

**Minutes**  
**Town of Lake Park, Florida**  
**Community Redevelopment Agency**  
**Board Meeting**  
**Wednesday, March 1, 2017, 6:30 p.m.**  
**Town Commission Chamber, 535 Park Avenue**

The Community Redevelopment Agency Board met for a regular meeting on Wednesday, March 1, 2017 at 6:30 p.m. Present were Chair James DuBois, Vice-Chair Kimberly Glas-Castro, Board Members Rhonda “Jo” Brockman, Christine Francois, Erin Flaherty, and Anne Lynch. Executive Director John D’Agostino, Agency Attorney Thomas Baird, and Agency Clerk Vivian Mendez. Board Member Michael O’Rourke arrived at 6:40 p.m.

Agency Clerk Mendez performed the roll call and Chair DuBois lead the pledge of allegiance.

**Special Presentation/Report:**  
None

**Public Comment:**  
None

**Consent Agenda:**

1. CRA Board Meeting Minutes of December 7, 2016
2. Special Call CRA Board Meeting minutes of January 18, 2017

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

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Rhonda “Jo” Brockman	X		
Board Member Erin Flaherty	X		
Board Member Christiane Francois	X		
Board Member Anne Lynch	X		
Board Member Michael O’Rourke			Absent
Vice-Chair Kimberly Glas-Castro	X		
Chair James DuBois	X		

Motion passed 7-0.

**NEW BUSINESS:**

**3. CRA Board Review and Acceptance of the Annual Report**

Executive Director D’Agostino explained the item please see (Exhibit “A”). Board Member O’Rourke explained that Lilly’s Table was a newly opened restaurant within the CRA. Executive Director D’Agostino explained that the list of Businesses within the CRA only reflected the newly opened businesses during fiscal year 2015-2016. Chair DuBois suggested that sanitary sewer review should be added to the list of priorities for the CRA. Executive Director D’Agostino explained that sanitary review was a priority for the CRA and that he would provide additional information at a future meeting.

**Motion: Board Member Flaherty moved to approve the review and acceptance of the CRA Annual Report; Board Member Lynch seconded the motion.**

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Rhonda “Jo” Brockman	X		
Board Member Erin Flaherty	X		
Board Member Christiane Francois	X		
Board Member Anne Lynch	X		
Board Member Michael O’Rourke	X		
Vice-Chair Kimberly Glas-Castro	X		
Chair James DuBois	X		

Motion passed 7-0.

**4. CRA Market Analysis**

Executive Director D’Agostino explained the item please see (Exhibit “B”). He introduced Kim Delaney of the Treasure Coast Regional Planning Council, who gave a presentation to the CRA Board, see (Exhibit “C”). Board Member Brockman asked if WTL was a company that was contracted with the Treasure Coast Regional Planning Council. Ms. Delaney explained that WTL was a subcontractor. Board Member Brockman asked Ms. Delaney to provide an example of the outcome of a previous project similar in scope of work provided in the presentation. Ms. Delaney explained that the most recent project was in the Village of North Palm Beach, Florida and that she would forward examples to Executive Director D’Agostino. Board Member Brockman asked Ms. Delaney how the Treasure Coast Regional Planning Council was able to assess measurements of revenue increase within the Town of Lake Park. Ms. Delaney explained that the information was derived from a 2016 data set that examined the yield versus discretionary income in the Town of Lake Park. Board Member Francois asked Ms. Delaney to explain the term leakage as it related to empty parcels and closed businesses. Ms. Delaney explained that empty lots and empty business storefronts were classified as inventory. She explained that leakage occurs when discretionary income in the Town of Lake Park is spent in other municipalities. Board Member O’Rourke asked if there were modifications that could be made to reduce the proposed budget. Ms. Delaney explained

that modifications could be made and that removing the public workshop, and interviews were options to reduce the proposed budget. Board Member O'Rourke asked if the Treasure Coast Regional Planning Council was aware of the vision for the Town of Lake Park. Ms. Delaney explained that a preliminary review of the documents provided on the CRA website was conducted. Board Member Flaherty asked Executive Director D'Agostino if funds would be transferred from the General Fund. Executive Director D'Agostino explained that CRA funds would be used and that there would be no additional impact to the deficit. Vice-Chair Glas-Castro asked Executive Director D'Agostino if there were additional costs that the Town should expect. Executive Director D'Agostino explained that advertising fees would need to be covered, he explained that there was five thousand dollars available for advertising fees. Vice-Chair Glas-Castro asked how the 2017-2018 fiscal year budget would be effected. Executive Director D'Agostino explained that if approved the Town would work with the Treasure Coast Regional Planning Agency to create interlocal agreements that address the next fiscal year prior to the adoption of the budget for the CRA. Vice-Chair Glas-Castro asked the CRA Board Members if they were comfortable proceeding with a budget adjustment, the elimination of grants, and using the fund balance surplus. Chair James DuBois explained that the CRA was at least five years behind and that he would agree with moving forward. Vice-Chair Glas-Castro asked how many years were left in the lifespan of the CRA. Executive Director D'Agostino answered that there were approximately ten years that remained in the lifespan of the CRA. Board Member Flaherty explained that he was in agreeance with moving forward with the assistance of the Treasure Coast Regional Planning Council. Board Member O'Rourke suggested the implementation of a plan that incorporated the best uses for grants within the CRA. Ms. Delaney explained that the Market Study Analysis would identify the catalytic investments of the Town. She added that the analysis would help the CRA Board to determine if they would like to follow a directed investment strategy. Chair DuBois suggested various techniques of community outreach. Board Member Brockman asked how many representatives of the Treasure Coast Regional Planning Agency would assist in community outreach. Ms. Delaney explained that four individuals would be involved in community outreach that included the Executive Director, Urban Design Director, Economic Development Coordinator, an Administrative staff member and herself. Board Member Francois asked if the public workshop could be combined with the presentation of the draft market assessment. Ms. Delaney explained that the public workshop and the presentation of the draft assessment were separate actions and that they would need to remain separate. Board Member Lynch asked if the Treasure Coast Regional Planning Agency was aware of the ethnic diversity in the Town of Lake Park and if they would provide assistance in Creole. Ms. Delaney explained that the Treasure Coast Regional Planning Council covered all languages where necessary. Chair DuBois thanked Ms. Delaney for her presentation.

**Motion: Board Member O'Rourke moved to fund the CRA Market Analysis and approve Resolution No. 13-03-17, Board Member Brockman seconded the motion.**

Vote on Motion:

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

Motion passed 7-0.

**EXECUTIVE DIRECTOR REPORT:**

Executive Director D'Agostino explained that a grant fund match between ten and fifteen thousand dollars was needed to continue with the master plan for a train station in the Town and that applications were due in mid-March of 2017. He explained that the amount was not budgeted and that the master plan would need to be created. Ms. Delaney explained that the grant referenced by Executive Director D'Agostino was a grant provided by the Federal Trade Commission. She explained that the grant required a twenty percent match and provided planning services to local governments that anticipated future train stations. Executive Director D'Agostino explained that the grant application process was underway and that he would provide an update at a future meeting. He provided an update of the property that belonged to Mr. Sarota, he explained that the Sarota family planned to rent the property or discuss purchasing options with the Town. Vice-Chair Glas-Castro asked if the Sarota family had remedied previous code compliance issues. Executive Director D'Agostino explained that the Sarota family had made progress in remedying issues of code compliance.

**BOARD MEMBERS COMMENTS:**

**Board Member Francois** had no comments.

**Board Member Brockman** had no comments.

**Board Member Lynch** had no comments.

**Board Member Flaherty** explained that he was pleased with the decision of the Sarota family.

**Board Member O'Rourke** had no comments.

Vice-Chair Glas-Castro had no comments.

