”) would assist Board Members to understand how the CRA derives some of its funds. He introduced Finance Director Blake Rane gave a presentation.

Finance Director Rane explained that several questions have been raised by the community regarding the CRA budget and how it gets funding, so he created the presentation to provide some understanding of the process. He explained that in June of each year Palm Beach County (PBC) via the “Etrim” website, certifies the amount of taxable funding for the CRA area. He explained the worksheet by stating that 1997 was the CRA’s base year, which appears at the top of the worksheet. The CRA began building its tax base that year. In 1997 the taxable value was \$56.1 million. This past June the taxable value was almost \$103 million, so the difference between the base year and the current year (which was called the Tax Increment) was \$46.9 million. He explained that the formula that was prescribed by the State was on page 2 (of Exhibit “A”).

Board Member O’Rourke asked if there were funds available in the 2015/2016 budget to be used for incentives. Finance Director Rane explained that during the September CRA Budget meeting, the CRA Board approved funds for marketing and legal expenses. He stated that the CRA was very close to covering its own Debt Services. He explained that as the taxable values increase, the funds would be sent to the Town from PBC and the Town would then transfer those funds into the CRA fund, which are now around \$603,000.

**Public Comment:**

None

**Consent Agenda:**

**2. Approval of Special Call CRA Board Meeting Minutes of August 19, 2015**

**Motion: Board Member O'Rourke moved to approve the consent agenda; Board Member Rapoza made the second.**

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Erin Flaherty	X		
Board Member Christiane Francois			Absent
Board Member Michael O'Rourke	X		
Board Member Kathleen Rapoza	X		
Board Member Rhonda "Jo" Brockman	X		
Vice-Chair Kimberly Glas-Castro	X		
Chair James DuBois	X		

Motion passed 6-0.

**NEW BUSINESS:**

**3. Discussion of Incentives for Attracting Business into the Community Redevelopment Agency**

Executive Director D'Agostino explained that the purpose of the agenda item (see Exhibit "B") was to get a sense of what types of incentives the Board would be comfortable implanting to attract business development and expansion. He explained that although the CRA has a budget of \$603,000 over 50% of those funds are embarked for debt, leaving approximately a few hundred thousand to be used for operational and other expenses in the CRA. He asked what types of incentives the Board would feel comfortable allowing staff to implement within the next two (2) fiscal years. He explained that the CRA business value increased by about 16%; the Town as a whole increased by about 8%. He asked the Board if they wanted to have certain incentives that meet certain goals and objectives of the Board. He gave a few examples of how incentives could be tied together to the goals and objectives. He explained that the Town was moving forward with a foreclosure action on a property in the CRA. If successful, and the property were reverted to the Town, the goal would be to combine that parcel with additional parcels to create a larger project.

Chair DuBois stated that before looking at incentives the Board should first consider all of the deferred maintenance that was put on the CRA over the past several years. He explained a bit of the history of the Town not paying the CRA Tax Increment Funding (TIF), which has left the CRA in debt. He explained that since the CRA has been in debt it still needs to be maintain with such services as landscaping, road surfacing, and sidewalk repairs. Finance Director Rane explained that for many years there were serious

audit comments for not funding the CRA TIF and the State enacted penalties on the Town. He explained that in 2012 the Town was able to clear the audit comments and thankfully it was now behind us. He stated that since he began working as the Town's Finance Director he has made sure that the correct TIF amount has been paid to the CRA. Chair DuBois explained that during the years that the TIF was not being paid, the CRA used the funds and borrowed money from the General Fund to have program incentives. Finance Director Rane stated that the CRA was spending far more money than it was allotted. He explained that now the CRA was in a very low maintenance state, paying its loans (which some go out as far as 2028), and living within its budget. Executive Director D'Agostino explained that after the maintenance expenses the CRA has about \$35,000 to use for marketing and attorney's fees.