Chair DuBois had no comments.

**ADJOURNMENT**

There being no further business to come before the CRA Board and after a motion to adjourn by Board Member Flaherty and seconded by Board Member Lynch, and by unanimous vote, the meeting adjourned at 8:00 p.m.

Chair, Michael O'Rourke

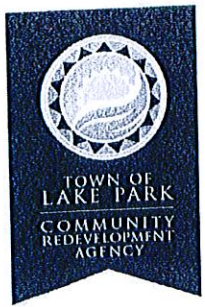
Agency Clerk, Vivian Mendez, CMC



FLORIDA Approved on this 7 of June, 2017



Exhibit "A"



CRA  
Agenda Request Form

Meeting Date: March 1, 2017

Agenda Item No. Tab 3

Agenda Title: CRA Board Review and Acceptance of the Annual Report

- SPECIAL PRESENTATION/REPORT  CONSENT AGENDA
- OLD BUSINESS  NEW BUSINESS: FY 17 Funding Initiatives
- DISCUSSION FOR FUTURE ACTION  OTHER

Approved by Executive Director: [Signature] Date: 2-22-17

John O. D'Agostino, Executive Director

Name/Title

<b>Originating Department:</b>	Costs: \$	<b>Attachments:</b> • CRA Annual Report 2015-2016
	Funding Source:	
	Acct. #	
	<input type="checkbox"/> Finance _____	

**Summary Explanation/Background:** Each Year, the CRA Board of Directors must present an annual report for the prior fiscal year to the governing board that created the CRA Board. Attached is the annual report for Fiscal Year 2015-2016.

**Recommended Motion:** Motion to accept the Annual CRA Report for Fiscal Year 2015-2016 and Instruct the Executive Director to forward the same to the Town Commission.



# ANNUAL REPORT FISCAL YEAR 2015/16



TOWN OF  
LAKE PARK

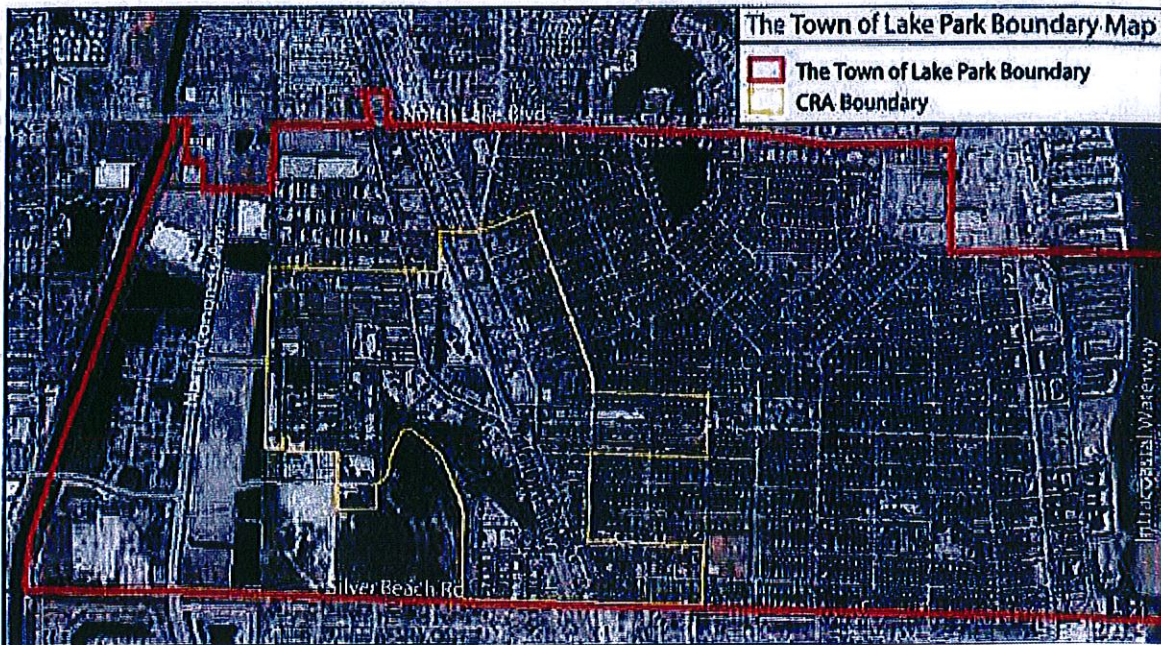
COMMUNITY  
REDEVELOPMENT  
AGENCY



**TOWN OF LAKE PARK, FLORIDA  
COMMUNITY REDEVELOPMENT AGENCY**

**ANNUAL REPORT FOR FISCAL YEAR 2015/2016**

The Town of Lake Park, one of the earliest master-planned communities in South Florida still retains many of the characteristics of its original plan which was set out by Harry Seymour Kelsey back in 1919. Nearly 80 years later, in 1996, the Town of Lake Park Community Development Agency (CRA) was established. The original CRA plan identified a series of problems and needs, as well as some general opportunities for the designated area. Figure 1 is a map of the Lake Park CRA in context to the physical boundaries of the entire Town of Lake Park.



In January of 2010, the CRA adopted a revised Community Redevelopment Agency Plan in an effort to update the vision for the “downtown” and commercial/industrial areas of the Town.

The following are the some of the priorities that the Executive Director has been pursuing this fiscal year. They include:

- Promote the sale of the 940 Park Avenue (Sorota Property) and combining that property with other parcels to create an anchor development project at the intersection of Park Avenue and Tenth Street.
- Promote and support the redevelopment of other parcels along Park Avenue.
- Identification of key parcels within the CRA along Park Avenue for redevelopment. Such parcels include: The Old Park Avenue Barbeque Building, 918 Park Avenue and 940 Park Avenue as referenced above.
- Promotion of the Arts and art related initiatives such as the Back Alley Arts Festival (Mural Display).
- Passage of the Mural Ordinance and the Commission’s Support of the First Mural Application by A.J. Brockman.



- Strengthening the connections between Northlake Boulevard, primarily along Tenth Street and Old Dixie Highway.
- Linking the Land Use Development Regulations for the Mixed Use District along US Route One with businesses in the CRA.
- Creation of a linear Park from US Route One and Seventh Street connecting development along US Route One Mixed Use Development District with the CRA.
- The redevelopment of a number of small retail shops to specialty retail shops along Park Avenue throughout the 700-900 blocks of the CRA.
- The continuation of our efforts to build and diversify the Town's tax base within the CRA.

## ACTIVITIES

During the 2015-2016 fiscal year, a number of initiatives were discussed and undertaken by the CRA. An outline of such activities is as follows:

December 2, 2015:

A meeting of the CRA Board was held at which the following actions were taken:

- Reviewed Primary Revenue Sources to the Redevelopment Agency
- Approval of Minutes for the Special Call CRA Board Meeting of August 19, 2015
- Discussed incentives for attracting businesses into the CRA

March 2, 2016:

- A meeting of the CRA Board was held at which the Annual Report of the CRA for FY 2014/2015 was accepted by the Board, and the minutes of the December 2, 2015 CRA Board meeting were approved.
- A mandatory Pre-Bid Conference was held for bidders interested in submitting a comprehensive Market Analysis for the CRA. After a review of the scope of services for the Market Analysis, staff recommended that the CRA not proceed with the initial scope and to refine the scope to accurately reflect the deliverables desired.