Board Member O'Rourke expressed concerned with the vacant units on Park Avenue more than the maintenance issues. He explained that 801 Park Avenue was moving forward with developing the property, which includes retain. Executive Director D'Agostino explained that staff continues to work with the owner to move the project forward with a plan for the remaining 10% of the site plans. Chair DuBois asked what the vacancy rate was on Park Avenue. Executive Director D'Agostino stated that we did not have the vacancy rate available. Chair DuBois stated that lighting was also a concern in that area. Executive Director D'Agostino explained that as soon as staff was made aware of the lighting concerns, the Public Works Department went out and replaced the lighting that are maintained by the Town. He agreed that he was concerned with the vacancy rate. Chair DuBois asked for the vacancy rate and to track it to see if the rate improves. Executive Director D'Agostino stated that a façade grant program could the store fronts to a certain standard that would then make the property rentable. He explain that staff met with several professionals in the marketing area. He stated that a market analysis would be brought back before the CRA Board at its next meeting to see what this area would sustain. He explained that a marketing plan could be developed from the analysis to assist the CRA in attracting stainable businesses. He stated that the Brew House Gallery markets extremely well through social media and they are currently the life blood of the area. He stated that the Town was a walkable and bike able community with an economic footprint that was welcoming for the millennial generation. He asked if the CRA Board wanted to use Community Development Block Grant (CDBG) incentives by doing renovations and housing stock in the community that are below grade. He asked if funds should be put aside to begin to provide grants incentives and stabilize the area. Board Member O'Rourke stated that what the Executive Director has mentioned are all long term perceptive. He asked if there were something that could be done now. He gave an example of businesses in a certain area of Park Avenue that would help grow the area. Executive Director D'Agostino explained that in order for a similar situation to happen in other areas of the CRA other essential components need to be in place.

Board Member Brockman stated that as the business owner of the 700 block of Park Avenue, she was willing to make a difference in the Town. She explained the vision for the property as well as in that area of Park Avenue and the Mos'Art Theatre. She explained that their vision would be to bring different forms of art to the area, including possibly the "School of Rock". She stated that they would like to get some life blood

back into that very significant vacancies of Park Avenue. She stated that social spaces are new and up & coming thing in communities. Executive Director D'Agostino stated that the CRA needs to be able to cultivate what the Brew House Gallery has done for the area. He stated that the success of one business breeds then the success of other businesses. He explained that the area needs to be cleaned up and until that were done the area would remain less attractive to other business owners. He stated that in order to clean up the area, from a Code Compliance perspective, and get the unemployed employable, there were issue that makes the area less attractive and the CRA needs to deal with that issue. He explained that when the CRA initiatives got started it had its own policing services (separate from the Town) and bringing that service back would improve the area. He explained how the mixed-use type concept could work with commercial retail shops along the bottom and increase density residential property along the top all along Park Avenue, not just one block. Board Member Brockman asked if there were a timeline on that vision. Executive Director D'Agostino stated that the timeline would be about two (2) fiscal years to put an incentive program together that achieves the objectives set by the Board. Board Member Brockman asked if there were a timeline for the 801 Park Avenue building. Executive Director D'Agostino stated that the property should be ready for market and occupancy in 4-6 months.

Board Member Rapoza stated that she agrees with a façade improvement program and would like to have that as the first incentive. Executive Director D'Agostino stated that he was very familiar with the Downtown vitalization initiatives where there was a mixed-use, a transportation component with the rail train, restaurants, and small shops.

Board Member Flaherty express concern with the façade program and having property owners want to improve their properties. Executive Director D'Agostino explained that it would be necessary to have one business owner become involved in the process in order to generate other business owner's interest or involvement. He stated that façade standards would need to be developed before a program were introduced to the CRA. Board Member Rapoza stated that they want to create a domino effect.

Board Member O'Rourke stated that the Town does not have a good relationship with the owner of the property on the corner of 8<sup>th</sup> Street and Park Avenue (formerly Park Avenue BBQ). He stated that the Town needs to find a way to work with that property owner that would assist in making the changes needed for the area. Executive Director D'Agostino stated that it would be his responsibility. Chair DuBois explained that he spoke with the owner of that property many years ago and the issue the owner had with the Town was parking. He explained that even after the Town offered additional parking by acquiring the property directly behind the business to building a parking lot, the business owner was not interested in redeveloping the property. Executive Director D'Agostino stated that the property owner would need to be shown that the CRA has a master plan for parking.