June 1, 2016:

At a regular CRA Board meeting held on this date, various rail initiatives were discussed with Kim Delaney, Ph.D., Director of Strategic Development and Policy for the Treasure Coast Regional Planning Council which consisted of Brightline, formerly All Aboard Florida, FEC Coastal Link and Quiet Zone topics. Dr. Delaney discussed in her presentation that the responsibility for the crossing at Silver Beach Road would be shared between the Town of Lake Park and the City of Riviera Beach. The train conductor would be responsible for blowing the train whistle at certain locations along the rail right-of-way. The Palm Beach County and the State of Florida have updated and executed maintenance agreement with all Aboard Florida that presume the additional costs associated with the project. Dr. Delaney explained that improvements to the rail corridor would establish complete sidewalks across grade crossing and pedestrian gates as well as to ensure the highest degree of safety, and explained that the fencing plan has not been presented but it would most likely accompany the project. Dr. Delaney continued the presentation by explaining the FEC Tri-Rail Coastal Link Project extension providing service from Miami-Dade County to Pam

Beach County. She explained that the FEC Coastal Link and Complete Streets Project addressed land-use patterns and implementations for state-wide consideration. Projected plans to be implemented in neighboring municipalities that include bike lanes, on street parking and land configuration.

The following additional actions took place at this June 1, 2016 CRA Board meeting, as follows:

- Approval of CRA Board Meeting Minutes of March 2, 2016,
- Setting the date for a Special Call Meeting for FY 2016-2017 Budget for Wednesday August 10, 2016 at 6:30 pm. (annual budget initiatives included: Park Avenue Beautification, Infrastructure Development [additional parking is needed to accommodate activities at the Brewhouse Gallery and Kelsey Theatre. Housing, Façade Improvement Grants, Marketing and Community Activities]).

#### August 10, 2016:

A Special Call CRA Board meeting was held at which the following actions took place:

- Fiscal Year 2016/2017 budget was discussed and Resolution No 27-08-16 was approved to adopt the CRA Budget for FY 2016-2017
- Approval of Special Call CRA Board Meeting Minutes of June 1, 2016; and
- Authorizing and directing the Executive Director to Accept Property and Casualty Insurance Coverage through Preferred Governmental Insurance Trust for CRA for Fiscal Year 2016/2017

The CRA Board will continue to hold Quarterly meetings and allowing for Special Call meetings from time to time when warranted through extenuating circumstances.

The CRA Executive Director continues to work with the owners of One Park Place to encourage completion of the building. The owners have improved the outside of the property by painting and addressing exterior and interior Code violations under a New Master Building Permit. Ninety percent of the property improvements are completed. During this past fiscal year period, the Master Building Permit was issued on June 10, 2016; however, it expired on January 14, 2017. The Town will take the property owners to the Special Magistrate Hearing on March 2, 2017 to address the expired Master Building Permit.

Property completion is crucial to activity along the Park Avenue Business Corridor. The Board and Staff remain vigilant in getting an occupancy permit completed on the building. The Property is for sale by Reichel Real Estate for \$6.9 million. Various minor issues remain unresolved by the property owner such as; landscaping, the water is not turned on and appliances have not been installed.

#### NEW BUSINESSES

During the 2015-2016 fiscal year, a number of new businesses were opened (and several name changes/changes of ownership/location changes occurred) within the CRA. These were as follows:



**CRA Businesses October 2015 through September 2016** (verification if they are still in operation has not been conducted)

Palm Beach Upholstery Inc 1309 S Killian Drive	Cory Pimm 1309 S Killian Dr Lake Park, FL 33403 561-478-9408	Upholstery & Window Treatments	New Business
Florida Homes & Condominiums 1001 W. Jasmine Drive	Gilbert Trower 238 Bravado Lane Palm Beach Shores, FL 33404 <a href="mailto:giltrower@mac.com">giltrower@mac.com</a> 561-373-4313	Real Estate Office/Sales	New Business
HP/HR Renal Investments, Inc. 116 Miller Way #7	Hans Pierson/Renuka Pierson 17736 123 <sup>rd</sup> Terrace North Jupiter, FL 33478 954-658-5249	Manufacturing/Retail of Firearms	New Business
The Kelsey Theatre 700 Park Avenue	Rhonda Jo Brockman/700 Park Avenue Holdings, LLC 700 Park Avenue Lake Park, FL 33403 <a href="mailto:info@brewhousegallery.com">info@brewhousegallery.com</a> 561-328-7481	Theatre	Ownership Transfer
Economical Auto Car LLC 902 Old Dixie Hwy. #1	Junior Dzierwa 902 Old Dixie Hwy. #1 Lake Park, FL 33403	Auto Repair	New Business
DHD Tax Service LLC 917 Park Avenue	Dieufort Datis 917 Park Avenue Lake Park, FL 33403	Tax Services	New Business
Best Solution Multi-Service 501 10 <sup>th</sup> Street #513	Julner Viljean 5135 Glencove Lane West Palm Beach, FL 33415	Tax preparer and other filing service	New Business
Palm Beach Spa Medics LLC 836 Park Avenue	Alice Dudley 836 Park Avenue Lake Park, FL 33403	Cosmetology Salon	New Business
Dalian Xindali Import & Export USA 840 13 <sup>th</sup> Street #42	Jian Dong 2391 Old Dixie Hwy. Riviera Beach, FL 33404	Import/Export Car Parts	New Business

Lugnut Customs Inc. 801 15 <sup>th</sup> Street, #3	Lewis Isenberg 340 Martin Avenue Greenacres, FL 33463	Auto Repair	Location transfer
NL Auto Services Inc DBA AAMCO Transmission 1320 10 <sup>th</sup> Street	Lee Konsker 366 Mohawk Lane Boca Raton, FL 33487 561-848-6994 Cell 561-451-5882	Auto Repair	Ownership Transfer
AMC Custom Builders 1568 Watertower Road	Christopher C. Harris 1568 Watertower Road Lake Park, FL 33403	Business Office	New Business
Ro Jays Musician Services 700 Old Dixie Highway, STE 206	Roger Worthy 700 Old Dixie Highway, Ste. 206 Lake Park, FL 33403	Music Instruction Studio	New Business
Preventative Fire Services 1233 Old Dixie Highway, #5	Leslie Trafeler 1233 Old Dixie Highway #5 Lake Park, FL 33403	Office/Warehouse	New Business
Bonanza Entertainment LLC 700 Old Dixie Highway	Belinda Hemmings 1225 W 285 <sup>th</sup> Street Riviera Beach, FL 33404	Recording Studio	New Business
Mattress by Appointment 1125 Old Dixie Highway	Leonard Bladgett 1125 Old Dixie Highway Lake Park, FL 33403	Retail Store	New Business
Northlake Care Center 750 Bayberry Drive	Northlake Facility, Inc. 4302 Hollywood Blvd., #369 Hollywood, FL 33021	Nursing Home	Name Change
At the Hairnet 748 Park Avenue, #E	Kerri Olah-Brennan 800 Bannock Terrace Palm Beach Gardens, FL 33418	Salon	New Business
Burton Productions, LLC 791 Park Avenue, #3	Thomas Burton Jr. 791 Park Avenue, #3 Lake Park, FL 33403	Home Office	New Business
Elohim Jireh Landscape, Inc. 1210 Gateway Road, #1	Victor Stewart 1016 Indian Trace Circle, #308 Riviera Beach, FL 33407	Office Warehouse	Additional Business