Vice-Chair Glas-Castro agreed that this would be a good time to pursue a façade improvement program even if it was for a small amount of funds. She stated that she was concerned with loan programs because of the unsuccessful track record. She would be in

favor of loans or merchant assistance which included an enforcement mechanism where the benefits to the Town were received. Chair DuBois stated that when a business opens they notice that the roads are not being maintained, the landscape does not get watered, there are people hanging out in the streets and the enforcement needs to improve before anything else could enhance the CRA. Executive Director D'Agostino stated that he has spoken to a number of business owners that would prefer that the CRA have better marketing, and put on more festival type activities in the Downtown area that would attract people to the area. He explained how he initiated a festival in his former city that continues until today. Board Member Rapoza stated that the type of festival that the Executive Director mentioned would not be achieved without the proper type of marketing. Chair DuBois stated that a good example of real success of how to revitalizing a CRA was the City of Delray Beach. He explained that the City of Delray Beach failed a number of times in their revitalization efforts, but continued to bring back ideas. Executive Director D'Agostino stated that staff has met with several CRA marketing agents including the CRA Director in the City of Delray Beach. He explained that a marketing study needs to be conducted to assist with what should be the next steps for the CRA. Chair DuBois agreed that a marketing study would be extremely helpful.

Board Member Flaherty suggested having a list of business that are allowed and are not allowed available in case someone approaching them about a business venture.

Chair DuBois stated that the subject of murals need to be discussed, since a mural appeared at the Art on Park Gallery. He stated that at one point he was not in favor of murals, but understands that it was a good way to get the community involved. Executive Director D'Agostino stated that a mural Ordinance was forthcoming. He stated that a meeting with the business owners in the area should take place to get their feedback on the subject before an Ordinance were created.

Chair DuBois asked what direction the Board could provide this evening that would assist staff to move forward. Executive Director D'Agostino stated that the direction given this evening was to implement a façade improvement incentive, and a loan program that would include language about tangible collateral versus a piece of paper for collateral. Chair DuBois stated that although one restaurant closed down, the next restaurant had all the necessary equipment to sustain a successful business.

Board Member Brockman asked if anyone know how Cider Donuts found out about the Town of Lake Park. She stated that she had known of the business when they were at their former location and wondered how they found out about the Town of Lake Park. She stated that when she was looking to open her business she drove around and found the location on Park Avenue that was affordable, close to home, and the façade was good enough for them. Executive Director D'Agostino explained that the owner of Cider Donuts went to one of the Town's Sunset Celebrations and drove around Town and that was how they became a tenant. He explained the different aspects of the Cider Donuts business and how the business works with the community.

Board Member O'Rourke stated that he would like to see the marketing study and get a better understanding of what was occurring in the CRA. Executive Director D'Agostino stated that the marketing study was already underway. He stated that he would be making a presentation to the Board possibly during a Special Call CRA meeting in the not too distant future. Board Member O'Rourke announced that at the Art on Park Gallery the Town has a pottery kiln that was not being utilized. Chair DuBois explained how the Gallery was originally intended to be laid out with room to use the kiln, but the Gallery was no longer laid out in a manner in which the kiln could be utilized. Board Member O'Rourke suggested using a section of the Community Garden as a sculpture garden. Board Member Brockman explained a few ideas for utilizing the kiln so that the sculpture could be displaced at the Community Garden or area restaurants.

Mr. A.J. Brockman, co-owner of the Brew House Gallery provided some additional ideas on how to market the CRA. He stated that the success of their business has been marketing. He suggested that part of the marketing plan would be to explore marketing an Art District within the CRA and bring those types of businesses into the area. He felt that it was more about what was already happening in the area where businesses would invest in areas that already have movement. He announced that a "Back Alley Art Fest" was being proposed for January 22, 2016, which coincides with Art Palm Beach, which takes place at the Palm Beach Convention Center in mid-January. He stated that the event would bring in artist from all over the world. He stated that they work with Art Synergy a non-profit organization which does other events throughout the County. He shared that when they announced the "Back Alley Art Fest" event on their Facebook page it received over 100 hits in a short period of time. He stated that marketing events would draw people to the area, which in turn would draw businesses to the area.

Executive Director D'Agostino stated that he had the direction he needed from the Board and would develop a marketing analysis that would be shared with the Town Commission.

#### **EXECUTIVE DIRECTOR REPORT:**

Executive Director D'Agostino announced that there are some personnel changes in the Parks & Recreation Department as well as the Event Coordinators that were hired to work with the Parks & Recreation Director. He stated that at the present time there are no personnel in the Recreation Department. As a result staff, was looking to delay any rentals of facilities until they could figure out what to do with the positions. He explained what was earmarked during the budget process for increases in responsibility and duties, for Janet Miller and Janet Perry. Both staff members are not in a position right now to work on Parks & Recreation duties as they would have done in the past. He explained that the facility rentals historically have been friends of Town residents and the Town resident would get the discount for the person. He stated that the original intent was to provide the opportunity for residents to rent the facilities, but greater than 50 percent of the renters have been non-residents. He felt that now was the opportunity to change the focus and direction of the Parks & Recreation Department and the event coordination positions by concentrating on marketing and events, as a separate component of the Recreation Department, under the direction of the Recreation Director.

He explained that an event would be taking place in the CRA Town Green on Friday that was not marketed properly. There had been no communication with the Commission, and therefore he was proposing to create a marketing plan would be coming forward for the Commission and the CRA Board to review. The marketing plan would include all types of scenarios in which staff would be communicating with the public, such as a change to the sanitation schedule. In the master outreach plan it would provide a checklist of information in which anyone who would be engaging the public would follow and a policy would be implemented by the Administration. He stated that the policy format would take shape with Senior Staff creating a draft policy, which would be adopted by the Commission. He stated that there should be no reason why the events would not be featured in the Palm Beach Post, and the Commission notified well in advance of the event. He stated that the Tree Lighting Ceremony would take place on Friday, December 4, 2015 from 6:00 – 8:00 p.m. at the Town Green. He stated that Janet Miller, Janet Perry, Bambi Turner, Dave Hunt, the Public Works staff, and he would be working to make sure that the event goes off without a hitch. He stated that the only pending issue was that the weather was forecasted to rain all day on Friday. He stated that vendors, non-profit organizations, Santa Clause, an elf, and raffles would all be part of the event.

#### **BOARD MEMBERS COMMENTS:**

**Board Member Francois** was absent.

**Board Member Brockman** stated that she was fully on board with what the CRA Board was doing.

**Board Member Rapoza** had no comments.

**Board Member Flaherty** had no comments.

**Board Member O'Rourke** was grateful to welcome Board Member Brockman to the Board.

**Vice-Chair Glas-Castro** expressed outrage about the communication regarding the Tree Lighting event including when had the date been set for the event, Commissioners unavailability to attend, and staff and the Town Managers inability to communicate with the Commission.


**Chair DuBois** thanked Board Member Brockman for volunteering as a CRA Board Member. He stated that he looked forward to flipping the light switch at the Tree Lighting event scheduled for Friday, December 4, 2015 from 6:00 – 8:00 p.m.

ADJOURNMENT

There being no further business to come before the CRA Board and after a motion to adjourn by Board Member Rapoza and seconded by Board Member Flaherty, and by unanimous vote, the meeting adjourned at 9:32 p.m.



Chair, James DuBois

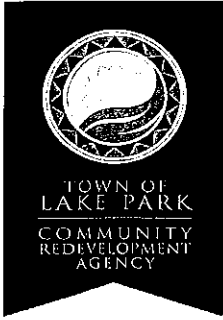


Agency Clerk, Vivian Mendez, CMC



Approved on this 2 of March, 2016





# AGENDA

Community Redevelopment Agency Meeting  
Wednesday, December 2, 2015,  
Immediately Following the  
Regular Commission Meeting  
Lake Park, Town Hall  
535 Park Avenue

<b>James DuBois</b>	—	<b>Chair</b>
<b>Kimberly Glas-Castro</b>	—	<b>Vice-Chair</b>
<b>Erin Flaherty</b>	—	<b>Board Member</b>
<b>Christiane Francois</b>	—	<b>Board Member</b>
<b>Michael O'Rourke</b>	—	<b>Board Member</b>
<b>Kathleen Rapoza</b>	—	<b>Board Member</b>

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<b>John O. D'Agostino</b>	—	<b>Executive Director</b>
<b>Thomas J. Baird, Esq.</b>	—	<b>Agency Attorney</b>
<b>Vivian Mendez, CMC</b>	—	<b>Agency Clerk</b>

PLEASE TAKE NOTICE AND BE ADVISED, that if any interested person desires to appeal any decision of the Town Commission, with respect to any matter considered at this meeting, such interested person will need a record of the proceedings, and for such purpose, may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. *Persons with disabilities requiring accommodations in order to participate in the meeting should contact the Town Clerk's office by calling 881-3311 at least 48 hours in advance to request accommodations.*

A. **CALL TO ORDER/ ROLL CALL**

B. **PLEDGE OF ALLEGIANCE**

C. **SPECIAL PRESENTATION/REPORT**

1. Review of Primary Revenue Source of the Lake Park Community Redevelopment Agency

Tab 1

D. **PUBLIC COMMENT**

This time is provided for addressing items that do not appear on the Agenda. Please complete a comment card and provide it to the Agency Clerk so speakers may be announced. Please remember comments are limited to a TOTAL of three minutes.