Marine Plumbing Company, LLC 110 10 <sup>th</sup> Street	Robert Mullaney 110 10 <sup>th</sup> Street Lake Park, FL 33403	Office Warehouse	New Business
Palm Chic Boutique 748-D Park Avenue	Joseph Heilner 207 Woodlake Drive Jupiter, FL 33458	General Retail	New Business
Spectrum Collision & Auto Repair 1145 Water Tower Road	Khaled Grayeb 1145 Water Tower Road Lake Park, FL 33403	Auto Body and Paint	New Business
JPR Auto Repair 1230 Gateway Rd, Suite 7 & 8	Nile Ovant 1230 Gateway Rd., Suite 7 Lake Park, FL 33403	Auto Repair	New Business
Mrs. Manning's Consignment 941 Park Avenue	1250 Rosegate Blvd. Riviera Beach, FL 33404	Retail Store	New Business
Grapes Furniture D/B/A Good Things 1194 Old Dixie Hwy., Suite 102	Rosemary Jackson 1194 Old Dixie Hwy., Suite 102 Lake Park, FL 33403	Retail Store	New Business
Kelsey Vintage Goods 748-B Park Avenue	Michael Silberman 748-B Park Avenue Lake Park, FL 33403	Retail Store	New Business
Wide World of Cars 1301 10 <sup>th</sup> Street	Jerry Lee 1301 10 <sup>th</sup> Street Lake Park, FL 33403	Auto Dealer	Ownership Transfer
Empire Barbershop 910 10 <sup>th</sup> Street	Jonathan Urena 910 10 <sup>th</sup> Street Lake Park, FL 33403	Barbershop	New Business
All Ways Entertainment 732 Park Avenue	James Robertson 16345 Randolph Siding Road Jupiter, FL 33478	Professional Office	New Business
Coastal Life Realty 1194 Old Dixie Hwy., STE 10	Roy Flournoy 1194 Old Dixie Hwy., Ste 10 Lake Park, FL 33403	Professional Office	New Business
Diversified Roofing 1194 Old Dixie Hwy., Ste 17	Mathew Drozd 1194 Old Dixie Hwy., Ste 17 Lake Park, FL 33403	Business Office	Location Transfer

Lamia Neighborhood 1205 10 <sup>th</sup> Street	Sirajul Siraj 1205 10 <sup>th</sup> Street Lake Park, FL 33403	Convenient Store	New Business
Coastal Life Development 1194 Old Dixie Hwy. #10	Roy Flournoy 1194 Old Dixie Hwy., #10 Lake Park, FL 33403	Professional Office	New Business
Exclusively Hybrid 990 Old Dixie Hwy.	Alexander Valler 990 Old Dixie Hwy., #9 Lake Park, FL 33403	Auto Repair	New Business
PB Dance Academy 936 Park Avenue	Palm Beach Dance Academy Inc. 736 Park Avenue Lake Park, FL 33403	Dance Studio	Location Transfer
Silver Spoon Restaurant 934 Park Avenue	Rurel Allen 934 Park Avenue Lake Park, FL 33403	Restaurant	Location Transfer



# TOWN OF LAKE PARK COMMUNITY REDEVELOPMENT AGENCY

Balance Sheet\*  
As of September 30, 2016

Statement of Revenues, Expenditures  
and changes in Fund Balance\*  
For the Year Ending September 30, 2016

<b>Assets</b>	
Cash & Equivalents	\$ 215,403
Accounts Receivable	\$ 1,687
Notes Receivable	\$ 28,679
Due from other funds	-
<b>Total Assets</b>	<u><u>\$ 245,769</u></u>
<b>Liabilities</b>	
Accounts Payable	\$ -
Accrued Payroll	-
Due to other funds	279,280
<b>Total Liabilities</b>	<u>\$ 279,280</u>
<b>Fund Balance</b>	
Restricted	\$ -
Unrestricted	(33,510)
<b>Total Fund Balance</b>	<u><u>\$ (33,510)</u></u>
<b>Total Liabilities &amp; Fund Balance</b>	<u><u>\$ 245,770</u></u>

<b>Revenue</b>	
Taxes	\$ 210,238
Intergovernmental	391,433
Investment Earnings	767
Other	-
<b>Total Revenue</b>	<u><u>\$ 602,438</u></u>

<b>Expenses</b>	
Personnel Services	\$ 66,442
Operating Expenses	199,506
Grants	3,925
Capital Expenses	-
Debt Service	260,648
<b>Total Expenses</b>	<u>\$ 530,521</u>

**Net change in Fund Balance** \$ 71,917

Fund Balance, beginning	<u>\$ (105,427)</u>
<b>Fund Balance, ending</b>	<u><u>\$ (33,510)</u></u>

\* Unaudited

Note	
<b>Fund Balance improved by:</b>	<u><u>\$ 71,917</u></u>



Hometown District



Commerce District



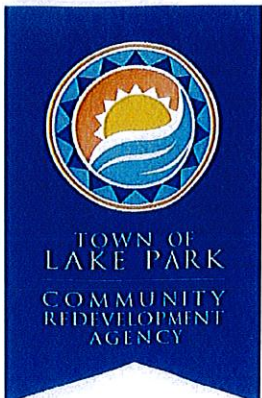
Arts District

**MEMBERS OF THE BOARD OF DIRECTORS**

James DuBois	Chair
Kimberly Glas-Castro	Vice-Chair
Rhonda “Jo” Brockman	Board Member
Erin T. Flaherty	Board Member
Christiane Francois	Board Member
Anne Lynch	Board Member
Michael O’Rourke	Board Member

**STAFF OF THE CRA**

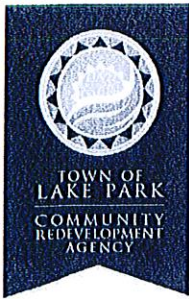
John D’Agostino	Executive Director
Thomas J. Baird, Esq.	Agency Attorney
Vivian Mendez, CMC	Agency Clerk



**TOWN OF LAKE PARK  
COMMUNITY REDEVELOPMENT AGENCY**

Town Hall ❖ 535 Park Avenue, Lake Park, FL 33403  
561-881-3304 (Phone) ❖ 561-881-3314 (Fax) ❖ [www.lakeparkcra.com](http://www.lakeparkcra.com)

Exhibit "B"



**CRA  
Agenda Request Form**

Meeting Date: March 1, 2017    Agenda Item No. TAB 4

**Agenda Title: CRA Market Analysis**

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> SPECIAL PRESENTATION/REPORT | <input type="checkbox"/> CONSENT AGENDA                          |
| <input type="checkbox"/> OLD BUSINESS                           | <input type="checkbox"/> NEW BUSINESS: FY 17 Funding Initiatives |
| <input type="checkbox"/> DISCUSSION FOR FUTURE ACTION           | <input type="checkbox"/> OTHER                                   |

Approved by Executive Director: *John O. D'Agostino*    Date: 2-27-17

John O. D'Agostino, Executive Director

Name/Title

<b>Originating Department:</b>	Costs: \$ 52,250 Funding Source: Acct. # 520-31000 [X] Finance <u><i>PRR</i></u>	<b>Attachments:</b> <ul style="list-style-type: none"> <li>Treasurer Coast Regional Planning Council Proposal Transmittal Letter</li> <li>Service Scope</li> </ul>
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**Summary Explanation/Background:** The Executive Director has identified a need to complete a market analysis for the CRA. The analysis will include a review of the CRA Plan, the Comprehensive Plan and current and future Land Use Development Regulations of the Town and CRA. The development of the US Route One Mixed Use District will have an impact on CRA businesses. The Market Study will require the expertise of a land development economist to analyze the demographic and economic profile of the CRA, review and analyze market trends and conditions. Review Economic Development potentials, business retention and development analysis. A target industry analysis will also be performed along with recommended incentives to address market potentials and timing. The analysis will required 20 stakeholder interviews with elected officials, business and property owners, investors and real estate professionals.