E. **CONSENT AGENDA**: All matters listed under this item are considered routine and action will be taken by one motion. There will be no separate discussion of these items unless a Commissioner or person so requests, in which event the item will be removed from the general order of business and considered in its normal sequence on the Agenda. Any person wishing to speak on an Agenda item is asked to complete

a public comment card located on either side of the Chambers and given to the Town Clerk. Cards must be submitted before the item is discussed.

2. Approval of Special Call CRA Board Meeting Minutes of August 19, 2015 Tab 2

F. NEW BUSINESS:

3. Discussion of Incentives for Attracting Business into the Community  
Redevelopment Agency Tab 3

G. EXECUTIVE DIRECTOR REPORT:

H. BOARD MEMBER COMMENTS

I. ADJOURNMENT

The next scheduled CRA Board Meeting will be conducted on March 2, 2016



Reset Form

Print Form

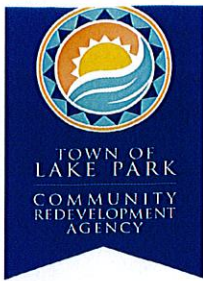
**TAX INCREMENT ADJUSTMENT WORKSHEET**

Year:	2015	County:	PALM BEACH
Principal Authority :	Lake Park	Taxing Authority :	Lake Park
Community Redevelopment Area :	Lake Park	Base Year :	1997
<b>SECTION I : COMPLETED BY PROPERTY APPRAISER</b>			
1.	Current year taxable value in the tax increment area	\$	102,995,143 (1)
2.	Base year taxable value in the tax increment area	\$	56,070,754 (2)
3.	Current year tax increment value (Line 1 minus Line 2)	\$	46,924,389 (3)
4.	Prior year Final taxable value in the tax increment area	\$	95,697,480 (4)
5.	Prior year tax increment value (Line 4 minus Line 2)	\$	39,626,726 (5)
<b>SIGN HERE</b>	<b>Property Appraiser Certification</b>	I certify the taxable values above are correct to the best of my knowledge.	
	Signature of Property Appraiser : Electronically Certified by Property Appraiser	Date :	6/25/2015 8:18 AM
<b>SECTION II: COMPLETED BY TAXING AUTHORITY Complete EITHER line 6 or line 7 as applicable. Do NOT complete both.</b>			
6. If the amount to be paid to the redevelopment trust fund IS BASED on a specific proportion of the tax increment value:			

Exhibit A

Current year tax increment value	Factors	Cumulative math
2015/16 Increment	\$ 46,924,389	\$ 46,924,389
Divided by 1,000	1,000	\$ 46,924.389
Multiplied by the Palm Beach County millage rate	4.7815	\$ 224,368
Multiplied by 95 percent	0.95	\$ 213,151

	Millage	CRA Revenue
Palm Beach County	4.7815	\$ 213,151
Town of Lake Park	5.3474	
MSTU	3.4581	
Combined	8.8055	\$ 392,533
Total PBC and Town		\$ 603,986



CRA *Exhibit "B"*  
Agenda Request Form

Meeting Date:

Agenda Item No.

**Agenda Title:** Discussion of Incentives for Attracting Businesses into the Community Redevelopment Agency (CRA).

- SPECIAL PRESENTATION/REPORT     CONSENT AGENDA
- OLD BUSINESS     NEW BUSINESS: Resolution
- DISCUSSION FOR FUTURE ACTION     OTHER: General Business