A public workshop will be held to review preliminary findings and to determine priorities of the CRA Board of Directors and the Town Commission. The workshop will include a market

depth, leakage, target market, financial/regulatory gaps the potential financial and regulatory options and to determine priorities of the Commission. Presentation of Preliminary Market Analysis and Marketing Plan. To include Market Analysis and Market Plan with findings and recommendation to staff, Commission and CRA Board. Final Market Analysis and Plan transmittal

**Recommended Motion:** Move to fund the Market Analysis and Plan as proposed by Treasure Coast Regional Planning Council and Staff.



TREASURE COAST REGIONAL PLANNING COUNCIL

INDIAN RIVER - STELLUCHE - MARTIN - PALM BEACH

February 22, 2017

John D'Agostino  
Town Manager  
Town of Lake Park  
535 Park Avenue  
Lake Park, FL 33403

Subject: Market Assessment and Marketing/Branding Plan

Dear Mr. D'Agostino:

Thank you for considering the Treasure Coast Regional Planning Council (TCRPC) to assist the Town with the development of a market assessment and marketing/branding plan for the Lake Park Community Redevelopment Agency. Given our understanding of the goals and objectives of the Town, TCPRC has prepared a scope, timeline, and fee estimate for your consideration. It includes the following components:

- Due Diligence Review of Town and CRA Regulatory and Planning Documents
- Market Assessment and Economic Development Analysis
- Interviews with Stakeholders and Focus Groups
- Public Workshop to Present Findings and Obtain Public Input
- Market Assessment and Marketing/Branding Plan

The total fee for Council to provide the services as delineated in the scope is \$55,250. Council anticipates all work can be completed within a six-month timeframe.

Council looks forward to an opportunity to work with the Town on this important project. Thank you.

Sincerely,



Michael J. Busha, AICP  
Executive Director

Attachment

cc: Michael Davis, Chair  
Kim DeLaney, TCRPC

**LAKE PARK CRA  
MARKET ASSESSMENT & MARKETING/BRANDING PLAN**

TASK	EST. TIMEFRAME	FEE
<p><b>(1) DUE DILIGENCE REVIEW</b></p> <p>General review and assessment of relevant CRA documents to determine approach, regulatory framework, entitlements, densities &amp; priorities, including:</p> <ul style="list-style-type: none"> <li>• CRA Plan</li> <li>• Comprehensive Plan</li> <li>• Land Development Regulations</li> <li>• Preliminary Field Work</li> <li>• Work Session 1 with Town Staff</li> </ul>	Month 1	\$ 2,500
<p><b>(2) MARKET ASSESSMENT</b></p> <p>Working with a land development economist, prepare market assessment and economic development analysis, including:</p> <ul style="list-style-type: none"> <li>• Demographic &amp; Economic Profile</li> <li>• Real Estate Market Trends &amp; Conditions</li> <li>• Market Demand/Absorption Potentials</li> <li>• Field Work to Assess Conditions</li> </ul> <p><b>DELIVERABLE:</b></p> <p>→ Technical Memorandum 1 summarizing findings of demographic and economic profile, real estate market conditions and preliminary market demand/absorption potentials. This will be completed prior to stakeholder interviews and to inform TCRPC work session in Task 3. Remaining tasks in market assessment to be completed after interviews.</p>	Months 2-3	\$ 9,500
<p><b>(3) STAKEHOLDER INTERVIEWS &amp; FOCUS GROUPS</b></p> <p>Conduct up to 20 interviews/focus group(s) with elected officials, business and property owners, citizen/neighborhood representatives, investors and real estate professionals to further inform market findings/potentials, business retention and development opportunities and recommended economic/regulatory options. Town to provide meeting room for interviews.</p> <ul style="list-style-type: none"> <li>• Conduct site/area reconnaissance</li> <li>• Conduct up to 20 stakeholder interviews/focus group(s)</li> <li>• Work Session 2 with Town Staff to Review Preliminary Findings</li> </ul> <p><b>DELIVERABLE:</b></p> <p>→ Technical Memorandum 2 summarizing key findings from interviews &amp; field work</p>	Months 2-3	\$ 12,750

<p><b>(4) PUBLIC WORKSHOP</b></p> <p>Facilitate public workshop to review preliminary findings, target market &amp; metrics (e.g., market potentials, retail leakage, target markets, economic/regulatory gaps), potential economic/regulatory options, and determine priorities per Town Council.</p> <ul style="list-style-type: none"> <li>Public workshop with Town Council, CRA Board, other stakeholders as identified by Town Staff</li> <li>Town to provide advertising, workshop venue, and refreshments</li> </ul> <p><b>DELIVERABLES:</b></p> <ul style="list-style-type: none"> <li>→ Workshop presentation (power point format)</li> <li>→ Technical Memorandum 3 providing summary of workshop public input, findings, and preliminary recommendations</li> </ul>	<p>Month 4</p>	<p>\$ 16,000</p>
<p><b>(5) PRESENTATION OF DRAFT MARKET ASSESSMENT &amp; MARKETING/BRANDING PLAN</b></p> <p>Presentation of DRAFT Market Assessment &amp; Marketing/Branding Plan, with summary of findings and recommendations, to Town staff and Town Council/CRA Board</p> <ul style="list-style-type: none"> <li>Transmittal of DRAFT Market Analysis &amp; Marketing/Branding Plan (for staff review/edit), including market assessment, retail opportunity-gap analysis, business retention and development analysis, recommended incentives to address market potentials, findings &amp; preliminary recommendations</li> <li>Integration of staff edits</li> <li>Presentation of DRAFT Market Assessment &amp; Marketing/Branding Plan to Town Council/CRA Board</li> </ul> <p><b>DELIVERABLES:</b></p> <ul style="list-style-type: none"> <li>→ Overview presentation (power point format)</li> <li>→ Draft Market Assessment &amp; Marketing/Branding Plan</li> </ul>	<p>Month 5</p>	<p>\$ 12,500</p>
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<p><b>TOTAL FEES</b></p>		<p><b>\$ 55,250</b></p>

**LAKE PARK CRA  
MARKET ASSESSMENT & MARKETING/BRANDING PLAN**

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Exhibit "C"