Approved by Executive Director: *John D'Agostino*    Date: *11/23/15*

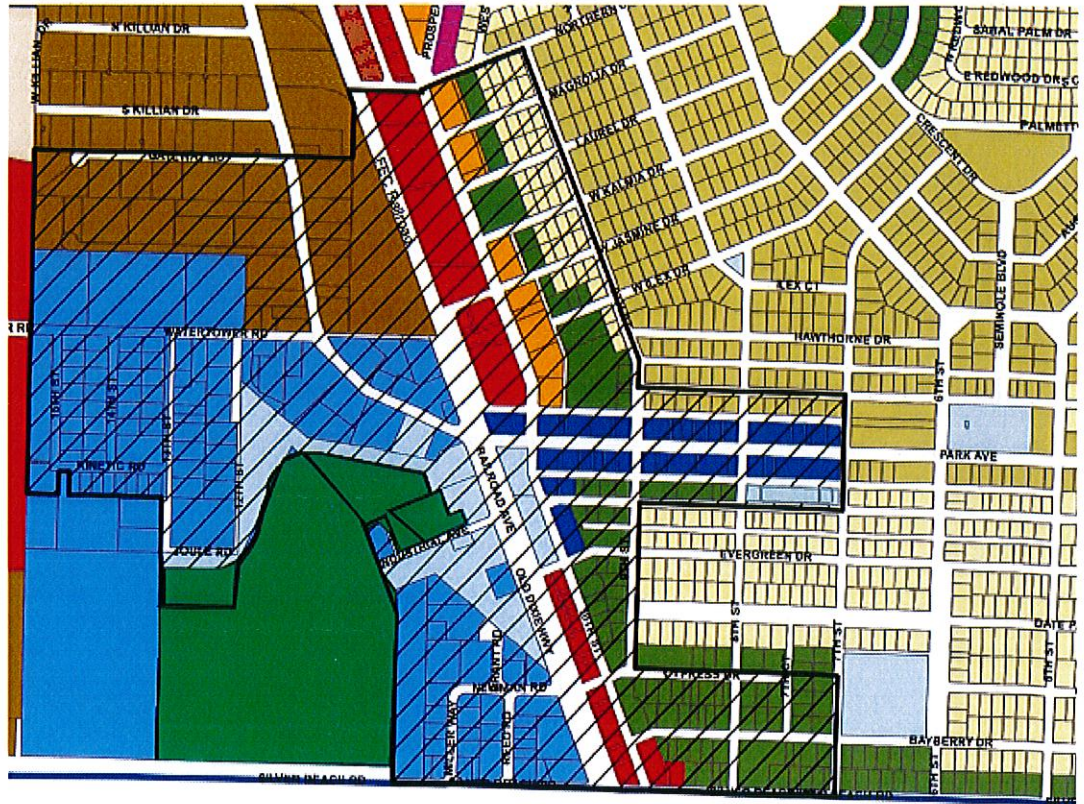
*John D'Agostino / CRA Executive Director*

Name/Title

<b>Originating Department:</b>	Costs: \$ 0.00 Funding Source: Acct. # <input type="checkbox"/> Finance	<b>Attachments:</b>
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**Summary**  
**Explanation/Background:**

The purpose of this agenda item is to allow for the discussion of incentives that are currently available to attract businesses into the CRA and others that are currently being utilized elsewhere. The general boundaries of the CRA are outlined in black to the right →





The Town welcomes new businesses into the CRA by providing the following incentive opportunities:

→ **EXPEDITED PERMITTING** which allows for the Community Development Department to be the key contact person to bring all reviewing agencies together in order to streamline and expedite the permitting process. This allows for the removal of any potential roadblocks and designated supervision by the Community Development Director. For the most part, this is practiced with new applicants even though they do not necessarily meet the criteria below, however this procedure allows is to place projects that meet the criteria below at the top of the review pile and move them through the process in advance of other projects currently in the pipeline. While this is a town-wide initiative, it inherently applies to our CRA properties and is detailed in Chapter 67 of the Town Code as the following:

### **Sec. 67-201. - Purpose.**

*The purpose of this article is to provide an expedited permitting process to encourage businesses to locate or relocate within the Town of Lake Park. An expedited permitting process may be applied to a property which is properly zoned and platted for its intended use to accomplish the following:*

*An expedited process for qualified projects.*

*A business-friendly, single point staff professional whose responsibility it is [to] expedite projects through the town's development review process.*

*Provide for predevelopment meetings, initiated by appropriate town staff and consultants to eliminate or minimize unanticipated delays during the development review process.*

*Town staff coordination of meetings, as necessary with utility company representatives and others.*

### **Sec. 67-202. - Applicability.**

*The following criteria shall be used to determine whether a business qualifies for the expedited permitting program:*

(a) *The business must fall into one of the following targeted industry clusters:*

- (1) *Aviation/aerospace/engineering;*
- (2) *Business/financial service (non-retail);*
- (3) *Bioscience;*
- (4) *Communications/IT;*
- (5) *Medical or pharmaceutical research and development;*
- (6) *Educational institution;*
- (7) *Corporate headquarters.*

(b) *The business shall demonstrate the capability to create 30 new full-time positions within the first two years of operation or within two years of expansion of its operation within the town.*

(c) *New employment positions shall be value-added employment based on the average salary paid by the employer. Value-added employment is defined as the average salary for new employment positions created being at least fifteen percent higher than the average current per capita income level in Palm Beach County or fifteen percent higher than the industry average as reported by the Bureau of Economic and Business Research, University of Florida.*

(d) *The business shall submit sufficient financial information to the town manager to establish solvency and status as an ongoing business prior to acceptance into the program. Due diligence reports may include a Dun & Bradstreet report or such other reports as deemed necessary by the town.*



### **Sec. 67-203. - Town's responsibilities.**

For businesses that meet the above-described criteria, the Town of Lake Park agrees to take the following actions to streamline the permitting process:

- (a) The community development director or his designee shall be the town's "corporate permit manager." This individual shall serve as the single point of contact for qualified businesses and shall have the responsibility of assisting applicants throughout the town's development application review and permitting process.
- (b) The community development department shall establish the necessary steps required for permitting qualified projects in a pre-application meeting and shall prepare a permitting timetable within five business days for the project's completion of an application to the town for review. A plans review timeline shall be developed and agreed upon by both parties which include submittal deadlines and review for all development related issues.
- (c) The project shall receive priority at every phase of the development application review and permitting process by town staff, including "face-to-face" or "stand-up" meetings to conduct reviews with the applicant present to have an efficient interaction during the review, to get answers immediately to questions, and/or to make expectations clear on how issues will be addressed. Public hearing scheduling shall be expedited if applicable to an application.
- (d) Comments relative to the town's development application review shall be provided to the applicant within ten business days of the submission of an application which has been deemed complete by the town. The town and the applicant shall review comments and plans or revisions thereto in a thorough and timely manner.
- (e) Should any issues arise during the development application review and permitting process, a "face-to-face" or "stand-up" meeting between the town staff and applicant's representatives shall be conducted within three business days of the applicant's written notification of the issues.

### **➔ FINANCIAL ASSISTANCE (some incentives are contingent on available funding and program creation)**

The CRA Board has used job creation in the past as a criteria when considering financial assistance. A request for assistance accompanied by a guarantee of the creation of (x) number of jobs would be looked at positively. There are the following potential financial incentive tools that are available to the CRA.

- **Façade and Exterior Improvement Program/Beautification Program**  
This grant can provide 50% of a façade project up to \$5,000; or in a targeted area as determined by the Town. Eligible improvements may include landscaping, awnings, exterior painting and any other approved exterior improvement.  
*(The Town has a design approach manual prepared by the University of Miami for the Town of Lake Park CRA in 2009 – in it, design initiatives are available)*
- **Merchant Assistance Program** – The Program can be available to restaurant and retail businesses that have been located in the CRA for three (3) years or more. The CRA will provide a grant of up to \$5,000 per business inclusive of a consultant's time for training and for minor aesthetic improvements to the interior of a business.
- **Loan programs** that would allow up to a \$5,000 contribution for eligible businesses (eligibility criteria needs to be structured)
- The ability to **float a revenue bond** for the purchase and/or construction of the project. The CRA could then lease back the site at a favorable rate.