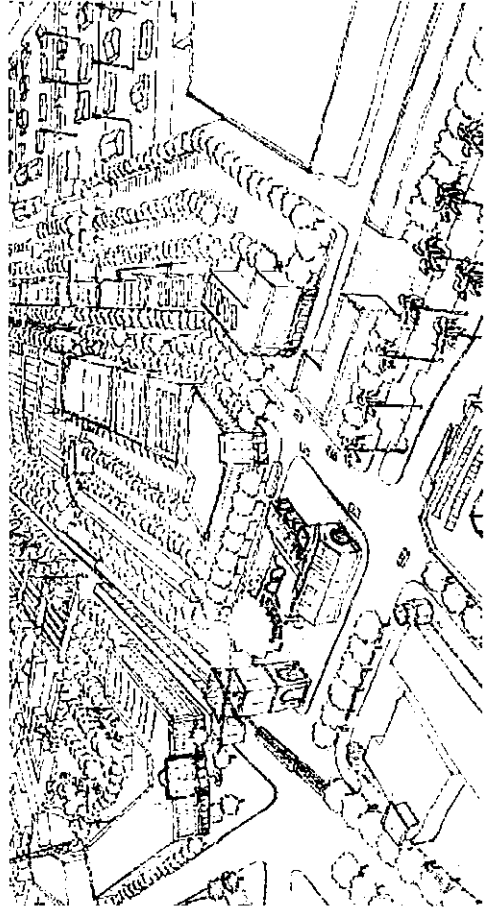
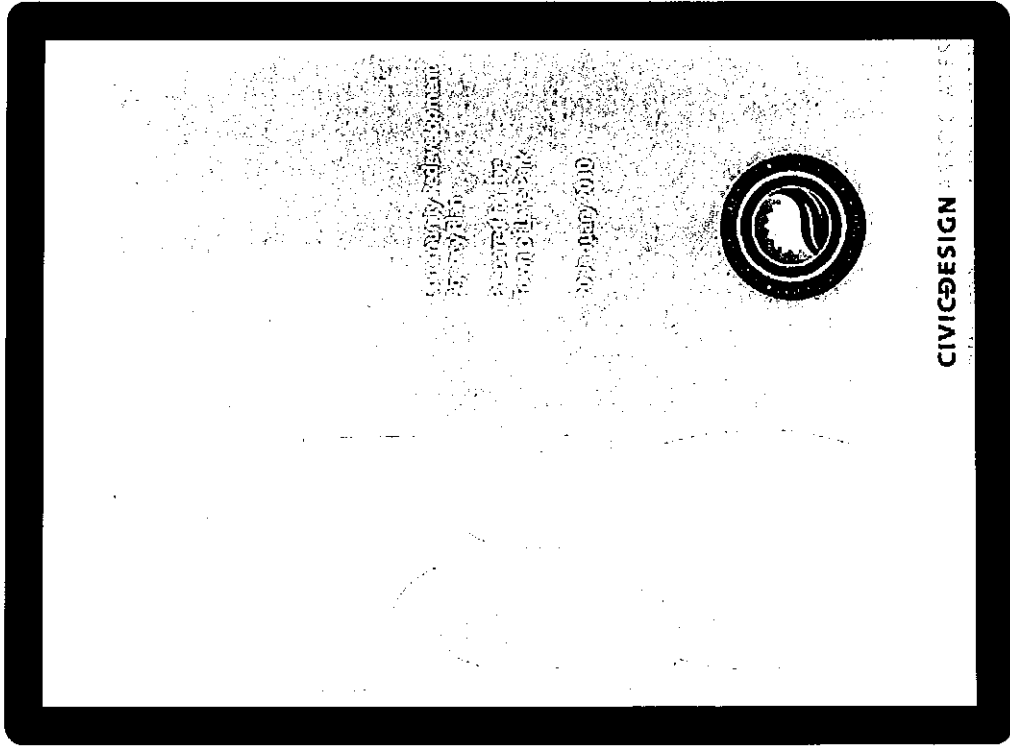
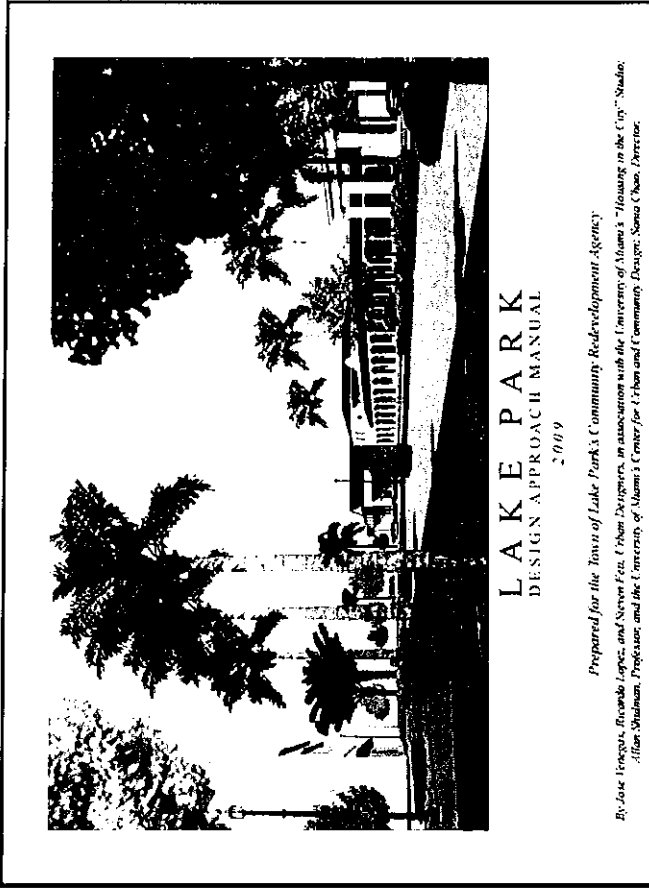
TREASURE COAST REGIONAL PLANNING COUNCIL



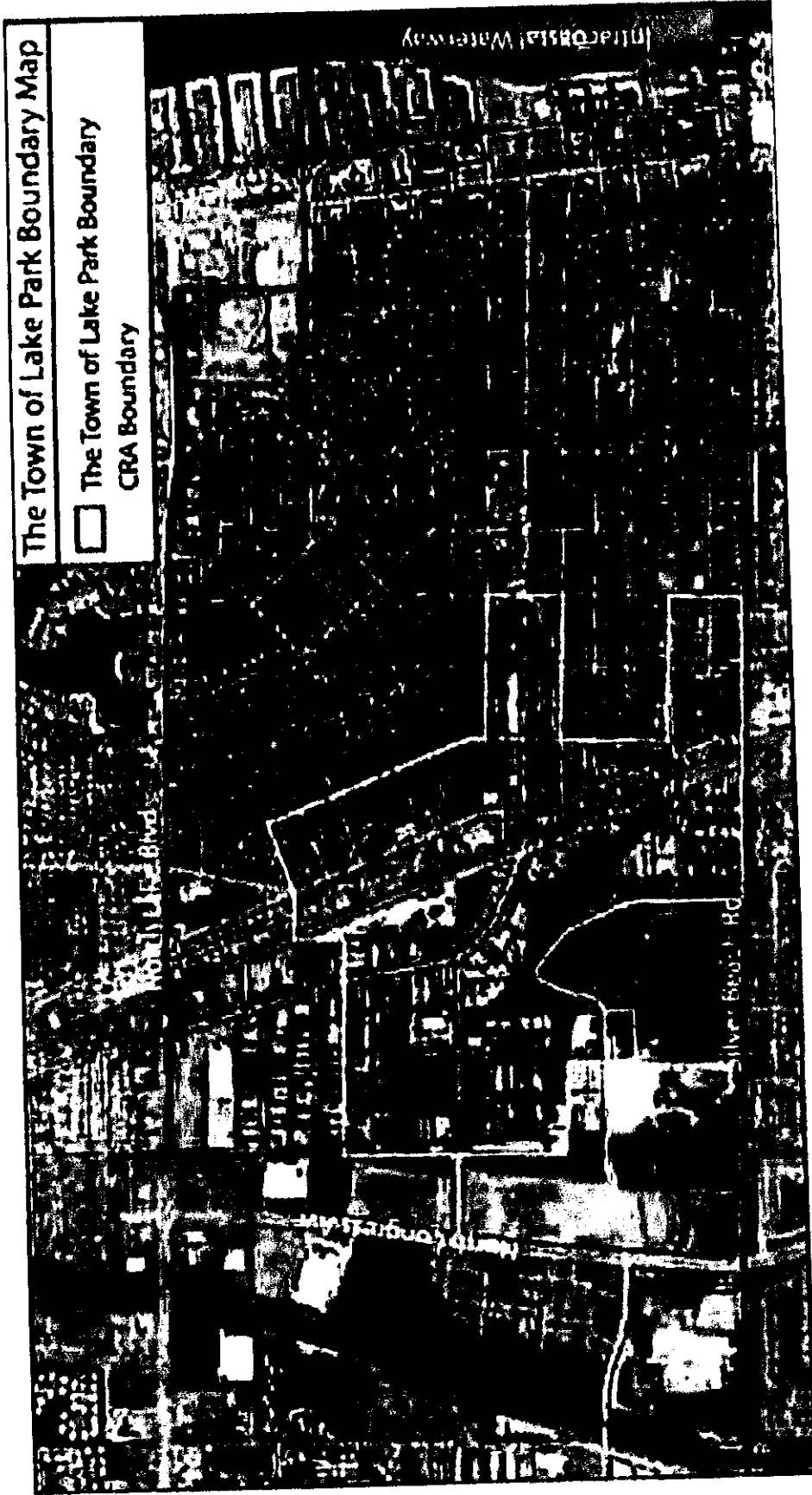
Market Assessment &  
Marketing/Branding Plan:  
Project Approach

Town of Lake Park  
March 1, 2017

# History of Detailed Planning ...



# What is the Lake Park Market Condition?



Arts District



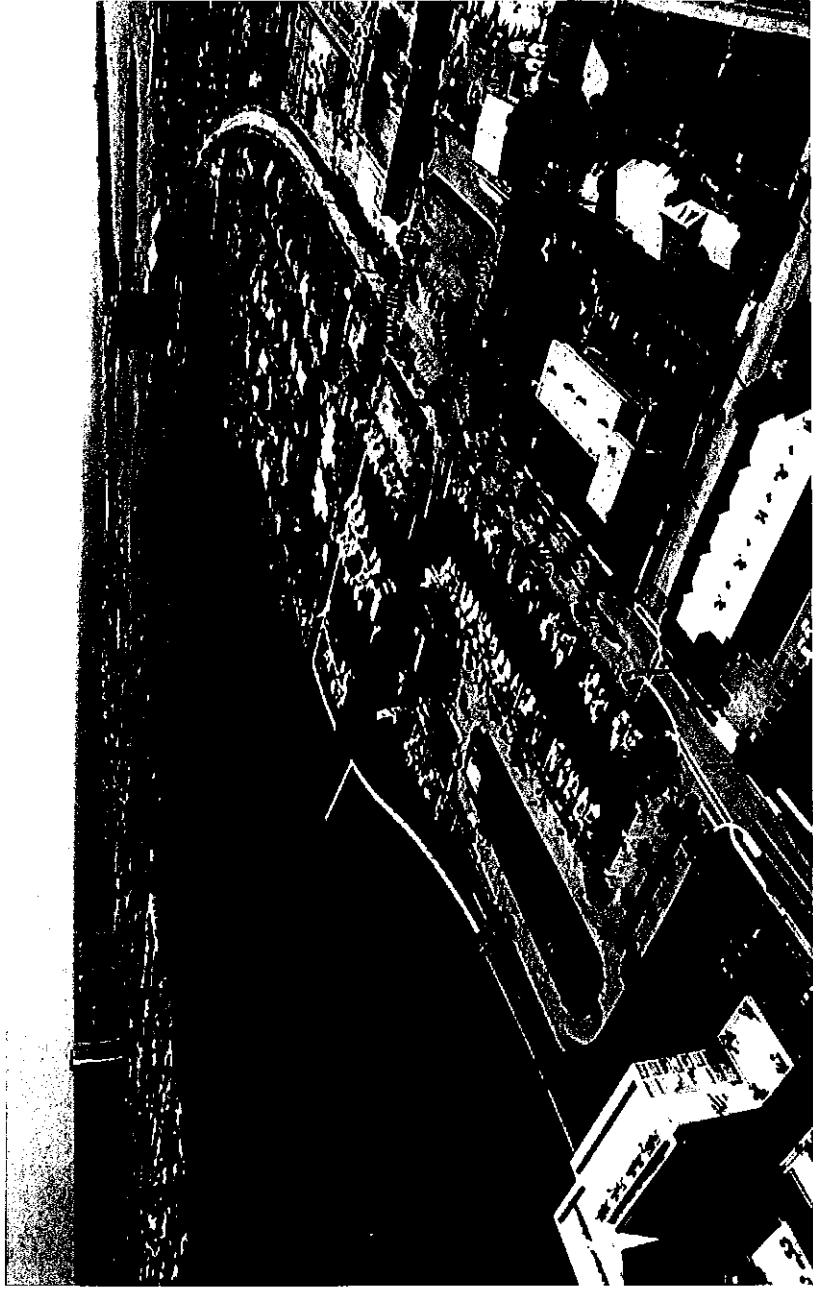
Commerce District



Hometown District



# How to Capitalize on Local Assets?



Homestead District



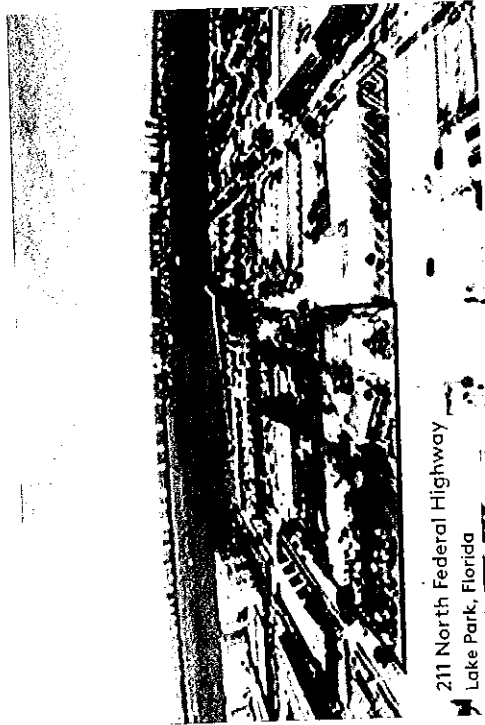
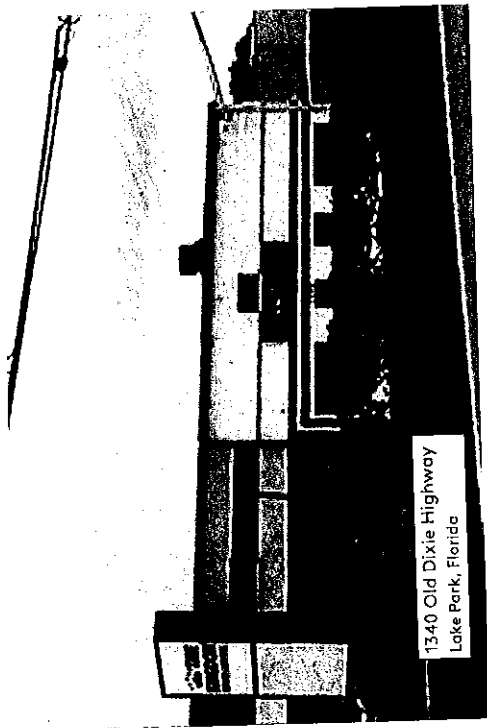
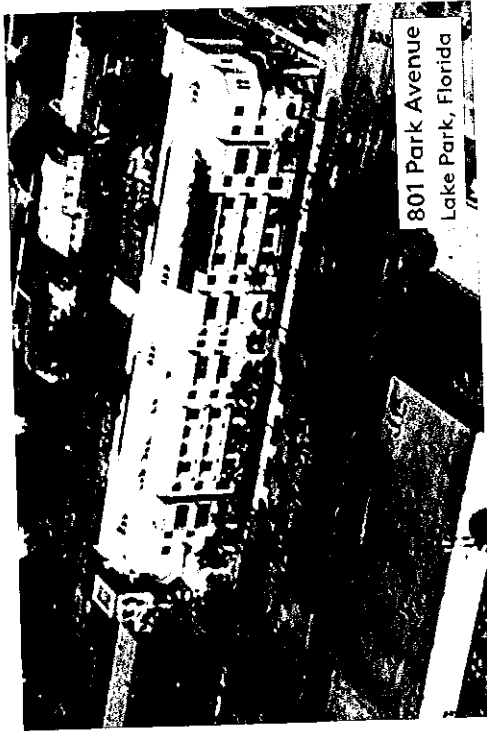
Commerce District