- The ability to waive, through the Town Commission, **the Town's 25% portion the building permit fees**. This can be a substantial amount. As an example, the fees for a 40,000 square foot building with a \$1,000,000 construction job value would currently hold a \$12,600 permit application cost. 25% would equal to a savings of \$3,150 and the Town would benefit by a new development and an increase in property value.
- The potential for **participating in the Florida Urban Job Tax Credit Program** which offers an incentive for eligible businesses located within one of the 13 designated urban areas to create new jobs. According to the Florida Department of Economic Opportunity, the credit ranges from \$500 to \$2,000 per qualified job and can be taken against either the Florida Corporate Income Tax or the Florida Sales and Use Tax. The credit can only be taken against one of these two taxes. These tax credits are provided to encourage meaningful employment opportunities that will improve the quality of life of those employed and to encourage economic expansion of new and existing businesses in urban areas of Florida. The Florida Legislature created the Urban Job Tax Credit (UJTC) Program in 1997 to encourage the creation of job opportunities and the economic expansion of new and existing businesses. The areas that qualify for a UJTC designation are ranked in three categories; Tier One, Two, and Three. Lake Park's UJTC Area qualifies for the Tier One category which provides the highest credits available. There are only five communities in Palm Beach County that qualify for the UJTC. Businesses must meet the definition specified in the Florida Legislature. Five million dollars of tax credits may be approved in a calendar year.
- The **Economic Development Ad Valorem Tax Exemption**. The Town, in early 2009, held a referendum to allow the Town Commission to abate Town property taxes as an economic incentive to attract businesses to the Town. The referendum was overwhelmingly adopted by the voters. It provides an incentive to those new or expanded businesses which make a positive contribution to the economy of the municipality in terms of new jobs and improvements to real and personal property. The exemption applies only to the Town portion of the property taxes. The amount of the exemption is negotiated between the Town and the qualified business requesting the exemption. The final exemption allowance is required to be set by the Town Commission.
- A tool for historically-designated properties in the CRA (namely, 918 Park Avenue) is the **Historic Preservation Tax Exemption**. This is an exemption offered to the owners of individually, locally designated historic properties, who do significant rehabilitations on their historic structures. This ad valorem exemption applies to 100% of the value of the qualifying improvements for 10 years. Once all your improvements are (1) applied for; (2) approved by the Historic Preservation Board; and (3) brought through the permitting process, the total cost of improvements is tallied. This total cost, along with all pertaining documentation and photos, is submitted to the Palm Beach County Property Appraiser's office for review. The County then makes a determination on what the increase in property value is. This increase qualifies for a 100% exemption for up to ten years. For example, if your property before the improvements is valued at \$100,000, and a \$50,000 property value increase is determined after the historical improvements, the new property

value will be \$150,000. The \$50,000 improvements qualify for a 100% exemption for up to ten years. Therefore, even though the new property value after all the improvements is \$150,000, you will only be responsible to pay taxes on \$100,000 (\$150,000 minus \$50,000), reducing your taxable value for ten years.

- A **Community Beautification Improvement Fund** is also available for those properties with code violations. An application form; amortization agreement and determination on the amount granted (which is on a reimbursement basis) is required.

**Additional State and local programs** may also be available and the Town of Lake Park staff can research available programs for specified applicants on a case-by-case basis and connect with the State of Florida and Palm Beach County's Department of Economic Opportunity.

## **OTHER INCENTIVE-TYPES AVAILABLE IN FLORIDA MUNICIPALITIES AND PROVIDED THIS YEAR AT THE FLORIDA REDEVELOPMENT ASSOCIATION ANNUAL CONFERENCE (contingent on available funds and implementation)**

### **Capital Improvement Grant Program**

Calculated on 50% of the "interest only" portion on the principle amount of a loan obtained for rehabilitation or renovation of a project located in a designated area. Loans from participating lenders are based on prime rate with no points or closing costs are charged. The maximum principal loan amount allowed and obtained is \$350,000.

### **Relocation and Development Assistance**

The CRA may assist with relocation and development of certain uses to allow for a more desirable or upgraded use. This program provides the incentives necessary for redevelopment including tenant relocation, acquisition, buildout and rehabilitation or renovation of existing properties.

### **Real Estate Development Accelerator (REDA)**

Primarily for large scale development projects greater than \$5 million, this incentive can be utilized in the form of land mark-down, infrastructure improvements, Tax Increment Financing or similar type of assistance. Each project is negotiated on an individual basis based on a gap in a development pro forma.

### **Housing Investment Program (HIP)**

Developers of new construction of for-sale/for rent residential projects investing up to \$5 million may be eligible for development assistance. Based on a formula, projects may qualify for a \$5,000 per unit incentive. An additional \$5,000 incentive may be provided for each affordable unit set aside with a maximum number of units not to exceed 25% of the overall project.

### **Strategic Investment Streetscape Program**

Development projects costing up to \$5 million can be eligible for funds for streetscape improvements. Depending on the scope of the project, up to 50% of the cost of the streetscape construction within the public right-of-way may be funded.

### **Strategic Investment Program**

Based on a formula that considers the amount of tax increment generated from each project, commercial and mixed-use projects up to \$5 million may be eligible for development assistance.

**RECOMMENDED MOTION**: This is a discussion item only.