Arts District



# Assess Market Potential ...



51 Lake Park commercial real estate listings

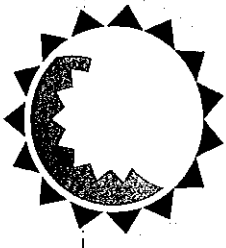


## Commercial & Industrial Uses



# *Project Approach*

- Due Diligence Review
  - *Town Plans & Codes*
  - *CRA Plan & Activities*
- Market Assessment & Economic Development Analysis
- Interviews with Stakeholders & Focus Groups
- Public Workshop to Present Findings & Obtain Public Input
- Market Analysis & Marketing/Branding Plan



TOWN OF  
LAKE PARK  
COMMUNITY  
REDEVELOPMENT  
AGENCY



# WTL+a Real Estate & Economic Advisors

- National real estate & economic development consulting firm based in Washington, DC
- 32 years of experience: 475 projects
- Public & private clients in 28 states & Caribbean
- Core practice areas:
  - ✓ Development potentials & land economics
  - ✓ Real estate financial feasibility
  - ✓ Economic benefits/fiscal impacts
  - ✓ Implementation & economic development strategies
- Specialized expertise in commercial & neighborhood revitalization, business development strategies, TOD projects in 8 states



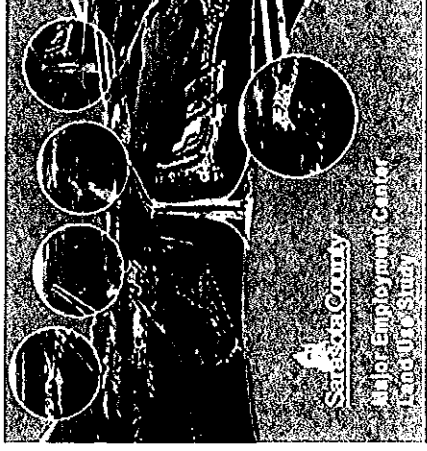
# WTL+a Experience: Florida

- 150+ projects: 55% public / 45% private
- Projects in 40+ CRAs:
  - ✓ Redevelopment plans
  - ✓ Market assessments & plans
  - ✓ DCA/Comp Plan Amendments
  - ✓ Financial feasibility/TIF analysis
  - ✓ Economic impacts
  - ✓ Implementation strategies

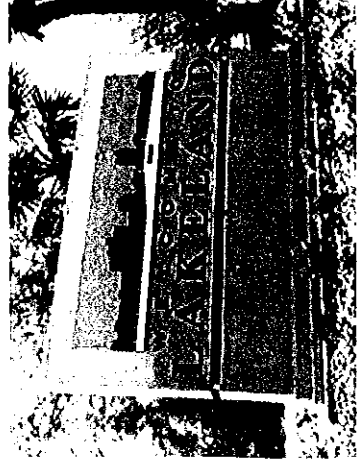
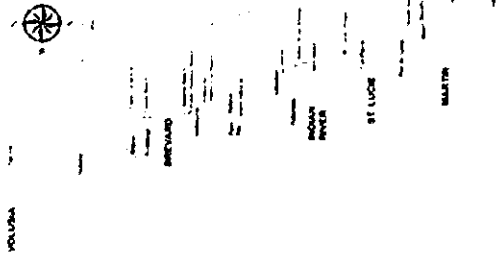
## ▪ TOD/joint development:

- ✓ FEC/Coastal Link
- ✓ Miami Intermodal Center
- ✓ Cypress Creek/SFRTA
- ✓ Hillsborough County
- ✓ WPB Transit Village Study

## ▪ Waterfront & downtown master plans



Indian River Lagoon  
Economic Valuation Update  
11/27/2014



# WTL+a Experience: Palm Beach County

- 25 assignments past 10 years in multiple communities
- On-call economist—Delray CRA since 2014
- Market analysis—North Palm Beach Village Master Plan
- Boynton Beach Downtown Plan
- Multiple projects for TCRPC since 2005. Examples:
  - ✓ Glades Region Economic Strategy
  - ✓ Lake Worth Redevelopment Charrette
  - ✓ Harbor Village CRA Master Plan
  - ✓ Intracoastal Waterway Plan
  - ✓ Palm Beach Gardens Charrette
  - ✓ Jupiter & West Palm Beach TOD
  - ✓ Seacrest Village Feasibility



# Why a Market Assessment in Lake Park?



- Evaluate demographic trends & real estate market conditions
  - ✓ How does population/household growth translate into opportunities for new housing?
  - ✓ How does job growth translate into demand for 'workplace' uses?
- Inform business development strategies
  - ✓ What types of jobs are desired?
- Measure market support for revitalization & redevelopment
  - ✓ Test potentials for various land uses in key locations
  - ✓ Tie business development strategies to potential catalyst locations
- Ensure that marketing plan is grounded in economic & market realities



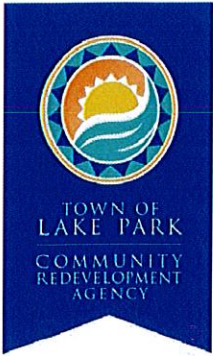


# Lake Park's Market Context

- 358,000 new residents in Palm Beach County by 2040
  - ✓ How much future growth is *realistic* for the Town?
  - ✓ Where are potential opportunity sites for infill?
- Key barometer of demand for 'workplace' real estate: County expected to add **81,300 new jobs** by 2023
  - ✓ What *types* of jobs does the Town desire?
  - ✓ What *strategies/incentives* are necessary to compete for your "share"?
- How does Lake Park capitalize on proximity to Downtown West Palm & North County office submarkets?
  - ✓ Limited CBD absorption/leasing: 42,800 SF (2016)—8 to 10 years required to lease vacant space
  - ✓ Northern Palm Beach: professional services, demand driven by 'rooftop' growth
- Town households spend \$94 million/year on retail, but stores are selling \$477 million/year = significant net *inflow*

# THANK YOU





# AGENDA

Community Redevelopment Agency Meeting  
Wednesday, March 1, 2017, 6:30 p.m.  
Lake Park, Town Hall  
535 Park Avenue

<b>James DuBois</b>	—	<b>Chair</b>
<b>Kimberly Glas-Castro</b>	—	<b>Vice-Chair</b>
<b>Rhonda “Jo” Brockman</b>	—	<b>Board Member</b>
<b>Erin Flaherty</b>	—	<b>Board Member</b>
<b>Christiane Francois</b>	—	<b>Board Member</b>
<b>Anne Lynch</b>	—	<b>Board Member</b>
<b>Michael O’Rourke</b>	—	<b>Board Member</b>
<hr style="border-top: 1px dashed black;"/>		
<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

None

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.

- 1. CRA Board Meeting Minutes of December 7, 2016 Tab 1
- 2. Special Call CRA Board Meeting minutes of January 18, 2017 Tab 2

F. **NEW BUSINESS:**

- 3. CRA Board Review and Acceptance of the Annual Report Tab 3
- 4. CRA Market Analysis Tab 4
- 5. Resolution No. 13-03-17 Budget Adjustment Tab 5

G. **EXECUTIVE DIRECTOR REPORT:**

H. **BOARD MEMBER COMMENTS**

I. **ADJOURNMENT**

**The next scheduled CRA Board Meeting will be conducted on June 7, 2017**